



**Action Plan
Northwest Santa Maria Neighborhood**



ACCOMPLISHMENTS

As of August 22, 2013

CRIME REDUCTION:

More patrols

- Community Services Unit: the four members of this specialized unit have their contact information including bios, work phones and cell phones listed on the City's website, at <http://www.cityofsantamaria.org/40452.shtml>. Their information was distributed at the town hall meeting.
- The City Council authorized more police officers via Measure U funding. Recruitments are ongoing, at all three levels of police officer entry (academy graduate), police trainee, and police officer – lateral. The City is offering financial incentives to help attract qualified officers.

Report any Gang activity

- Residents are encouraged to call their beat coordinator, Shawn Fuggs (it was Woody Vega) at 928-3781 ext. 764, or Crime Stoppers at 1-877-800-9100.
- The Police Department will increase officers in the gang suppression task force, the deployment of which is contingent upon successful recruitments.

Prostitution

- The Santa Maria Police Department conducted two prostitution stings, resulting in the arrests of 21 suspects. This was detailed in a news release dated January 7, 2013. Since then, there have been additional prostitution-related arrests.

Mutual respect – respect to (Police) authority and respect from (Police) authority

- Police Department has conducted and will continue to conduct internal briefings with police officers in regard to this matter; an organizational change in culture and community oriented policing philosophy is being emphasized by the new administration.

More collaboration/commitment between law enforcement and the community (fear of being deported)

- The Police Department improved outreach and public education through a March 12, 2013 news release and an ad that was published in two editions of !Que Pasa! in March 2013, emphasizing that individuals will not be deported for reporting crimes, regardless of their legal status. This is also on the City's website and on a poster in City Hall. Hundreds of copies of this news release were distributed to many residents in the Northwest neighborhoods during the Walk-and-Talks conducted by Code Compliance staff (and members of the Santa Maria Police Department went on several of these). This message was

also highlighted during a March 2013 meeting among City staff (attended by the Chief of Police) and representatives of the Oaxacan communities.

- The Police Department co-coordinated the National Night Out event held August 6, 2013 at the Veterans' Memorial Community Park, to celebrate community-police partnerships and neighborhood camaraderie. Members of law enforcement mingled with families to answer questions.

Target Northwest Traffic

- In April 2013, the work schedules of motorcycle officers were changed to provide more traffic enforcement during weekdays around local schools. As a result, SMPD was able to provide extra enforcement around Oakley Elementary School (1100 W. Harding) and Robert Bruce Elementary School (600 W. Alvin) during the school year.
- From January to July 30, 2013, six DUI checkpoints were held in the northwest quadrant bordered by Broadway, Main, and Blosser, including three in the quadrant bordered by Broadway, Fesler and Blosser (within the NW Action Plan boundaries).
- Some State-granted funded DUI saturation patrols and traffic enforcement operations focus on areas in the northwest neighborhoods where there is a high volume of DUI-related calls for service. The SMPD held six DUI saturation patrols since January 2013, resulting in 11 arrests on suspicion of driving under the influence, and numerous moving violation citations.

Traffic N/W side – racing (Blosser-Hidden Pines; Canal & Atlantic)

- The Police Department deployed its speed radar trailer to various locations around the City including in the Northwest neighborhood.

Target youth in area to prevent crime

- To help cover the cost of improvements, the City of Santa Maria's Recreation and Parks Department recently sought CDBG Capital funding to begin phase one of three of the park's renovations. The department was recently awarded more than \$600,000 in funding to complete the first phase of the project. When additional funding becomes available and all three phases are complete, two Little League baseball fields, a soccer field, picnic areas, bathrooms, new snack bar, solar security lighting, and additional parking spaces will be in place, constructed using modern green building technologies. Future improvements could include a new and improved playground, which is being paid for separately by a grant obtained through the Housing Related Parks Program (HRPP) and funding from the Recreation and Parks Department and PLAY, Inc.. When completed, Recreation and Parks estimates the entire cost of the renovations to be more than \$2.6 million.

INFRASTRUCTURE IMPROVEMENTS:

St. John Neumann's needs a second exit near Mary/Sunset

- Church representatives met with City staff and the Planning Commission to discuss traffic flow onto Sunset. The church staff is preparing an application to amend its existing Conditional Use Permit that prohibits access onto

Sunset; the proposal is to remove that condition and replace it with a new condition to allow traffic onto Sunset only on Sundays.

Safety in the Community, more Street Lights needed to prevent vandalism

- More than 5,300 street lights across the City are being upgraded with LEDs for improved nighttime illumination; this project is scheduled to be completed by September.
- An additional street light was installed on Western.
- There was an identified need for an illuminated soccer field in the City to serve the demand for soccer leagues – see information about Oakley Park improvements (above).

COMMUNITY OUTREACH:

- More community forums will be held throughout the City. The Northeast town hall meeting was held March 26, 2013, and a similar meeting for the southeast area will be held in October 2013.
- More participation from the non-profit sector will be solicited in future public education efforts. The National Night Out event held August 6, 2013 in the northwest neighborhood (Veterans' Memorial Community Park) was a good example.
- Provide continued updates on the progress of the Action Plan through articles in the news media and by providing information on the City's website (in progress).
- Involve the All-America City Committee in community outreach and clean-up efforts. The All-America City Committee was invited to participate in the northwest and northeast neighborhood town hall meetings, and in community clean-up efforts including "Serve Santa Maria."
- Coordinate with local churches to collaborate in community-wide clean-up efforts; this is being done through the "Serve Santa Maria" program, which involves several churches and City departments.
- Distribute pertinent code compliance information through utility billings. This is planned for Fall 2013; in advance of utility billing inserts, hundreds of residents received code compliance brochures during "meet and greets" at their doorsteps during the "Walk and Talk" program throughout the year.

Address Mixteco culture

- The City identified Oaxacan community leaders and held a meeting in March. Going forward, the City staff will participate in the existing similar efforts spearheaded by the District Attorney's Office through a three-year grant.

CODE COMPLIANCE & NEIGHBORHOOD CLEAN-UP EFFORTS

- Improved community educational outreach is ongoing in the form of "Walk-and-Talks" organized by the Code Compliance Division of the City Attorney's Office. Through early August, five of these events were conducted, and a sixth is scheduled for September 19th. Code Compliance officers walk through neighborhoods, knocking on doors and greeting residents on their

doorsteps. The exchange is informational; no citations are issued. Brochures and news releases printed in English and in Spanish are shared and the officers answer any questions the residents may have about rules designed to beautify the neighborhood, such as weed abatement and garage conversions. The City is coordinating with County Animal Services to include basic information about common animal-related issues, including spaying/licensing/adoptions. Code Compliance's bilingual brochure also is to be distributed to residents through utility bills. Code Compliance participated in the National Night Out event held August 6.

- The public is to notify the City of upcoming community events in order for City staff to participate in outreach activities.

Dirty Alleys in N/W attracting crime

- City staff drove each alley in the northwest neighborhood and removed trash. City staff then contacted residents who voiced this concern and the residents said they were satisfied that the alleyways were in good condition.

Clean up graffiti – and reduce the frequency of yard sales

- Measure U funding helped to hire an additional Code Compliance Officer during the summer of 2013 to address the yard sale issue and two limited-service employees (for graffiti abatement).
- Improved outreach and public education regarding how to report graffiti and the limitations on yard-sales through PSAs in both English and Spanish.
- Send out fliers with utility bills in both English and Spanish educating the community (to be done in the fall; being handed out door-to-door through Walk-and-Talks).