



## **Action Plan Northwest Santa Maria Neighborhood**

***The City of Santa Maria is currently embarking on a neighborhood-based outreach effort to better understand community needs for service delivery to our residents. The first of these community meetings was held on October 15, 2012 at St. John Neumann's Church where 150 participants provided feedback in areas where we could improve our efforts. In addition, a follow-up focus group meeting was held and an Action Plan developed resulting in the identification of four major target areas for the Northwest Santa Maria neighborhood: Crime Reduction, Infrastructure Improvements, Community Outreach, and Code Compliance/Neighborhood Clean-up efforts. The following Action Plan illustrates specific action items for implementation under each category addressing the communities concerns for the neighborhood. The Northwest side is defined as north of Fesler Street to the northern City limits and west of Broadway (State Highway 135).***

### **CRIME REDUCTION:**

#### ***Crime on the Northwest side. Need more patrolling from the Police Department***

- City Council has authorized more police officers via Measure U funding that will enable the Police Department to provide more periodic directed patrols in the northwest section of town.
- Units from Beats 2 and 3 will be redeployed for periodic 90 minute increments
- Beat Officer cell phone numbers have been made available to the public and posted on the City's website; Beat one which includes the northwest neighborhood covers the area north of Fesler to the northern City limits. The Beat one Coordinator is Corporal Woody Vega and his cell phone number is (805) 310-9850; desk phone number is 928-3781 ext. 764.

#### ***Report any Gang activity***

- Encourage residents to call beat coordinator Woody Vega at (805) 928-3781 ext. 764.
- The Police Department will increase officers in the gang suppression task force; add more personnel resources focused toward gang suppression and enforcement activities

#### ***Prostitution***

- This issue is currently being addressed through a specialized patrol and investigations operation
- The impact of this operation will be evident within the coming few weeks

***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 community (fear of being deported)***

- Improve outreach and public education through PSA's in both English and Spanish emphasizing that individuals will not be deported for reporting crimes

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

- The City is in the process of identifying and prioritizing areas that have traffic issues (the public is encouraged to help identify these areas)
- Use speed radar trailer more and redeploy the trailer to different areas
- More directed traffic patrol and community oriented policing will be emphasized

***Target youth in area to prevent crime***

- New playground equipment will be added to Oakley Park
- The City will be seeking additional funding opportunities (grants) for future capital improvements in this section of town.
- Continue and expand (if possible) the After School Education and Safety (ASES) Program at Oakley, Ontiveros and Fairlawn Schools
- Measure U funding will provide for an additional School Resource Officer & DARE Officer to help interface with the area youth

**INFRASTRUCTURE IMPROVEMENTS:**

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

- Current Conditional Use Permit (CUP) prohibits access onto Sunset, however, staff recommends submitting a pre-application to the Community Development Department (a less costly alternative) than going to the Planning Commission
- Limited vehicle access at the second exit could be explored

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

- Street lights are being changed out for better illumination
- Need to identify priority areas for new street lights including an additional street light on Western south of the intersection of Western and Orchard
- There was an identified need for a lit soccer field in the City to serve the demand for soccer leagues (City to look into possible options)

**COMMUNITY OUTREACH:**

***More Community Forums***

- More community forums (such as the one on October 15, 2012) will be held throughout the City

- Solicit more participation from the non-profit sector in future public education events
- Provide continued updates on the progress of the Action Plan (this will be done through articles in the news media and by providing information on the City's website)
- Involve the All-America City Committee in community outreach and clean-up efforts
- Coordinate with local churches to collaborate in community wide clean-up efforts
- Distribute pertinent code compliance information through utility billings

***Address Mixteco Culture***

- The City is in the process of identifying Mixteco community leaders
- Community Outreach Coordinator will work with Mixteco community leaders once they are identified

**CODE COMPLIANCE & NEIGHBORHOOD CLEAN-UP EFFORTS**

***It was expressed that there is ignorance to City Codes (Code Compliance) by certain segments of the community and that better outreach to the community is needed.***

- Improve outreach and public education through more PSA's in English and Spanish
- Coordinate a booth at St. John Neumann's Fair for Community/public education
- 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***

- The City is in the process of identifying and prioritizing those alleys with the worst conditions (the public is encouraged to assist in identifying those alleys in most need of repair)
- City to coordinate volunteer clean-up efforts in various alleys (Police Sergeant, Explorers and possibly Serve Santa Maria)
- Plan on-going neighborhood focused clean-up events is desirable

***Clean up graffiti – and reduce the frequency of yard sales***

- Community Outreach Coordinator will work on an education component to address this issue
- Measure U funding will be spent on hiring an additional Code Compliance Officer (to address the yard sale issue) and two limited-service employees (for graffiti abatement)
- Improve 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 about the graffiti hotline and yard sale restrictions