

Stopping Violence, Stimulating  
Success Summit  
February 2014

# Summit

- In response to the uptick in violence that Pomona experienced last year, various community partners came together to discuss priorities to address public safety issue.
- The “Stopping the Violence, Stimulating Success” was held in February with over 200 attendees.
- During the Summit, factors contributing to violence were discussed and consensus was reached that in order to reduce violence in Pomona, five categories of public concern need to be addressed:
  - Academic Success
  - Health
  - Economic Development
  - Public Safety/Crime Prevention
  - Community Engagement/Communication
- During the Summit, the merits of utilizing a process called “Collective Impact” was introduced and embraced. Collective Impact can provide a framework to address the complex issues included in the categories above.
- Attendees committed to wanting to be engaged in the process.

# Collective Impact

# Collective Impact

**Collective Impact is the commitment of a group of important actors from different sectors to a common agenda for solving a specific social problem.**

# Five Conditions of Collective Impact

## Five Conditions for Collective Impact



**Common Agenda**



**Shared  
Measurement**



**Mutually Reinforcing  
Activities**



**Continuous  
Communication**



**Backbone  
Organizations**

# Five Conditions of Collective Impact Defined

## There are Five Conditions to Collective Impact Success

### Common Agenda

All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions

### Shared Measurement

**Collecting data and measuring results consistently** across all participants ensures efforts remain aligned and participants hold each other accountable

### Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

### Continuous Communication

**Consistent and open communication** is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

### Backbone Support

Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**



# Four Key Phases of Collective Impact

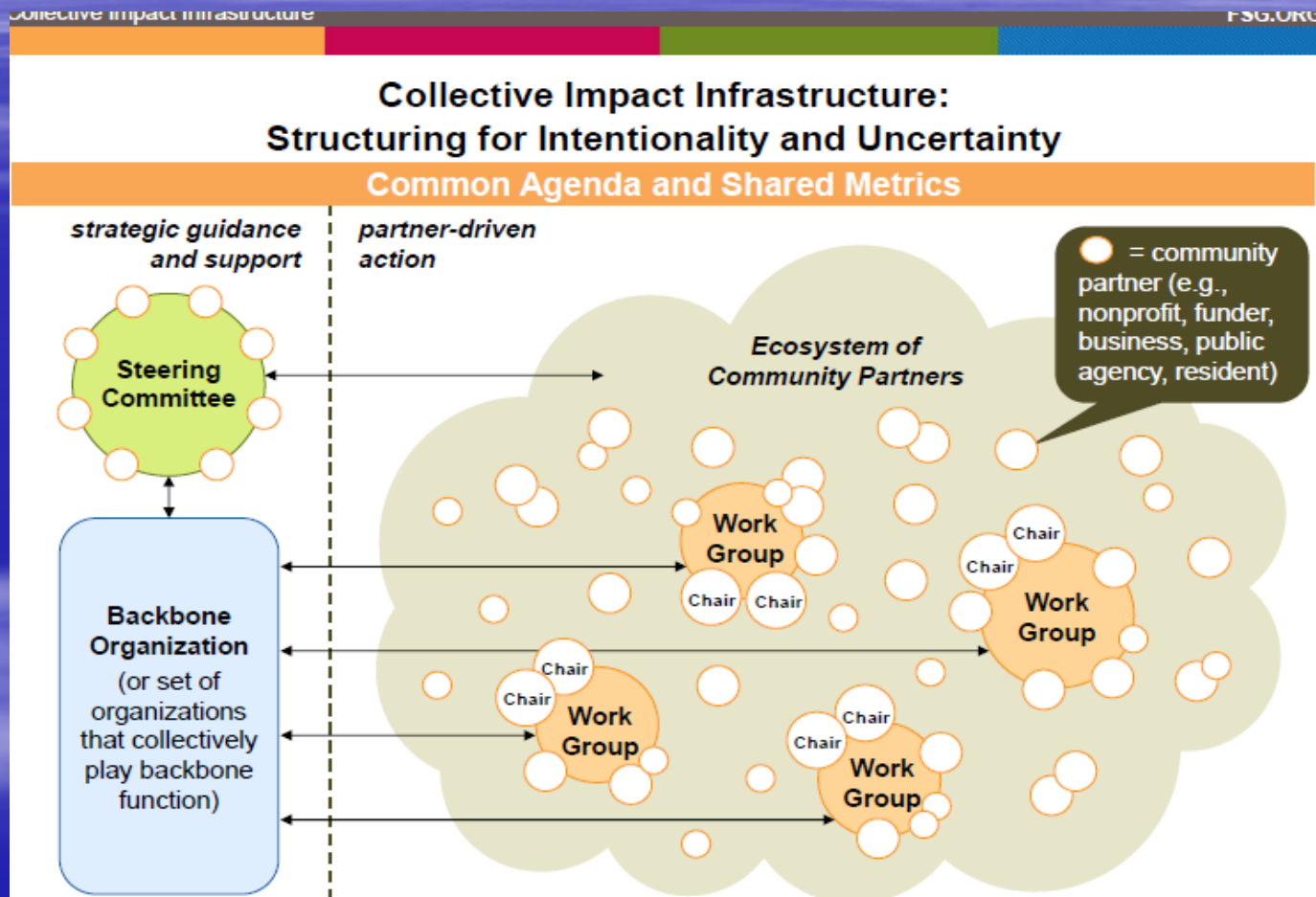
Phases of Collective Impact

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## Collective Impact Efforts Tend to Transpire Over Four Key Phases

<i>Components for Success</i>	<i>Phase I</i> Generate Ideas and Dialogue	<i>Phase II</i> Initiate Action	<i>Phase III</i> Organize for Impact	<i>Phase IV</i> Sustain Action and Impact
<i>Governance and Infrastructure</i>	Convene community stakeholders	Identify champions and form cross-sector group	Create infrastructure (backbone and processes)	Facilitate and refine
<i>Strategic Planning</i>	Hold dialogue about issue, community context, and available resources	Map the landscape and use data to make case	Create common agenda (common goals and strategy)	Support implementation (alignment to goal and strategies)
<i>Community Involvement</i>	Facilitate community outreach specific to goal	Facilitate community outreach	Engage community and build public will	Continue engagement and conduct advocacy
<i>Evaluation And Improvement</i>	Determine if there is consensus/urgency to move forward	Analyze baseline data to ID key issues and gaps	Establish shared metrics (indicators, measurement, and approach)	Collect, track, and report progress (process to learn and improve)

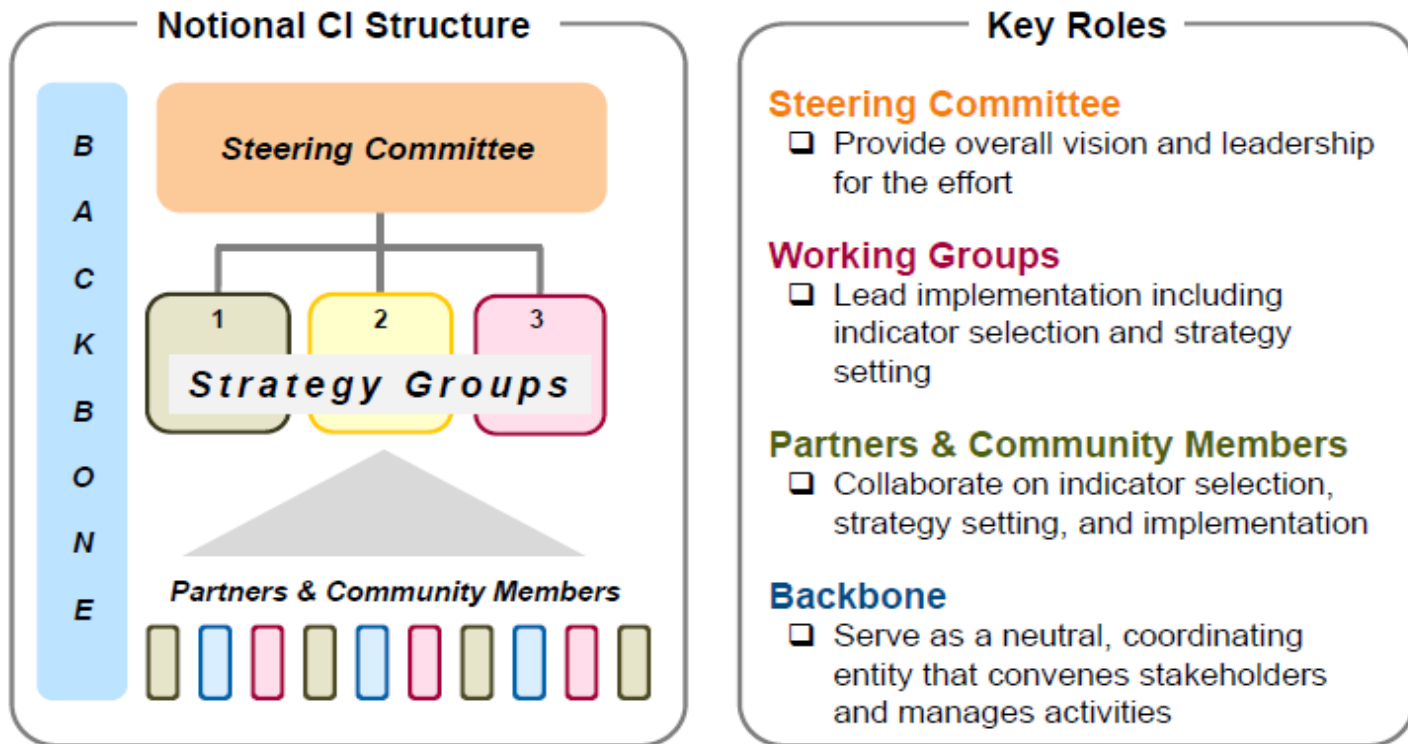
# Collective Impact Infrastructure





# Key Roles

## Partners Are Engaged at Multiple Levels, with the Backbone Coordinating the Various Leaders, Partners, and Groups



Pomona's Promise  
**Safe Neighborhoods, Strong  
Families and a Healthy  
Quality of Life.**

# Pomona's Promise

- Since the “Stopping Violence Stimulating Success Summit”, a group of community partners has continued to plan for next steps. This effort has produced a proposed governance structure and methods for communication.
- Using the Collective Impact Approach, a series of meetings have been convened to create opportunities for participation in the next steps of this process.
- These working groups have begun the work for each of the **five areas of focus**.
- Using a data driven decision making process, these working groups are tasked with determining which measureable indicators will be selected and the strategies that will support the common agenda.  
(Move the Needle).

# Pomona's Promise

## Five Areas of Focus

- ❖ Education and Career Readiness
- ❖ Health
- ❖ Economic Development
- ❖ Public Safety/Crime Prevention
- ❖ Community Engagement/Communication

# Pomona's Promise

## Uses RBA and Collective Impact

- Five Conditions of Collective Impact:

- 1 A common agenda
- 2 Shared measurement system
- 3 Mutually reinforcing activities
- 4 Continuous Communication
- 5 A backbone support organization

- Crosswalk with Results-Based Accountability:

- 1 Results and Indicators
- 2 Common Performance Measures
- 3 Turn the Curve Action Planning
- 4 Web-Based Results Scorecard
- 5 Varies: Foundations, United Ways, etc.



# Pomona's Promise Common Agenda

## Initiatives

## Common Agenda

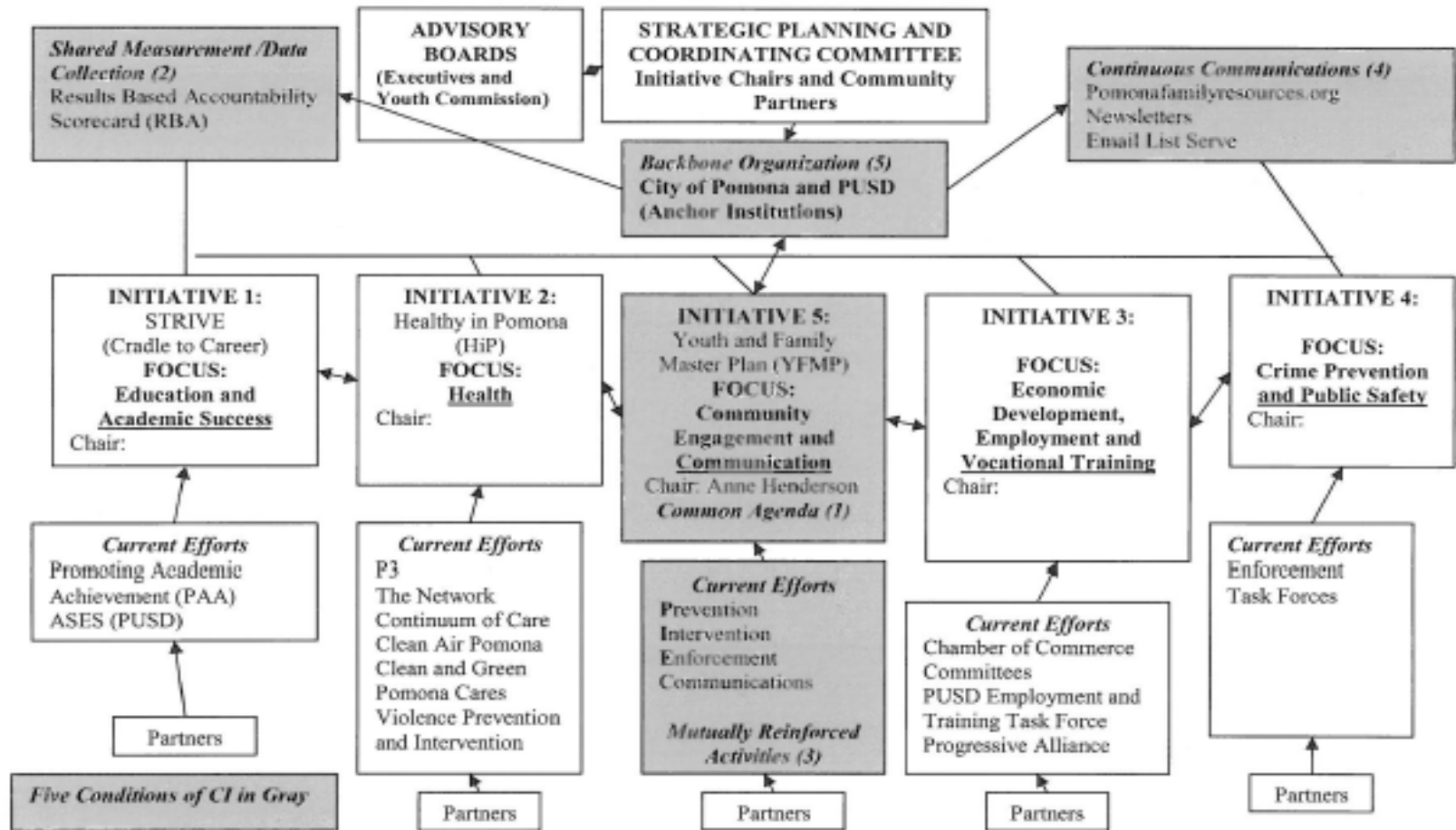
- HEALTHY IN POMONA
  - *People in Pomona have a healthy quality of life.*
- EDUCATION
  - *People in Pomona succeed in education from cradle through career.*
- ECONOMIC DEVELOPMENT
  - *Pomona's economy is thriving and prosperous.*
- PUBLIC SAFETY
  - *People feel safe in Pomona.*
- COMMUNITY ENGAGEMENT & COMMUNICATION
  - *The community is the solution for a vibrant Pomona.*

# Pomona's Promise

## Structure and Governance



# Pomona's Promise Organizational Structure



# Pomona's Promise

## Methods for Communication (YFMP)

- [Pomonaspromise.com](http://Pomonaspromise.com)
  - Community Calendar
  - Blog
  - Resource Directory
- Email List serves
- Partners' Websites

# Pomonaspromise.com

- Pomona's Promise is excited to announce the launch of the all new [pomonaspromise.com](http://pomonaspromise.com)
- The new Pomona's Promise website, in keeping with the Collective Impact driven model and in support of the YFMP features:
  - A **Community Calendar** of upcoming meetings and events
  - **News & Announcements** about Pomona's Promise and the City of Pomona
  - An update to Pomona's **Family Services Directory**, now found at [services.pomonaspromise.com](http://services.pomonaspromise.com)



# Economic Development

- Role of the Business Community Discussion