



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: 14-597, **Version:** 1

Receive an oral report and presentation on Monterey County Gang Violence Prevention Initiative

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive an oral report and presentation with an update regarding the planning efforts underway for the Monterey County Gang Violence Prevention Initiative.

SUMMARY/DISCUSSION:

Staff will provide an oral report and presentation with an update regarding the planning efforts underway for the implementation of the Monterey County Gang Violence Prevention (MCGVP) Initiative. The MCGVP Initiative will consist of a comprehensive strategic plan to be implemented in support of local initiatives using the Collective Impact Model.

Key points to be covered:

- The County Administrative Office has established the Office of Community Engagement and Advocacy with key staff leading the planning and development of the MCGVP Initiative.
- Office of Community Engagement and Advocacy staff have established and continue to establish collaborative partnerships with Monterey County departments, community based organizations, grass roots organizations and local municipalities to further advance local efforts to reduce youth and gang violence.
- The MCGVP Initiative's comprehensive strategic plan will be developed founded on a framework that will guide the coordination and leveraging of County resources around concerted activities, with a vision of efficient, effective and equitable County Services that support our community members, most specifically youth and those with the greatest need, ultimately making Monterey County a safe, vibrant and thriving Monterey County.
- The framework and strategic plan will include a Community based Social Marketing Campaign. The purpose of a Community Based Social Marketing Campaign is to shift attitudes and behaviors community wide as a way to regain the community's "Moral Voice of Authority" regarding gang violence by reducing tolerance for acts of violence and increasing a sense of moral cohesiveness in

implementing community-wide responses to “take back neighborhoods.”

OTHER AGENCY INVOLVEMENT:

The Office of County Counsel and the County Administrative Office Budget and Analysis have reviewed and approved this report and update.

FINANCING:

Accepting this oral report has no impact on the County General Fund Contribution at this time.

Approved:

Manuel T. Gonzalez
Assistant County Administrative Officer