Measure O / H

Violence Prevention 20%

- Formed the **Violence Prevention Partnership** to fund services in our neighborhoods that help stop violence before it starts
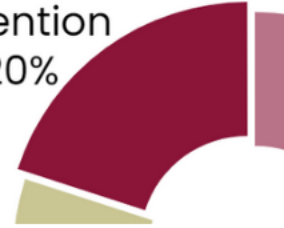

THE
SANTA ROSA
VIOLENCE
PREVENTION
PARTNERSHIP
Funded by Measure H (2022)

35% of Violence Prevention funds

8 community based organizations received grant funds (CHOICE)

65% of Violence Prevention funds

after-school programs (Neighborhood Services) administered by Recreation Department; Recreation Department staffing; Partnership staffing

Mission, Vision, Guiding Principles

Mission: We lead, mobilize, and align resources in our communities to create a safe and healthy environment where all youth are empowered to reach their full potential and all community members thrive.

Vision: Santa Rosa emerges as a strong, resilient and interconnected community where all residents are safe, healthy and thrive.

Guiding Principles:

- Build Safe Communities
- Commitment to Equity
- Community Response

- Shared Responsibility
- Trusting Relationships
- Value Our Youth

Violence Prevention Partnership Staff

Danielle Garduño, MPH, MLS
Program Manager

Madeline Brown
Interim CHOICE Analyst
Sr. Admin. Assistant

Gustavo Mendoza
Community Outreach Specialist
Street Outreach

Miles Burgin, MPA
Community Outreach Specialist
Communications

Vacant Positions: Wraparound Coordinator; Administrative Analyst

Structure
of the Violence Prevention Partnership

- **Executive Team**

- **Policy Team (open to the public)**
  - **Steering Committee**

- **Operational Team**
  - **Closed to the public - Welfare and Institutions Code 827 & 830.1**
  - **Multi-disciplinary assessment and referral team**

Current Efforts

CHOICE Grant Program

- Boys & Girls Clubs of Sonoma-Marin
- Community Action Partnership
- Community Child Care Council (4Cs)
- Community Matters

- LandPaths
- LifeWorks
- Northern California Center for Well-Being
- Raizes Collective

Other Current Programming

- **Guiding People Successfully (GPS) Program**
  - **Partnership with Sonoma County Probation**

- **School Engagement and Life Skills**
  - **Partner with both schools and Neighborhood Services Teen Sports Camp**

- **Crisis Response Protocol**
  - **Community Wellness Pop-Ups**

- **Community Education & Awareness**
  - **Training for partners**
  - **Educational opportunities for community members**

Looking Ahead: 2023-2028 Strategic Plan

Strategic Plan Update

Process

- Hired consultant to help facilitate workshops and other pieces of the process
- Conducted analysis of previous plan and other engagement efforts including the Hearn Community Hub Engagement Phase, the Community Empowerment Plan listening sessions, and the most recent VPP Community Needs Assessment
- Held one-on-one interviews with former Program Managers and staff, and members of the CA Cities Violence Prevention Network
- Conducted focus groups with youth and attended several community listening sessions focused on school safety
- Held six workshops with the Policy and Operational Teams
- Conducted extensive research on other strategic plans and programming

Strategic Focus Area #1: Intervention

1. **Street Outreach**
   a. Includes a crisis response team, violence interrupters and hospital based intervention services
   b. Safe School Campus Intervention Program
2. **Mental Health and Substance Use Support**
   a. Services for youth and families
3. **Workforce Development**
   a. Job training and placement for teens and young adults
4. **Diversion, Enforcement, and Reentry**
   a. Divert young people ages 12-24 from incarceration and reduce recidivism

Strategic Focus Area #2: Prevention

1. **Pro-Social Opportunities and Safe Spaces**
   a. Expand, increase and diversify pro-social and recreational opportunities for youth 13-17 and young adults
   b. Create access to safe spaces and facilities for teens
2. **Youth Engagement**
   a. Include youth in program development; increase outreach to youth and young adults about program offerings
3. **Offer Preventative Services**
   a. Mental health services; trauma informed approaches; include community in program design; commitment to equity to ensure access for all
4. **School Readiness and Student Engagement**
   a. Promote and support early childhood education opportunities and school/afterschool programming for TK-12 grade students
5. **Gun Violence Prevention**
   a. Advocate for and support community gun prevention efforts

Strategic Focus Area #3: Communication, Outreach, and Education

1. **Communications and Outreach Plan**
   a. Build community awareness about The Partnership through outreach, training and engagement using a trageted, actionable communications and outreach plan.
   b. Leverage existing neighborhood networks to expand the reach of The Partnership
2. **Education and Training Opportunities**
   a. Maintain and expand an annual community safety seminar or conference
   b. Identify and implement trainings for our partners to help improve their capacity to provide services.

Strategic Focus Area #4: Investment

1. **Pursue Funding**
   a. Pursue and maintain federal, state, and/or private funding opportunties for programs and services.
2. **Community Outcomes**
   a. Identify and compile community outcome indicators to be shared and analyzed for key data that support and fund strategic decisions and placement of resources.
3. **Fiscal Responsibility**
   a. Continue to be a responsible steward of public funds by evaluating and monitoring programs funded through the Public Safety Sales Tax and grants.

Strategic Focus Area #5: Collaboration

1. **Sustainable Organizational Structure**
   a. Develop annual workplan and align Policy Team meetings to work plan
   b. Hire and retain culturally competent staff with a preference for bilingual/bicultural individuals and those with lived experience.
   c. Maintain appropriate staffing levels
   d. Increase number of community voices on the Policy Team and create an advisory body comprised of those with lived experience.
2. **Regional Collaboration**
   a. Build relationships and collaborate with the County and other local cities
3. **Shared Measurement**
   a. Build capacity to gather, share and analyze data that is used to direct programming and resources.

Questions?