

GUN VIOLENCE PREVENTION THROUGH REGIONAL COLLABORATION

Report from the 2025 Bay Area Mayors'
Regional Conference on Gun Violence
Prevention



SPECIAL THANKS

Recognizing that gun violence crosses city borders, Mayor Barbara Lee, City of Oakland, and Kris Brown, President of Brady United partnered with the California Wellness Foundation to host a regional conference in October 2025. The conference sought to showcase proven gun violence prevention strategies through a public health lens with leaders and community advocates across all nine Bay Area counties. The shared vision: a commitment to increased regional collaboration in the ongoing effort to end gun violence.

“ *Gun violence is not just a criminal justice issue — it’s a public health crisis. That’s why we are calling on mayors across our region to come together to share solutions, strengthen collaboration, and commit to building a safer Bay Area for all.”* **Mayor Barbara Lee, City of Oakland**

EXECUTIVE SUMMARY

Recognizing that gun violence crosses city borders, Bay Area Mayors committed to collaborating on proven gun violence prevention strategies at an October 2025 regional conference.

- **SHARED VISION FOR THE BAY AREA:**

Mayors, gun violence survivors, and practitioners described communities free from gun violence as safe, clean places where people have everything they need to heal and thrive.

- **RECOMMENDED PREVENTION AND INTERVENTION STRATEGIES:**

National and community experts recommended two primary, complementary strategies: (1) community-centered violence prevention and intervention and (2) supply-side intervention.

- **COMMITMENTS TO ACTION:**

Conference participants say that they will likely join or deepen regional collaboration and pursue policy and advocacy approaches to gun violence prevention, among other actions, after the conference.

- **NEEDED SUPPORT FOR EFFECTIVE ACTION:**

Conference participants need more support to build relationships across cities and more dedicated funding for gun violence prevention and collaboration.

CONFERENCE & REPORT OVERVIEW

In October 2025, seven Bay Area mayors and nearly 100 law enforcement officials, local government representatives, community leaders, and others gathered in Oakland, California, for a first-of-its-kind convening to explore regional collaboration on data-driven solutions to reduce gun violence across the Bay Area. The conference, co-hosted by Oakland Mayor Barbara Lee, Brady, the California Wellness Foundation, Fund for a Safer Future, and the Board of State and Community Corrections, featured panel discussions and expert presentations on challenges, opportunities, and proven strategies for gun violence prevention.

PARTICIPATING BAY AREA CITIES & MAYORS

- City of Antioch, Mayor Ron Bernal
- City of Berkeley, Mayor Adena Ishii
- City of Oakland (Host), Mayor Barbara Lee
- City of Richmond, Mayor Eduardo Martinez
- City of San Leandro, Mayor Juan González III
- City of Stockton, Mayor Christina Fugazi
- City of Vallejo, Mayor Andrea Sorce

The purpose of this report is to:

- highlight proven community violence prevention and intervention strategies and gun supply-side interventions,
- identify opportunities for collaboration among Bay Area cities, and
- inspire leaders in other parts of the United States to collaborate on gun violence prevention in their own regions.

Conference panelists described their vision for a Bay Area where guns are better regulated and communities are truly safe.

In this vision, Bay Area communities are places where residents want to stay, not escape. They want to raise families and eventually retire in their hometowns. These are communities where there are pathways out of poverty and everyone has what they need to thrive. Generational trauma caused by past violence and broken, racist systems is acknowledged, healed, and prevented. People have access to affordable housing, education, good jobs, and affordable healthcare. Young people have hope for themselves because they have opportunities and know that people care about them.

“It’s a matter of us creating . . . a region that will attract people to come here because it’s a place [they] want to be but also where people are proud to call it home and where people want to stay. They don’t feel like they have to escape somewhere else.”

Mayor Ron Bernal, City of Antioch

Bay Area communities face multiple challenges to achieving this vision.

One community-level challenge is community members not seeing opportunities for themselves beyond violence, such as through education or employment. Another community-level challenge is the narrative about violence in communities, which may be driven by outsiders and diverts attention from residents’ experiences and needs.

At the regulatory level, the lack of oversight and accountability for gun dealers means a proliferation of guns in communities. Prior to 2025, the federal Bureau of Alcohol, Tobacco, Firearms, and Explosives already had limited capacity to inspect gun dealers and support gun violence investigations. With the current federal administration, many of those agents have been diverted to other, unrelated activities. Furthermore, federal and state funding for community violence prevention and intervention at the local level has been cut this year.

“We can create a society where we care for folks from the very beginning so that we’re giving them a path to opportunity and not sending messages that there’s no hope for them.”

Mayor Andrea Sorce, City of Vallejo

In spite of these challenges, Bay Area mayors, violence prevention practitioners, and violence survivors see multiple opportunities for gun violence prevention.

All conference panelists spoke of community investments that will address the root causes of violence, including mental health and healing support, employment and educational

opportunities, support for people who are coming out of incarceration, and community economic development. Mayors noted a need to address police misconduct and the resulting community distrust so that police can be more effective at responding to and preventing violence. Practitioners and survivors want to see violence prevention and intervention efforts led by community members with lived experience, and they want to see a more balanced approach in funding for these initiatives as compared to funding for police. Finally, practitioners and survivors expressed a desire for government officials to be more proactive in understanding community needs, seeking community partnership, and providing the resources communities ask for. All of these opportunities speak to a need for a collaborative, community-centered approach to prevention.

“People impacted the most by violence need to be leading the solutions. If they aren’t, then you’re not doing community violence prevention work.”

Gun violence survivor and practitioner



CONFERENCE TAKEAWAYS

According to the conference evaluation survey, responding participants gained knowledge, planned to take action as a result of the conference, and identified necessary supports to aid further action.

Participants gained knowledge

Overall, participants learned the most about opportunities for regional collaboration and ways to disrupt the illegal firearm supply chain. Elected/appointed officials and their staff, in particular, reported the most knowledge gained about community- and healing-centered tools for gun violence prevention.

Participants were inspired to take action

All responding participants (n=38) reported that they planned to take at least one action following the conference.

These actions included:

- Joining/deepening a collaboration with fellow conference participants (58%)
- Pursuing policy/advocacy approaches (50%)
- Accessing new/additional data to inform community approaches to gun violence (37%)
- Centering healing in approaches to gun violence (37%)
- Coordinating/pooling resources (37%)
- Trying a new strategy/practice in their role to address gun violence (26%)
- Starting/strengthening supply-side approaches to prevention (21%)

Participants identified supports needed

Participants (n=37) said their communities need tangible support and investment to bring violence prevention opportunities and commitments to fruition. They most need:

- Relationship building/collaboration across cities (73%)
- Dedicated funding (59%)
- Relationship building/collaboration within cities (54%)
- Working groups to take collaborative action (54%)

Bay Area Regional Gun Violence Prevention Agenda

National and community experts recommended the following strategies and tactics for regional gun violence prevention. These strategies and tactics are briefly described below with links for further information.



STRATEGIES & TACTICS

Strategy: Community-centered violence prevention and intervention

Focused deterrence

[Focused deterrence](#) is an evidence-based practice that combines law enforcement, community mobilization, and social services in an attempt to reduce offending behavior for specific crime types. (Campbell Syst Rev 2019 Sep 9;15(3):e1051. doi: [10.1002/c12.1051](https://doi.org/10.1002/c12.1051)).

For instance, Oakland's [Ceasefire](#) program, a form of focused deterrence, is a collaborative strategy that leverages partnerships, intelligence, and data to achieve three primary goals: reduce gang and group-related shootings and homicides, lower the recidivism rate among participants, and improve community-police relationships. The strategy is built upon closely coordinated activities that involve in-depth risk analysis; direct and respectful communication with those involved; intensive, relationship-based life coaching and other necessary services; and intelligence-based law enforcement informed by the principles of procedural justice.

Oakland first adopted Ceasefire in 2012. City leaders attribute the large drop in violent crime in 2025 to Ceasefire. Homicides are at the lowest level in at least a decade, and the overall number of violent crimes (including homicides, assaults, robberies, and rapes) is down by 25% compared to 2024. Finally, the number of firearm assaults in Oakland is also at its lowest level in at least a decade.

Community-led prevention and intervention:

[This tactic](#) applies community knowledge to address the generational harms caused by intentionally discriminatory, broken, and/or underfunded systems. City agencies that want to support community-led prevention and intervention need to apply principles of trust, collaboration, and sustainability. It often involves programs and events that bring people at risk for violence together to build and strengthen community and to provide for community needs.

For example, community groups in the Hunters Point neighborhood of San Francisco organize a multigenerational softball league called Batters Up Guns Down that brings together residents from five cities to have fun, strengthen community ties, and prevent violence.

Strategy: Supply-side intervention

Municipal firearm procurement policy:

Law enforcement agencies purchase the most firearms of any entity in the U.S. Municipalities can adopt [firearm procurement policies](#) to ensure that the public dollars spent on firearms go to dealers who follow the law. Oakland was the first municipality to pass such an ordinance, in 2024. These policies set standards for gun dealers who supply firearms to law enforcement and enable data collection through the procurement process to better understand gun dealer business practices.

Cross-cutting tactic: Data collection, analysis, and sharing

The [use of data](#) is critical to successful implementation of all gun violence prevention and intervention strategies. At the individual and community levels, data is important to identifying and connecting with those most at risk of violence. At the systemic level, data transparency is important for understanding the movement of crime guns across a region and even states, as well as identifying and addressing the [sources](#) of crime guns. Finally, collecting and monitoring gun violence data enables cities to understand which interventions are most effective, thereby strengthening implementation and helping make the case for public and private funding.

STRATEGIES & TACTICS

Litigation against gun dealers:

Despite a federal law protecting the gun industry, California is one of ten states that specifically allows lawsuits against gun dealers and manufacturers for their role in perpetuating gun violence. When voluntary and regulatory strategies fail, cities and advocates can [use these laws or other causes of action](#) to hold the gun industry accountable in court. For instance, Brady partnered with the City of Baltimore, Maryland, to [successfully sue](#) ghost gun manufacturers and dealers.

Gun dealer inspections:

These [inspections](#) examine gun dealers' business practices, recordkeeping, and compliance with federal, state, and local laws. At the federal level, the Bureau of Alcohol, Tobacco, Firearms, and Explosives aims to inspect dealers every three years. In California and 21 other states, the state and localities can also conduct gun dealer inspections.

"Our Office of Violence Prevention, our police department, and all of our partners . . . are out there doing the work, building trust, making relationships with individuals in our community."

Mayor Christina Fugazi, City of Stockton

Maintaining momentum for collaboration

Bay Area mayors and the other conference participants expressed enthusiasm and a commitment to continued engagement and collaboration following the October event. To create truly safe communities, all parties have a role to play to ensure that robust data is available and used, community members and leaders are centered, commitments are translated into action, and meaningful collaboration is in effect within and across jurisdictions. We recommend the following actions.

Bay Area leaders can . . .

- Establish an Office of Violence Prevention or otherwise formalize city-law enforcement-community partnerships in cities where this does not already exist
- Establish and deepen relationships across city lines to share data and ideas, strengthen focused

deterrence efforts, and coordinate resources

- Seek funding for gun violence prevention collaboratively with cities and community-based organizations across the region
- Identify what data exists and how it is and isn't being used by city leaders and law enforcement, and amplify the role of data in gun violence prevention
- Review the recommended strategies and tactics in this report to determine which are already in place, where there are gaps, and which are most feasible to initiate or strengthen
- Remove barriers to hiring community members with lived experience with gun violence into violence prevention roles

Bay Area funders can . . .

- Invest in a coordinating body for a Bay Area regional collaboration on gun violence to support additional convenings, relationship building, and action
- Support advocacy efforts to reinstate federal and state dollars for local gun violence prevention and intervention
- Fund data collection, analysis, and sharing across Bay Area cities to make prevention and intervention efforts more effective

Leaders in other regions can...

- Host a regional convening on gun violence prevention to explore opportunities for a collaborative approach with city officials, community partners and practitioners, and local philanthropy (Bay Area convening resources [available here](#))
- Connect with Oakland Mayor Barbara Lee's office and Brady for regional collaboration advice and ideas
- Use [Brady's Gun Store Transparency Project](#) database to understand sources of crime guns in local communities and regions across the country
- Commit to and invest in community-led interventions to address gun violence

This report was produced in December 2025 by evaluation partners Onside Partners and Kris Helé Consulting, working in collaboration with the conference hosts.

