



## **Action Plan Southwest 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 fourth of these community meetings was held on May 8, 2014 at the Church for Life where almost three dozen participants provided feedback regarding neighborhood concerns and areas where we could improve our efforts.*

*As a result of this feedback, an Action Plan was developed resulting in the identification of three target areas for the Southwest: Police Department/Crime Related Issues, Public Works and Code Enforcement. The following Action Plan illustrates specific action items for implementation under each category addressing the community's concerns for the neighborhood. The Southwest neighborhood is defined as west of Broadway (State Route 135), and south of Fesler Street, and includes the airport and land to Union Valley Parkway.*

### **Police Department/Crime Related Issues**

#### ***Panhandling and Prostitution at/near Broadway and Carmen Lane***

- Aggressive panhandling is being addressed on a City-wide basis through the City Council's recent adoption of an Aggressive Solicitation Ordinance, and through a public outreach campaign.
- Commercial center property owners in the area will be contacted in an effort to allow staff to place donation meters as well as signs discouraging panhandling in the area.
- The issue of prostitution is being addressed on a case-by-case basis and through specialized police patrol.

*Residents are encouraged to contact the Police Department's non-emergency number at 928-3781 ext. 277 to report any type of illicit activity.*

#### ***Increase traffic safety at Western/Stowell (3-way stop) Liberty/Railroad Tracks, and Liberty/Superior (vehicles not stopping)***

- Motorcycle officers have adjusted work schedules to address speeding and related traffic concerns to provide more enforcement in targeted areas throughout the City.
- The Police Department has increased the number of deployments of the radar trailer and a second speed enforcement trailer has been deployed at different locations in the City on an ongoing basis. Additional radar feedback trailers will be purchased and deployed as funding becomes available.
- The Department of Public Works will schedule a future traffic study for the Stowell/Western intersection to assess if further improvements are warranted.

#### ***Abandoned and speeding vehicles in the 1400 block of Wallis***

- The Police Department's Traffic Unit, in coordination with Code Compliance staff, will increase enforcement in this area, identify abandoned vehicles, and deploy the radar feedback trailer in this area.

### ***Parking in residential areas blocking drive-ways during Fair Time***

- In addition to police patrol, the Traffic Unit will schedule police volunteers and Police Service Technicians during peak County Fair hours between 12:00 noon and 10:00 p.m. during the Santa Barbara County Fair.
- The Police Department will deploy two electronic sign boards in the residential area south of the fairgrounds during the fair to remind residents not to block drive-ways when parking.

## **PUBLIC WORKS**

### ***Improved Signage on Battles and Thornburg***

- Public Works will conduct traffic studies in this area and further assess pedestrian signage. Traffic signage was emplaced one year ago to address these issues.

### ***McCoy Lane striping at the Kohl's shopping center***

- The Public Works Traffic Division is evaluating striping improvement alternatives in this area to provide additional lane delineation for increased safety.

### ***Improve Street lighting on Thornburg, Superior & Mariposa and Jones & Farrell for better pedestrian safety.***

- New LED overhead streetlights have been installed throughout the City for increased illumination and visibility at night.

## **Code Compliance Issues**

### ***Vacant lots by Railroad/Morrison (near Oakley Avenue) and Battles//Depot – illegal dumping, trash and debris***

- Code Compliance staff, in collaboration with representatives of the Santa Maria Valley Railroad (property owners), developed a plan to address illegal dumping in these areas. Staff is evaluating the installation of surveillance cameras to monitor illegal dumping activity in addition to the strategic placement of signage to serve as a deterrent.