

Purpose of a Community Engagement Strategy

The San Francisco Juvenile Probation Commission’s Community Engagement Strategy is designed to strengthen trust, improve outcomes for justice-involved youth and families, reduce recidivism, and deepen community partnership throughout San Francisco.

This strategy prioritizes meaningful engagement with youth, impacted families, community-based organizations, educators, advocates, and system partners in ways that create measurable outcomes for everyone involved.

If successful, youth and families involved with SF JPD will feel more connected and supported, community organizations will have stronger pathways into systems-level conversations, and the Commission will strengthen public trust, accountability, and collaborative problem-solving across San Francisco.

Strategic Priorities for Community Engagement

1. Host and organize JPD Commission Meetings in the Community or at YGC.

Why? – Holding meetings in community spaces creates greater accessibility, visibility, and trust between the Juvenile Probation Commission and the people most impacted by the juvenile justice system. Bringing meetings into neighborhoods and youth-centered environments helps shift engagement from transactional to relationship-based.

Proposed Activities

- Host rotating Commission meetings in community-based locations throughout San Francisco, including Youth Guidance Center (YGC), community centers, schools, and partner nonprofit sites.
- Include opportunities for:
 - Youth and family public comment
 - Resource sharing
 - Community partner spotlights
 - Youth performances or presentations
- Pilot evening or hybrid meeting formats to improve accessibility for working families and community members.
- Coordinate community-based meetings with local organizations to increase outreach and participation.

DRAFT KPIs

- Host a minimum of 2 community-based Commission meetings annually.
- Increase public meeting attendance by 25% during community-hosted meetings.
- Engage at least 5 community-based organizations annually as meeting hosts or partners.
- Achieve participation from at least 50 youth and family members annually through community-based meetings.

- Conduct participant feedback surveys after each offsite meeting to assess accessibility, relevance, and trust-building.

2. Joint Commission Meetings with the Youth Commission.

Why? – Ready-made youth audience at the Youth Commission and young people are more likely to engage with systems when they see youth voice represented in decision-making spaces. This work also increases civic engagement and confidence in public systems, strengthens JPD Commission relationships with youth leaders and youth-serving organizations, and provides a public understanding of youth priorities and lived experiences.

Proposed Activities

- Host 2 annual joint meetings with the SF Youth Commission.
- Develop youth-led agenda topics tied to:
 - School safety
 - Mental health
 - Violence prevention
 - Youth employment
 - Civic engagement
- Include facilitated dialogue and public youth testimony.
- Create follow-up action summaries after each meeting.

DRAFT KPIs

- 2 joint meetings completed annually.
- Minimum of 15 youth participants engaged per meeting.
- 75% of participants report feeling heard and respected during meetings.
- 2 recommendations or action items advanced from youth input annually.

3. Reentry Panel Led by Families and Young People.

Why? – Families and JPD youth are experts in the barriers and opportunities tied to successful reentry. From this strategy, families will increase awareness of available reentry resources and supports, youth participants will demonstrate stronger connection to positive support systems, and community partners improve coordination around reentry and stabilization services.

Proposed Activities

- Host 2 reentry-focused panels featuring:
 - Formerly justice-involved youth
 - Parents/caregivers
 - Reentry providers
 - Employers and educators
- Incorporate resource sharing and networking opportunities.
- Develop a “What Families Need Most” annual findings summary.

DRAFT KPIs

- 2 reentry/community panels hosted annually.

- Minimum of 100 total attendees annually.
- 10+ reentry resources or referrals distributed per event.

4. Youth Performances, Awards, and Recognition at monthly JPD Commission Meetings.

Why? – Recognition creates belonging, builds confidence, and shifts public narratives about young people involved in the juvenile justice system. From these activities, youth will strengthen self-confidence and positive identity development, the public perceptions of justice-involved youth will become more balanced and strength-based, and youth-serving organizations will deepen engagement with the Commission.

Proposed Activities

- Incorporate youth performances, art showcases, spoken word, music, or leadership recognitions into each JPD Commission meetings.
- Create annual “Youth Leadership Recognition” awards in partnership with JPD that builds off RISE framework in the hall.
- Partner with JPD connected youth organizations to identify participants to recognize.
- Highlight youth success stories publicly at start of each JPD meeting.

DRAFT KPIs

- Youth-centered presentations included in at least 50% of Commission meetings.
- 10 youth recognized annually.
- Share a youth success story/personal accomplishment at each JPD meeting (10 total opportunities for storytelling).
- Increased public meeting attendance during youth showcase events by **X%**.

5. Leveraging Multimedia for Education & Outreach

Why? – Multimedia creates broader access, transparency, and opportunities to educate the public beyond City Hall meetings. From these activities, we will demonstrate an increase in community awareness of youth services and supports from JPD, youth and families will demonstrate stronger understanding of available JPD resources, and public engagement with JPD Commission will increase.

Proposed Activities

- Launch:
 - Short-form videos
 - Youth storytelling campaigns
 - Educational social media content
 - Community spotlight interviews
- Develop “Know Your Resources” digital content.
- Record and share selected Commission discussions and community forums.

DRAFT KPIs

- 10 multimedia content pieces are released annually.
- 25% increase in online engagement.

- Increased attendance at community events and meetings connected to outreach campaigns.

6. Pick a Live Issue for a “Win.”

Why? – Community engagement is strongest when people see tangible progress tied to real concerns affecting youth and families. Small, visible wins help build credibility and momentum. From these activities, the Commission will strengthen its capacity to respond to emerging community needs, youth and their families will report increased trust that community concerns are being heard and acted upon, and community stakeholders will demonstrate increased participation in collaborative problem-solving efforts.

Proposed Activities

- Identify one priority issue every 6 months through community listening sessions and youth/family feedback. Focus issue areas may include:
 - Transportation access
 - Workforce opportunities
 - Reentry supports
 - School connection
 - Family communication
 - Access to mental health services
- Create a short-term “Community Action Working Group” around the selected issue.
- Present updates publicly during Commission meetings.

DRAFT KPIs

- 2 priority “live issues” identified annually.
- Minimum of 25 youth/family/community participants engaged in issue selection process.
- At least 1 policy, programmatic, or resource improvement implemented annually.
- Quarterly progress updates presented publicly.

Role of Commissioners in Community Engagement Strategy

JPD Commissioners are encouraged to participate in this Community Engagement Strategy by serving as visible ambassadors for youth throughout San Francisco by:

- Attending community events as JPD representatives
- Building relationships with community partners
- Challenging harmful narratives about youth involved with the juvenile justice system (Q: What are the narratives that we are trying to combat?)
- Promoting strength-based stories and solutions
- Listening actively and responding to the needs of JPD impacted families, young people, and community-based organization.