



City of Memphis Gun Violence Reduction Initiative

901 Peace Executive Overview Reducing Gun Violence Through Focused Intervention

Crime in Memphis is down more than 40% since Mayor Paul Young took office. Building on that progress, the City of Memphis is implementing 901 Peace, a focused violence reduction strategy that works directly with the small number of individuals at the highest risk of shooting someone or being shot. By combining focused enforcement with intensive support and trusted community partnerships, 901 Peace is designed to stop violence before it happens, save lives, and make neighborhoods safer.

What Is 901 Peace?

901 Peace is the people-focused component of the City's Gun Violence Reduction Initiative. Data shows that a small number of individuals in Memphis are disproportionately involved in gun violence, either as victims or offenders. Rather than applying broad enforcement strategies, 901 Peace focuses resources where they can have the greatest impact.

Through partnerships among the City of Memphis, law enforcement, community organizations, and trusted neighborhood leaders, individuals at the highest risk receive a clear message: violence must stop, continued violence will result in focused enforcement, but help is available. Participants can be connected to life coaching, counseling, case management, cognitive behavioral therapy, and other services to help them break cycles of violence and create opportunities for long-term success.

Who Does 901 Peace Serve?

Based on research conducted by the National Institute for Criminal Justice Reform (NICJR), Memphis estimates that approximately 800 individuals are currently at the highest risk of committing or becoming victims of gun violence. 901 Peace prioritizes engaging these individuals to interrupt retaliation, reduce violence, and improve public safety.

How It Works

901 Peace brings together law enforcement and community partners to:

- Identify individuals at the highest risk of gun violence.
- Deliver a direct message that violence must stop, support is available, and continued violence will result in focused enforcement.
- Connect participants with evidence-based services, including life coaching, counseling, case management, and cognitive behavioral therapy.
- Maintain ongoing engagement while holding individuals accountable for continued violent behavior.



City of Memphis Gun Violence Reduction Initiative

Measuring Success

The success of 901 Peace will be measured by:

- Reductions in homicides citywide.
- Reductions in non-fatal shootings citywide.
- Reductions in violence among individuals participating in the initiative.

Working Together to Save Lives

901 Peace reflects Memphis' commitment to using proven, evidence-based strategies to reduce gun violence. By focusing resources on the individuals most at risk while strengthening partnerships among law enforcement, community organizations, and neighborhood leaders, the City is working to save lives, prevent future violence, and build safer communities for all Memphians.