


COUNCIL COMMUNICATION

	Number:	21-532	Meeting:	December 6, 2021
	Agenda Item:	65	Roll Call:	21-1863
	Submitted by:	Jen L. Schulte, Assistant City Manager		

AGENDA HEADING:

Acceptance of proposal of Creative Visions for Cure Violence Program implementation services and approving agreement for same.

SYNOPSIS:

Staff recommend approval of the following items:

- 1) Approving an agreement with Creative Visions (Ako Abdul-Samad, CEO, 1343 13th Street, Des Moines, IA 50314), to implement the Cure Violence Prevention Program. The agreement is for a total amount up to \$380,000 for the term proposed.
 - a. The term of this agreement is December 7, 2021 through December 6, 2022.
- 2) Approving an exception to the procurement ordinance competitive process requirements for good cause and approving an agreement with Cure Violence Global (CVG), (Daria Zvetina, Chief of Staff, 227 West Monroe Street, Suite 1025, Chicago, IL 60606) for training and technical assistance to implement the Cure Violence Prevention program. The agreement is for a total amount up to \$65,000 for the term proposed.
 - a. The term of this agreement is December 7, 2021 through December 6, 2022.

FISCAL IMPACT:

Amount: \$380,000 for a 1-year contract with Creative Visions and \$65,000 for a 1-year contract with CVG. The Creative Visions Agreement may be renewed for up to two (2) additional 1-year terms on condition of satisfactory performance.

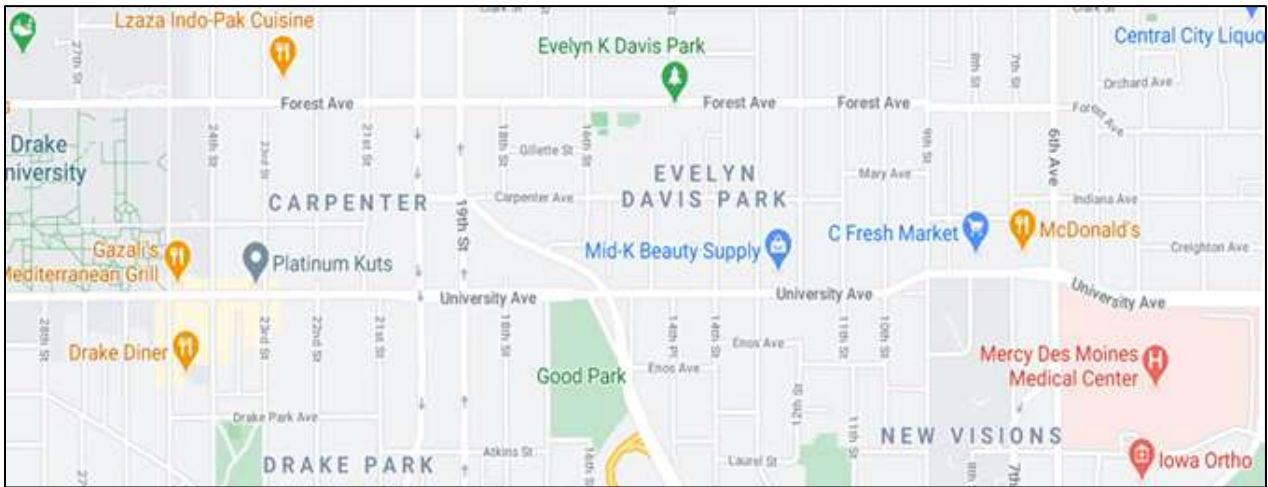
Funding Source: FY 2021-2022 Operating Budget, City Manager's Office Administration, Page 26. Non-general fund dollars such as American Rescue Plan Act may be used in subsequent years depending on finalized rules from the U.S. Department of Treasury.

ADDITIONAL INFORMATION:

- The City of Des Moines has adopted a new public health approach to preventing violent crime called "Cure Violence" (henceforth called Cure Violence model or CVM). The philosophy of CVM maintains that violence is a learned behavior that can be prevented using disease control

methods. Violence interruption works primarily with high-risk youth ages 14 to 25, through regular individual interactions, conflict mediation, and community mobilization. Using proven public health techniques, the model focuses to prevent violence through a 3-prong approach:

- Identification & Detection
 - Interruption, Intervention, & Risk Reduction
 - Change Behaviors & Norms
- Violence interruption is a data-driven model. Through a combination of statistical information and street knowledge, staff identify where to concentrate efforts, focus resources, and intervene in violence. This data guides staff to communities most impacted by violence. It provides a picture of those individuals at the highest risk for violence and shows staff how to intervene.
 - CVM is a behavioral health approach to violence prevention, rather than a law enforcement-based approach. Approaches can and do coexist to reach all members of the community who may be at risk of experiencing or perpetrating violence.
 - The City of Des Moines conducted an assessment in 2020-2021 with CVG to determine if this approach would be effective in Des Moines, focusing on two (2) qualifiers:
 - Des Moines has organizations present that could successfully conduct this work.
 - Des Moines has credible members in the community who could serve as Violence Interrupters and do the work.
 - On February 22, 2021, the City Council directed the City Manager to proceed with soliciting a Request for Proposal (RFP) for an organization to implement the CVM.
 - The Cure Violence RFP was released on June 11, 2021, with an original response deadline of July 16, 2021, which was extended to July 30, 2021. Creative Visions responded to the City's RFP on July 29, 2021, as the sole applicant to implement the CVM in the City of Des Moines.
 - To successfully implement the CVM, scope of service deliverables will be required to be followed by the organization. Those scope of service deliverables are the following:
 - Service 1: Implementation of the Cure Violence Model.
 - Detect and Interrupt Potentially Violent Conflicts or Potential Shooting Events
 - Identify and Treat Highest Risk Individuals
 - Community Mobilization/Change Behavioral Norms
 - Continual Data Collection, Monitoring and Reporting
 - Program Documentation and Reporting Requirements
 - Service 2: Participant Enrollment. The site must actively identify and enroll participants that are at highest risk for involvement in violence.
 - Service 3: Human Resources Requirements, Deliverables to City, Training, Equipment, and Personnel Monitoring.
 - The primary geographic focus of the program's efforts will be in the Drake Neighborhood and Evelyn K. Davis Park areas.

**PREVIOUS COUNCIL ACTION(S):**

Date: January 27, 2020

Roll Call Number: [20-0172](#)

Action: [Request](#) to speak from Council Member Josh Mandelbaum regarding gun violence prevention. Moved by Mandelbaum to receive and file comments and refer to the City Manager to schedule a work session on the Cure Violence program. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:**

Anticipated actions include public/community engagement with the consultant, community members and organizations, and City staff. Potential second year agreement with Creative Visions to continue to implement the CVM, if performance is satisfactory.

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