

## COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND

### *Address the impacts of homelessness on the community.*

Significant initiatives are emerging in the region to address homelessness as public awareness has heightened across the county and state. In Santa Monica, where it is estimated that 1,200 or more homeless individuals are in the City on any given day, the circumstances endured by the homeless and their impact on City residents, visitors and businesses continue to be a principal source of concern and frustration for the community. The City continues to advocate for and actively implement regional solutions and sharing of responsibility. At home, a network of social services, supportive housing, model program design and substantial City funding continue to improve the circumstances of individual homeless persons.

#### **Work Plan**

- Through the leadership of the City's Special Representative for Homeless Initiatives, achieve substantial progress creating a regional response to ending homelessness; advocate for changes in federal, state, and regional laws, regulations, programs, and systems to more equitably share the challenge of homelessness. *(City Manager's Office, City Attorney, Community and Cultural Services)*
- Engage new regional leadership resulting from the release of Bring LA Home, the Westside Cities Council of Governments, federal and state representatives to achieve housing and other homeless services throughout the region. *(City Manager's Office, City Council, Community and Cultural Services, Resource Management)*
- Advocate for creation of Federal/State funding incentives and sanctions for communities to encourage shouldering a fair share of the burden of ending homelessness. *(City Manager's Office, Community and Cultural Services, City Attorney)*
- Advocate for long-term, therapeutic housing for homeless veterans on the West Los Angeles Veterans Administration campus and encourage other organizations and regional leaders to participate in the effort. *(Community and Cultural Services, City Manager's Office)*
- Work with the County Department of Mental Health and neighboring jurisdictions to locate a psychiatric urgent care facility on the Westside. *(City Manager's Office, Community and Cultural Services, Police, Fire)*

## **COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND**

- Advocate for change in state law governing mandatory psychiatric assessment and treatment for the gravely disabled homeless. (*City Manager's Office, Community and Cultural Services, City Attorney*)
- Determine the feasibility of implementing community-based courts that provide alternative sentencing in the Santa Monica service area, including drug court, mental health court, and homeless court. (*Community and Cultural Services, Police, Fire, City Manager's Office, City Attorney*)
- Complete a system-wide evaluation of Santa Monica's homeless service continuum of care; restructure program elements as necessary; develop a five-year action plan; and discuss findings in public forums with the community. (*Community and Cultural Services*)
- Develop a methodology to compare the cost of providing emergency services to homeless people living on the streets with the cost of developing and providing long-term, permanent solutions to homelessness. (*Community and Cultural Services*)
- Expand the Chronic Homeless Program to serve a minimum of 30 additional service resistant individuals who have been in the community for years with the goal of permanently housing 20 within the next year; create a multidisciplinary, intensive case management team to reach these individuals and move them more rapidly into housing and keep them housed; target existing services and housing resources and seek new resources and innovative strategies to achieve projected outcomes. (*Community and Cultural Services, Police, Fire, Resource Management*)
- Further implement strategies to reduce chronic public inebriation including expanding outreach staff hours at the Santa Monica Jail; involving hospitals in advocacy and funding; and advocating for ending the early release of alcohol offenders from LA County Jail. (*Community and Cultural Services, Police, Fire, City Manager's Office, City Attorney*)
- Develop local supportive housing options for chronically homeless and mentally ill people; develop a housing voucher program using housing set-aside funds from Santa Monica Redevelopment Agency to reduce homelessness. (*Resource Management, Community and Cultural Services*)
- Continue discussions with food providers to evaluate their needs and identify possible locations where food services can be linked with other supportive services. (*City Manager's Office, Community and Cultural Services*)

## COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND

- Reassess local ordinances and regulations to determine if revisions would assist in addressing homelessness and its impacts. *(City Attorney)*
- Enhance enforcement of quality of life ordinances through a fully staffed team of Homeless Liaison Program Officers and Park Rangers; assess models in other communities for enforcing quality of life violations. *(City Attorney, Police, Community and Cultural Services)*
- Inform residents, businesses and the Faith community of the City's efforts, regional issues and how they can assist in ending homelessness in Santa Monica. *(City Manager's Office, Community and Cultural Services)*

### ***Enhance the quality of life, safety, and community involvement of residents of the Pico neighborhood.***

Pico is a neighborhood rich in racial, ethnic, and income diversity. Challenges faced by the neighborhood are best addressed through collaborative efforts of residents, businesses, religious and cultural institutions, community-based organizations and government agencies.

#### **Coordination**

- With "community action partners", implement agreed upon strategies to reduce gang violence and improve the quality of life in the Pico Neighborhood; provide a community update semi-annually regarding progress and actions; and designate the Human Services Administrator for Neighborhood and Park Initiatives as the lead to coordinate City efforts. *(City Manager's Office, Community and Cultural Services, Police)*

#### **Jobs**

- Build upon the successful collaboration with JVS Worksource, non-profit partners and the Santa Monica Chamber of Commerce to hold the fourth annual job fair for local youth and job preparation workshops for Pico Neighborhood youth. *(Community and Cultural Services)*
- Continue to facilitate the Santa Monica Employment Collaborative, including the Building & Construction Trades Council of California (AFL-CIO) and Chamber of Commerce to offer employment preparation, skill development and mentoring for at-risk youth. *(Community and Cultural Services)*
- At Virginia Avenue Park, provide employment search, job opportunity outreach, job-prep workshops, and placement assistance targeting neighborhood residents and work with non-profit agencies to provide work experience programs. *(Community and Cultural Services and Human Resources)*

## COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND

- Expand opportunities for youth employment and pre-employment skill building, particularly for Pico Neighborhood youth, through: expansion of the Youth Sports Coach In Training Program that mentors and prepares high school youth for employment in camps and leagues; launching the Rosie's Girls Apprentice Program which will provide formalized workplace support and training for high school girls to prepare them for future work in camps and after-school programs while further building trades skills. (*Community and Cultural Services, Environmental and Public Works Management*)
- Support the City's Maintenance Management Division Trades Intern program providing at-risk older youth with combined job training and experience, case management, school continuation through the Regional Occupation Program, social service/job retention support and referrals to other apprenticeship programs. (*Environmental and Public Works Management, Community and Cultural Services*)

### Community Programs

- Refine and expand neighborhood-based programs and services at the newly reopened Virginia Avenue Park, including:
  - Educational Support - enhanced homework assistance in coordination with school district staff, involving parents, offering tutorial services and college prep/financial assistance workshops, and expanding the City's Homework Assistance Working Group;
  - Health & Well-Being – expanded active living opportunities including fitness and recreation; offer health education, nutrition and obesity prevention workshops;
  - Enrichment and Cultural Arts – artist in residence programs that promote real-life skills and exposure to career opportunities and vocational trades; teen-designed clubs for 14-21 year olds; visual and performing arts workshops; and creative writing;
  - Social Services – youth mentoring, employment placement and vocational training, family counseling, parent education and domestic violence training resources in partnership with local non-profit organizations. (*Community and Cultural Services*)
- If funded by the US Department of Justice, institute the “Night Bridges” program, including vocational training, weekend recreation and parent education on gang prevention strategies. (*Community and Cultural Services, Police, City Manager's Office*)
- Launch a new mentoring program at Virginia Avenue Park involving Big Brothers Big Sisters of Greater Los Angeles and the Chamber of Commerce to work with approximately 15 local neighborhood youth. (*Community and Cultural Services*)

## **COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND**

- Continue to provide and refine Police Activities League (PAL) programming that includes: specialized life skills workshops for youth in money management, college prep and computer skills development; Youth Directors Council and Older Teens Program; specialized fitness activities including marathon running, cross-training, cycling, yoga and the role of culture in the martial arts; homework assistance, literacy development and other enrichment activities. *(Community and Cultural Services)*
- Complete an evaluation of school-based mental health services funded by the City to better align services to meet the growing and changing needs of youth and their families through the FY2007-08 Community Development grant cycle. *(Community and Cultural Services)*
- Augment efforts to increase community awareness of the City's youth financial assistance programs via targeted neighborhood outreach efforts to improve access to the City's direct and contracted services. *(Community and Cultural Services)*
- Continue neighborhood and bilingual outreach at the Fairview Branch Library, working with Virginia Avenue Park, Head Start, Reading is Fundamental and SMMUSD Infant and Family Support programs; provide homework assistance with Tutor.com at the branch. *(Library)*
- Provide recreational activities and programs for SMMUSD's Community Day School and Olympic High School youth through the Police Activities League's community service opportunities and fitness programs and course credit for teen center activities. *(Community and Cultural Services)*

### **Neighborhood Appearance**

- Expand the City's graffiti abatement efforts by use of \$200,000 in new contract graffiti removal services focused in the areas of Santa Monica most impacted by graffiti; continue to remove discarded bulky items from alleys; maintain signs and trim trees in the neighborhood; enforce building codes. *(Environmental and Public Works Management, Community and Cultural Services, Planning and Community Development)*
- Maintain Virginia Avenue Park at a high level to encourage its use by surrounding neighborhoods. *(Community and Cultural Services)*
- Maintain a safe and well-maintained community by conducting neighborhood assessments, providing safe walking paths, involving businesses in beautification projects and establishing volunteer community clean-up initiatives. *(Environmental and Public Works Management, Resource Management, Community and Cultural Services)*

## **COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND**

- Complete the installation of 93 new lights in neighborhood alleys and complete the upgrade of most streetlights in the neighborhood to brighter lamps. *(Environment and Public Works Management)*
- Complete design of streetscape improvements for 20<sup>th</sup> Street and Cloverfield Blvd. (between Pico Blvd. and the freeway) following a community input process and review by City Council. *(Environmental and Public Works Management)*
- Increase the level of landscape maintenance services at the Woodlawn Cemetery including increased trimming of the vegetation growing on the cemetery's perimeter fences. *(Environmental and Public Works Management)*

### **Public Safety**

- Staff and welcome the public to the Virginia Avenue Park substation; engage the community daily throughout the park and provide forums for dialogue between youth and family participants and SMPD. *(Police, Community and Cultural Services)*
- Identify areas within the Pico Neighborhood where tree trimming will improve lighting and visibility. *(Police, Community and Cultural Services)*
- Continue City staff participation at neighborhood meetings of PNA, PYFC, PAL, PTA, and Community Violence Prevention Coalition. *(Police, Community and Cultural Services)*
- Complete work with the school district, youth service non-profit agencies, mental health organizations and the Red Cross to Work with the Superintendent of Schools to identify and implement strategic responses to school-related incidents of violence. *(Community and Cultural Services, Police)*
- Encourage use of "We Tip", a call-in program that allows residents to identify public safety threats anonymously to reduce fear of reprisal. *(Police)*
- Continue patrol during peak activity hours for the neighborhood, using overtime assignments as required. *(Police)*

### **Community Engagement**

- Inform residents of the Pico Neighborhood about opportunities for becoming involved in civic life through participation on and with Boards and Commissions. *(City Manager's Office, All City departments)*

## COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND

- Provide resources and support to achieve more effective community input from people who may have primary languages other than English. *(Police, City Manager's Office, All City departments)*
- Expand and publicize mechanisms for dialogue between the community and the police to increase access to the police department and enhance community partnerships in Neighborhood Centered Policing to develop strong relationships with neighborhood residents. *(Police)*
- Use all public information vehicles to communicate ways residents can connect positively with the City staff including the police. *(City Staff)*
- Encourage participation in Police Citizen Academy classes, including a Spanish-language Police Citizen Academy class and a Junior Police Academy, and in three Leadership courses on general municipal topics of interest. *(Police)*

***Ensure that the public receives timely and responsive service from all departments and that the City's regulatory processes are fairly, efficiently and courteously administered with a high degree of predictability for customers moving through a process.***

City government exists to meet public needs for service and order. Perception of the value received for the public dollar is always important.

### **Standards & Training**

- Develop and implement citywide customer service standards. *(City Manager's Office, Human Resources)*
- Provide customer service training that will ensure the standards are being met and customers are ensured a positive "Santa Monica experience" at City Hall and citywide, in cooperation with other community organizations. *(City Manager's Office, Human Resources)*

### **Process Improvements**

- Continue Implementation of permit processing improvements recommended by the Matrix Evaluation and a system to gauge satisfaction of applicants, developers, architects, and contractors. *(Planning and Community Development)*
- Complete redesign and updating of the website and public information handouts. *(Planning and Community Development)*

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- Improve the permit counter, City Hall lobby, and waiting areas to enhance service and convenience. *(City Manager's Office, Planning & Community Development)*
- Implement website improvements and self-service kiosks for public to access permit information, online permit applications, document imaging, and online payment systems. *(Planning and Community Development)*

### ***Incorporate ways to achieve the goals of the Sustainable City Plan into daily activities and special projects.***

In 2002, the City Council adopted a new 10-year Sustainable City Plan, setting goals in the areas of Resource Conservation, Environmental and Public Health, Transportation, Community and Economic Development, Housing, Open Space and Land Use, Community Education and Civic Participation and Human Dignity.

#### **City Construction Projects**

- Foster frequent use and positive interaction with the natural environment in public open spaces, parks, and beaches in development of plans for 415 PCH, the Civic Center, Euclid Park and Airport Park and the Big Blue Bus Campus. *(Environmental and Public Works Management, Community and Cultural Services, Resource Management)*
- Complete a "beach greening" demonstration project at one beach parking lot and evaluate long-term sustainability. *(Community and Cultural Services, Environmental and Public Works Management)*
- Complete development of revised green building requirements for review and consideration by the City Council. The proposed guidelines will apply to both City and private development, including single-family properties, and will address design and construction issues such as energy efficiency, renewable energy, landscaping, indoor air quality and other building systems and materials. *(Environmental and Public Works Management, Planning and Community Development)*

#### **City Operational Practices**

- Complete the phased Ashland Demonstration Garden project between Neilson and Barnard Ways to demonstrate efficient irrigation, drought tolerant and native planting, and best practices for care and maintenance. *(Environmental and Public Works Management, Community and Cultural Services)*
- Expand use of a centralized weather-based system to achieve more efficient irrigation of medians and open space landscaping. *(Community and Cultural Services, Environmental and Public Works Management)*

## COMMUNITY PRIORITIES & COMMON WORK OBJECTIVES FOR FISCAL YEAR 2006-07 & BEYOND

- Develop Facility Management Performance Standards that will address various aspects of custodial services, preventive maintenance, pest management, water and energy efficiency, and other required building services to ensure that healthy and sustainable products and practices will be used. (*Environmental and Public Works Management*)

### ***Capitalize on Santa Monica's climate and community amenities to promote "Active Living"***

National attention is focused on an alarming trend toward inactivity, obesity, and disease stemming from poor lifestyle choices. Santa Monica enjoys good weather year round making active lifestyles easier to achieve than in many cities nationwide. Walking is the community's favored recreational activity according to survey responses during Recreation and Parks Master Plan development. "Active Living" integrates physical activity into daily routines to promote fitness and wellness for community members of all ages.

- Develop community partnerships with local schools, community-based organizations, and City-run community centers, such as Virginia Avenue Park, to promote youth fitness through daily physical activity. (*Community and Cultural Services*)
- In conjunction with CityTV, develop an Active Living PSA to be aired on CityTV. (*Community and Cultural Services*)
- Integrate physical activity and healthy lifestyles with youth programming at VAP, PAL and CREST to combat childhood obesity. (*Community and Cultural Services*)
- Integrate the concept of active living in the design and program planning for 415 PCH. (*Community and Cultural Services*)
- Enhance the City's "10,000 Steps Campaign," launched at the Santa Monica Festival in May 2005, by adding and marketing new walking routes and adapting the program to other forms of exercise including swimming and biking; establish a new walking route in the Pico Neighborhood that includes Virginia Avenue Park. (*Community and Cultural Services*)
- Build on the successful youth outreach for "Shape the Future 2025" to create events and programs that encourage and support student cycling. (*Community and Cultural Services*)

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- Form a City interdepartmental working group to share and develop new active living strategies and to implement a coordinated marketing initiative. (*Community and Cultural Services, City Manager's Office, Environmental and Public Works Management, Planning and Community Development*)

## **ACCOMPLISHMENTS COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

*Address the impacts of homelessness on the community.*

It is estimated that 1000 or more homeless individuals are in Santa Monica on any given day. The circumstances endured by the homeless and their impact on City residents, visitors and businesses are a principal source of concern and frustration for the community. A network of social services, supportive housing, model program design and substantial City funding have changed the circumstances of individual homeless persons for the better, but the magnitude of the problem persists. Many other communities do not share the burden.

### **Work Plan**

- **Appoint a person with the stature, focus, and skills to achieve substantial progress in ending chronic homelessness.**

*On December 13, 2005, the City Council approved a contract with Supervisor Ed Edelman to serve as the City's Special Representative for Homeless Issues.*

- **Extend the Chronic Homeless Pilot Program to serve additional service resistant individuals who have been in the community for a number of years; target existing resources, services and housing priorities to this population to achieve success.**

*Since July 2005, 61 additional participants (for a total of 85 participants in the Chronic Homeless Program) have been targeted for services, with 21 placed in permanent housing and 27 placed in transitional or temporary housing. The remaining are in various stages of engagement. Further expansion of the program was approved by City Council and is anticipated to occur in late summer 2006.*

*The program also expanded with the implementation of the Serial Inebriate Outreach Project, linking CLARE Foundation substance abuse counselors with individuals in custody for public inebriation in the Santa Monica jail to help close the "revolving door" between life on the streets and jail. In addition, a \$948,000 grant from the U.S. Department of Housing and Urban Development was received to provide housing subsidies for chronically homeless persons who are addicted to alcohol. Approximately 39 of the Chronic Homeless Program participants are eligible for this program.*

- **Develop strategies to reduce chronic public inebriation including a sobering center; stationing outreach staff at the Santa Monica jail; involving hospitals in advocacy and funding; and advocating for ending the early release of alcohol offenders from LA County jail. Determine the**

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### **COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

**feasibility for Santa Monica of alternative sentencing and other community-based models.**

*Through the Serial Inebriate Outreach Program, CLARE Foundation staff is conducting outreach and counseling to serial inebriates at the Santa Monica Jail. As a result, seventy-five persons went to CLARE, and 62 accepted services. All but one of these individuals was homeless. Of the 62 persons entering services, 10 individuals found permanent housing.*

*In June 2006, the City was awarded \$500,000 in County funds to implement a ½-day per month pilot Homeless Community Court in Santa Monica as well as stabilization services to support the Court. It is anticipated that the court will be implemented in fall 2006.*

*Staff is working with local hospitals to establish their costs, as well as the cost of police and paramedic services incurred by a group of high users. This initial work will establish a baseline to compare changes in usage before and after service interventions and placement in permanent housing.*

- **Engage Bring LA Home, the Westside Cities Council of Governments (COG), federal and state representatives to achieve year-round homeless shelters and housing on the Veterans Administration property in West Los Angeles and other Westside locations as necessary to accommodate the regional burden.**

*City staff and elected officials worked with on-site service providers to develop a proposal for permanent housing for homeless veterans at the West Los Angeles Veteran's Administration campus. The proposal was submitted to the CARES Local Advisory Board at its September 2005 public hearing and supported by representatives from the Westside Cities COG. The land use designation decision is pending from the Secretary of the Department of Veterans Affairs.*

*City staff and the COG continue to inquire into potential sites for a year-round homeless shelter and additional sites for housing homeless individuals on the Westside.*

- **Conduct a system-wide evaluation and re-structure program elements as necessary of Santa Monica's continuum of care to address chronic homelessness in the community.**

*The Urban Institute was chosen to conduct a system and program evaluation of Santa Monica's continuum of care. A draft of the evaluation, including recommendations for a five-year action plan, will be made available to*

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*stakeholders in November 2006, with the final report scheduled for presentation to Council in January 2007.*

- **Create a new homeless unit within CCS with the addition of two new positions to provide strategic focus and secure substantial progress on the workplan.**

*The unit was created and fully staffed (5 FTEs) by December 2005.*

- **Enhance enforcement of quality of life ordinances through the addition of two Homeless Liaison Program (HLP) Officers and two Park Rangers.**

*Four Park Rangers and two new Homeless Liaison Program (HLP) officers were deployed during FY2005-06.*

*Community and Cultural Services (CCS) continues to facilitate coordination between the Homeless Liaison Program (HLP), Park Rangers, Open Space Management staff, and service providers. CCS and the City Attorney's Office conducted staff training on the enforcement of ordinances regulating the use of public restrooms, parks and public facilities. CCS also coordinated outreach activities with Police enforcement activities at freeway underpasses.*

- **Advocate for changes in federal, state, and regional laws, regulations, programs, and systems to more equitably share the challenge of ending homelessness.**

*City staff and elected officials actively participated in Bring Los Angeles Home – Los Angeles County's 10-Year Plan to End Homelessness, which was released in February, 2006. The Plan includes recommendations to better coordinate resources and activities at the County-level, and to change federal, state, and regional laws and regulations, including addressing the need for a more equitable share of the challenge of ending homelessness.*

*Staff also worked on and supported legislation introduced by State Senator Cedillo regarding discharge planning, prototype courts, and promoting a fair share approach to siting services and housing as well as the extension of foster care benefits for eligible youth. Staff has also been asked to participate in the County stakeholder process for setting priorities for the \$100 million Homeless Prevention Program.*

- **Develop regional supportive housing options for chronic homeless people.**

*In addition to facilitating the proposal for housing for homeless veterans at the West Los Angeles Veterans Administration campus, staff collaborated on the*

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*Bring LA Home report that proposed the creation of 20,000 units of service-enriched affordable housing units countywide, and secured a \$948,000 grant for rental subsidies for 30 chronically homeless persons who are addicted to alcohol. Staff has also developed, with the Corporation for Supportive Housing (CSH), a proposal to provide supportive housing services at 1616 Ocean Avenue. This proposal will be presented to the Council in mid-summer 2006.*

- **Reassess local ordinances and regulations to determine if revisions would assist in addressing homelessness and its impacts.**

*City Attorney's Office is reviewing regulations as appropriate.*

- **Assess models in other communities for enforcing quality of life violations**

*Police Department is reviewing other models and programs.*

- **Link food providers with indoor service facilities.**

*The City's Special Representative for Homeless Issues, the City Manager, and CCS staff have engaged food providers in discussions of relocating them to an indoor location and making stronger linkages with services. Progress is being made and these meetings will be ongoing into the next fiscal year.*

- **Advocate for change in state law governing mandatory psychiatric assessment and treatment for the gravely disabled homeless.**

*The activities of the Westside COG/hospital work group, and discussions regarding the implementation of a mental health court, could yield areas for further legislative advocacy.*

- **Work with the Department of Mental Health and neighboring jurisdictions to locate a psychiatric urgent care facility on the Westside.**

*Planning for an urgent care facility on the Westside was initially suspended during the planning process for the implementation of the Mental Health Services Act funding, however the County Department of Mental Health is now proceeding with selection of a provider and site for a Westside psychiatric urgent care facility.*

- **Conduct community education to inform residents of the City's efforts and progress towards ending homelessness in Santa Monica.**

*CCS staff has created an "Issue in Action: Homelessness" website, with a direct link from the City's main page, to provide the community with up-to-date information about homelessness in Santa Monica and the activities planned and*

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*in place to address the issue. Articles in Seascap provided business owners and residents with tools for dealing with the impacts of homelessness. Resource cards for residents, business owners, and people in need of services, have been widely distributed. Staff continues to meet with the Chamber of Commerce to provide input on outreach activities.*

***Enhance the quality of life, safety, and community involvement of residents of the Pico neighborhood.***

Pico is a neighborhood rich in racial, ethnic, and income diversity. Challenges faced by the neighborhood are best addressed through collaborative efforts of residents, businesses, religious and cultural institutions, community-based organizations and government agencies.

#### **Coordination**

- **Exercise a coordinative role with “action partners” to implement strategies developed at the two community workshops held in early 2005 to reduce gang violence and improve the neighborhood.**

*In March 2006, the City co-hosted a community forum to report efforts by action partners on implementation of strategies developed at the two community workshops held in early 2005 to reduce gang violence and improve the lives of youth in the Pico neighborhood. At that time, City staff prepared and disseminated a progress report of action partners’ commitments to date. Staff also reported on City efforts to address gang and youth violence, ensure community-based public safety, and improve the quality of life in the Pico Neighborhood.*

#### **Jobs**

- **Partner with the California Employment Development Department, the Building & Construction Trades Council of California (AFL-CIO) and the Chamber of Commerce on youth employment and mentoring strategies to target at-risk youth for potential jobs.**

*In May 2006, City staff joined the Chamber of Commerce’s Educational Task Force to better coordinate youth employment resources and mentoring strategies among businesses for at-risk youth. One outcome has been the development of the Big Brothers/ Big Sisters mentoring initiative at Virginia Avenue Park, which began in summer 2006. The California Employment Development Department and Building & Construction Trades Council of California will be invited to assist in future job-related efforts.*

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- **Increase the City's Maintenance Management Division Trades Intern program from 8 to 9 positions, providing at-risk older youth with combined job training and experience, counseling, school continuation through the Regional Occupation Program, and referrals to other apprenticeship programs.**

*The program was expanded and all nine positions have been filled.*

- **Collaborate with experienced County funded job development and preparation programs to ensure that services such as summer job fairs and year round employment preparation /job opportunities are available in Santa Monica.**

*City staff facilitated the Santa Monica Employment Collaborative, made up of City and County-funded non-profits and Santa Monica Chamber of Commerce, to organize a Third Annual Youth Employment Fair, held on April 26, 2006 and attended by 400 youth and 42 employers. Outreach and job fair preparation workshops were provided to Pico neighborhood youth in preparation of the fair.*

*In April 2006, Jewish Vocational Services co-located staff at Virginia Avenue Park with L.A. County funds to expand the park's year round employment preparation /job opportunities and internships for youth.*

*City staff continues to offer a Youth Apprentice Program where 50 youth between the ages of 14 and 24 years fill existing youth worker positions within the City, including Administrative Trainee, Junior Lifeguard, Police Cadet, Student Worker, and Trades Intern. Staff continues to provide training workshops, case management, and job search support for the youth apprentices. City staff continues to notify Pico neighborhood youth of available positions through parks, teen centers, and schools.*

#### **Neighborhood Appearance**

- **Maintain a safe and well-maintained community by conducting neighborhood assessments, providing safe walking paths, involving businesses in beautification projects and establishing volunteer community clean-up initiatives.**

*Additional sidewalk repairs were performed and planning was commenced for a community clean-up event in 2007.*

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- **Expand the City's graffiti removal services from two to three positions; continue to remove discarded goods from alleys, maintain signs and trim trees in the neighborhood; enforce building codes.**

*Graffiti removal capabilities were augmented between April and June 2006 with \$60,000 in contracted graffiti removal services. Additional graffiti removal services were also added to the FY2006-2007 budget. Bulky items are collected within three business days of notification being received.*

- **Improve street and alley lighting in the neighborhood.**

*An additional 93 alley lights will be installed in the Pico Neighborhood by August 1, 2006. The majority of the street pedestrian lighting in the neighborhood will be upgraded by October 1, 2006.*

- **Design a streetscape improvement on 20<sup>th</sup> Street following community input.**

*A design contract for the project was awarded by Council in early 2006. Community input will be received and a final design recommended to City Council for approval during FY2006-07.*

#### **Community Programs**

- **Reopen and celebrate the expanded Virginia Avenue Park in November 2005, offering a phased program of events, activities, and services to the surrounding neighborhoods.**

*The Park reopened to the public in December 2005. Park programs for children ages 0-5, elementary and middle-schoolers, and high schoolers were launched in January 2006 in the areas of fitness and recreation, homework assistance and cultural enrichment. The Park's Teen Center also provided a unique opportunity for teens to develop their own programs and learning experiences. Seniors were also offered a variety of classes by Emeritus College at the Park. In April 2006, non-profit partners joined the park to provide expanded social services, such as counseling, mentoring and job preparation, and arts programs. As of June 30<sup>th</sup>, 87 percent of youth and families participating in Park programs or events lived or attended school in the Pico neighborhood.*

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- **Offer a Santa Monica Museum of Art two-week spring break arts experience for neighborhood teens at Fairview Branch Library and sustain arts programming at PAL.**

*Virginia Avenue Park collaborated with The Santa Monica Museum of Art to offer a two-week spring break arts experience for neighborhood teens and with the Fairview Branch Library to offer spring activities for elementary age youth. PAL is currently collaborating with the SMMUSD Community Day School and Olympic High School by offering fitness programs including yoga and boot camp.*

- **Continue neighborhood and bilingual outreach at the Fairview Branch Library, working with Head Start, Reading is Fundamental and SMMUSD Infant and Family Support programs; provide homework assistance with Tutor.com at the branch.**

*Bilingual Library outreach to the Pico Neighborhood focuses on efforts to reach children performing below grade level to match them with tutors for year-round reading and homework support. During FY2005-06, 88 children (97% Latino) received tutoring services.*

*The Youth Technology Center offers free access to the Internet and word processing to supplement and to be used in conjunction with Library resources. The Technology Center served approximately 20 children (80% Latino, 20% African American) per day September through June.*

*Los Amigos Head Start and Masonic Head Start (90% Latino) provided Reading Is Fundamental to 60 children, distributed free books, and offered story time three times a year.*

*Daytime Spanish Story Time average attendance was 70 adults and children (90% Latino adults, 40% Latino children). Weekly evening Spanish Story Time average attendance was 20 adults and children (90% Latino adults and children).*

*The Infant and Family Support Program (SMMUSD) offered Spanish CPR training and programs in Spanish for caregivers and parents.*

#### **Public Safety**

- **Staff and welcome the public to the Virginia Avenue Park substation. Engage with the community daily throughout the park.**

*In December 2005, in conjunction with the grand opening of Virginia Avenue Park, City staff hosted welcoming tours of the Virginia Avenue Park Substation to*

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*community members. City staff routinely encourages community visits and tours of the park substation.*

*The Virginia Avenue Park Substation is staffed seven days per week by both sworn and non-sworn police personnel, and is the headquarters of the Pico Neighborhood Bicycle Team. City staff assigned to the substation conduct foot and bicycle patrols and participate in park events. Periodically, staff assigned to the substation, will host a Community Cookout to promote positive public interaction.*

- **Continue police participation at neighborhood meetings of PNA, PYFC, PAL, PTA, and Community Violence Prevention Coalition.**

*City staff continues to participate in all regularly scheduled meetings of Pico neighborhood stakeholder groups. Attendance at these meetings has facilitated communication enabling city staff to work collaboratively with stakeholders. Additionally, Neighborhood Service Area Coordinators frequently meet with neighborhood groups, increasing access to police while developing strong relationships with the Pico residents.*

- **Encourage use of We Tip, a call-in program that allows residents to identify public safety threats anonymously to reduce fear of reprisal.**

*City staff worked in collaboration with the We Tip organization. A call-in program was established which allows community members to identify public safety threats anonymously. In order to better educate the community regarding the benefits of the We Tip program, City staff routinely distributes promotional material at community meeting and other public events.*

- **Work with the Superintendent of Schools to identify and implement strategic responses to school related incidents of violence.**

*City staff worked in collaboration with city organizations, including the Santa Monica-Malibu School District, to develop a protocol to assist with mental health needs and counseling after a community crisis.*

- **Provide community service opportunities to referrals from Juvenile Court and City staff.**

*City staff placed 66 teenagers into community service programs based on referrals from Juvenile Court and city staff during FY2005-06.*

## **ACCOMPLISHMENTS**

### **COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

- **Continue patrol during peak activity hours for the neighborhood, using overtime assignments as required.**

*Patrol officers conducted a total of 2,183 hours of directed patrol from January 1, 2006 through June 30, 2006. Officers logged 859 hours of overtime during peak hours of activity in the Pico neighborhood from 4/3/2006 to 6/30/2006.*

#### **Community Engagement**

- **Expand and publicize mechanisms for dialogue between the community and the police to increase access to the police department and enhance community partnerships in Neighborhood Centered Policing to develop strong relationships with neighborhood residents.**

*The Pico Neighborhood Centered Policing service area currently has a total of three Neighborhood Service Area Coordinators (NSACs) to facilitate communication and deploy staff resources to address community concerns. The Neighborhood Service Area Coordinators routinely meet with community groups, faith-based groups, and merchants in the Pico area to increase access to the police department while developing strong relationships with the Pico residents. Additionally, a Community Policing Coordinator works in collaboration with the NSACs to enhance community partnerships in the Pico Neighborhood.*

- **Inform residents of the Pico neighborhood about opportunities for becoming involved in civic life through participation on and with boards and commissions.**

*The Recreation and Parks Commission and the Virginia Avenue Park Advisory Board created two "youth Advisory Board member positions" to increase civic involvement among youth in programs and operations at Virginia Avenue Park.*

*Residents from the Pico neighborhood, along with interested residents from other parts of the community, attended a Board and Commission "recruitment" night put on by the Commission on the Status of Women and the City Clerk as part of the city's Leadership Series coordinated by the Manager's Office.*

- **Use all public information vehicles to communicate ways residents can connect positively with the City staff including the police.**

*City staff continues to use all public information vehicles to communicate information to the residents, including the city and Police Department Web Sites, local medial (print and electronic), CityTV, community fax, email distribution, public information phone line, and alert flyers. Additionally, Neighborhood*

## **ACCOMPLISHMENTS**

### **COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

*Service Area Coordinators participate in or host community meetings where information is shared and concerns are discussed.*

- **Encourage participation in Police Citizen Academy classes, including a Spanish-language Police Citizen Academy class and a Junior Police Academy, and in three Leadership courses on general municipal topics of interest, in FY2005-06.**

*City staff promotes participation in the Police Citizen Academy classes. English-language classes are routinely hosted at the Public Safety Facility, while Spanish classes are hosted in the Pico neighborhood. Staff encourages Pico youth to participation in Police Junior Police Academy. Additionally, City staff promotes participation in the Police Activities League, which provides free recreational, educational, and social programs for school-aged youth year round. Programs for middle school youth include homework assistance, computer classes, enrichment classes, and open and structured recreation activities. Programs for older teens include the Youth Directors Council, homework assistance and computer lab, college connection workshops, and teen enrichment classes.*

*City staff also promotes participation in the Police Department's Explorer program. The Police Explorers is a youth-oriented program that provides young men and women actual experience and training to help them decide if they would like to pursue a career in law enforcement as adults. The program provides structure, discipline, instruction, and fitness training for its members. The program is supervised by sworn police officers and promotes cultural awareness, while focusing on development of the life skills and providing career guidance.*

*In 2005-06, city staff held five Leadership Series courses on general municipal topics of interest: Board & Commission "Recruitment" Night, "To the Potholes and Beyond"—all about infrastructure maintenance; 7<sup>th</sup> Annual Tour of the City's Capital Projects ("Whole Lotta Projects Goin' On"); City Budget Basics; and Learning about Santa Monica's New Main Library.*

- **Provide resources and support to achieve more effective community input from people who may have primary languages other than English.**

*Staff uses all public information vehicles to communicate ways residents can connect positively with the City staff including the police. We encourage participation in Police Citizen Academy classes, including a Spanish-language Police Citizen Academy class and a Junior Police Academy. The city prints a Spanish version of SeaScape that is distributed via schools, at Virginia Avenue Park, and the Fairview Branch Library.*

## **ACCOMPLISHMENTS COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

*Ensure that the public receives timely and responsive service from all departments and that the City's regulatory processes are fairly, efficiently and courteously administered with a high degree of predictability for customers moving through a process.*

City government exists to meet public needs for service and order. Perception of the value received for the public dollar is always important.

### **Training**

- **Provide customer service training that will ensure a positive “Santa Monica experience” at City Hall and citywide, in cooperation with other community organizations.**

*City staff in the Manager's office worked with CVB staff to develop a plan for joint training opportunities and an RFP for a trainer of trainers approach that can be used by the City, hospitality industry, and other businesses.*

*One of the City Manager's key initiatives is establishing citywide customer service standards. An interdepartmental committee was appointed and has worked with the Manager's office to identify a set of standards, a slogan “We do the right thing right” and a short term and long-term strategy for integrating it into the organization and implementing it over time.*

### **Process Improvements**

- **Implement additional permit processing improvements recommended by the Matrix Evaluation including a service queuing system, organizational changes as required, and a system to gauge satisfaction of applicants, developers, and architects.**

*The Qmatic automatic queuing system has been in place for almost a year. It provides accurate data for wait times and service times, allowing staff to focus on areas where improvement is needed for plan check and permitting customers. A consultant was hired to conduct a customer satisfaction survey of and develop baseline information on all planning, plan check, permitting, and inspection functions.*

- **Complete redesign and updating of the website and public information handouts.**

*The design of the basic structure and architecture of the PCD website is complete. The next step is to develop the structure by which customers can access the actual information. Finally, the last step is the graphic design to integrate the look and feel of the entire PCD site with the City's home page. New*

## ACCOMPLISHMENTS COMMUNITY PRIORITIES FISCAL YEAR 2005-06

*information is frequently added to the existing website. Most recently, Planning added a frequently asked question section (FAQ) with substantial links to flow charts, GIS, Zoning Ordinance, and other departments.*

- **Enhance functionality of software systems to increase staff efficiency and timely availability of information to applicants.**

*Technological enhancements to the Permits Plus software and to the automatic telephone scheduling system are on going.*

- **Improve the permit counter and waiting areas to enhance service and convenience.**

*Space planning, organization, and equipment improvements are being developed to improve functioning and look of permit center, to be complete by early 2007.*

- **Implement website improvements and self-service kiosks for public to access permit information, online permit applications, document imaging, and online payment systems.**

*A vendor is working with Building and Safety and Information Services staff to implement on line permitting, to be completed within the next three months.*

*The records management project of scanning all public documents is well underway. All building and safety documents are completed. The next phase is scanning of the code enforcement documents and planning documents. The entire project is expected to be complete by the next fiscal year.*

- **Implement wireless communications equipment for improved inspection services.**

*The effectiveness is being evaluated by Information Systems and the Building and Safety Division.*

***Incorporate ways to achieve the goals of the Sustainable City Plan into daily activities and special projects.***

In 2002, the City Council adopted a new 10-year Sustainable City Plan, setting goals in the areas of Resource Conservation, Environmental and Public Health, Transportation, Community and Economic Development, Housing, Open Space and Land Use, Community Education and Civic Participation and Human Dignity.

## **ACCOMPLISHMENTS COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

### **Community Engagement**

- **Complete an implementation plan with the Sustainable City Task Force and city staff advisory group.**

*Recommended Implementation Plan will be presented to City Council in September 2006.*

- **Address “Green building” techniques and urban runoff in the Land Use Element.**

*Both of these issues as well as other sustainability issues are included in the Land Use Element discussions.*

### **City Construction Projects**

- **Foster frequent use and positive interaction with the natural environment in public open spaces, parks and beaches in development of plans for 415 PCH, the Civic Center, Virginia Avenue Park, Euclid Avenue Park and Airport Park.**

*City Council approved development permits for 415 PCH in May 2006 and construction is anticipated to begin in fall 2007. CCS staff is collaborating with Housing staff on the Civic Center Village community design process to incorporate open space. The construction contract for Euclid Park is to be awarded in July 2006 and construction is anticipated to begin in August, with completion in early 2007. Airport Park construction is underway with completion in early 2007. During FY2005-06, staff completed a plant replacement/beautification project at Reed Park and various public landscape areas throughout the City.*

- **Encourage the use of environmentally sensitive (“green”) building materials and systems in affordable housing developments by including a “Green Building” checklist in loan application packages and in development practices related to energy efficiency; landscaping; framing and carpentry; indoor air quality; and other building systems and materials.**

*A green building checklist for affordable housing projects as well as other changes to the City’s green building requirements will be recommended for Council review and approval in FY2006-07.*

## **ACCOMPLISHMENTS**

### **COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

- **Achieve Silver LEED certification for the Main Library, Virginia Avenue Park expansion and the Big Blue Bus Campus expansion.**

*VAP was the first park nation-wide to achieve a LEED silver rating. The new Main Library has been submitted for consideration for a LEED rating is on track to receive a LEED silver rating, and the Big Blue Bus Campus expansion design will also target at least a LEED silver rating.*

- **Complete a “beach greening” demonstration project at two beach parking lots and evaluate long-term sustainability.**

*Modifications were made to the project scope to focus the beach greening solely on the 2030 Barnard Way lot. Staff anticipates that construction will be completed by the end of FY2006-07.*

#### **City Operational Practices**

- **Complete the phased Ashland Demonstration Garden project between Neilson and Barnard Ways to demonstrate efficient irrigation, drought tolerant and native planting, and best practices for care and maintenance.**

*Environmental Programs Division is finalizing the design concept. Final plans should be complete by January 2007 with the construction bid process to follow.*

- **Maintain landscaping at the new Main Library with the 200,000-gallon cistern located below the parking structure that collects rain and landscape irrigation water for re-use.**

*Open Space Management assumed maintenance responsibilities at the Main Library as of May 2006.*

- **Expand use of centralized weather-based system to achieve more efficient irrigation of medians and open space landscaping.**

*Median and open space landscaping irrigation is managed by a centralized system using weather-based programs to create greater efficiencies and more targeted irrigation.*

- **Evaluate the effectiveness of the competitive grant program that provides partial funding for sustainable garden designs.**

*The evaluation of the competitive grant program will be completed during FY2006-07.*

## ACCOMPLISHMENTS

### COMMUNITY PRIORITIES FISCAL YEAR 2005-06

- **Replace additional incandescent traffic signal indications with more efficient LED.**

*Completed.*

- **Promote the use of energy efficient and alternatively fueled vehicles.**

*Over 70% of the fuel used by the City's miscellaneous fleet is now from alternative sources. Over 60% of the Big Blue Bus fleet is now alternatively fueled.*

#### Housing

- **Increase transitional housing under the HOME funded program from 29 to 34 vouchers**

*Thirty-six HOME funded vouchers are budgeted for graduates of transitional housing programs in Santa Monica and participants in the City's Chronic Homeless pilot project. Twenty-four HOME participants are living in permanent housing in Santa Monica, and six participants are currently being screened for eligibility by the Housing Authority and will receive HOME vouchers if eligible. There are six HOME funded vouchers currently available for additional referrals from participating community-based agencies.*

#### *Capitalize on Santa Monica's climate and community amenities to promote "Active Living"*

National attention is focused on an alarming trend toward inactivity, obesity and disease stemming from poor lifestyle choices. Santa Monica enjoys good weather year round making active lifestyles easier to achieve than in many cities nationwide. Walking is the community's favored recreational activity according to survey responses during Recreation and Parks Master Plan development. "Active Living" integrates physical activity into daily routines to promote fitness and wellness for community members of all ages.

- **Develop community partnerships with local schools and community-based organizations to promote youth fitness through daily physical activity.**

*For its summer 2006 programming, staff has expanded the Santa Monica Sports Experience Camp at John Adams Middle School and has incorporated a formal sports unit in Camp Santa Monica activities. July was proclaimed youth fitness month and staff distributed calendars with daily sports activities to community youth. In fall 2005, the Police Activities League Fitness Gym began a variety of fitness programming at Virginia Avenue Park.*

## ACCOMPLISHMENTS COMMUNITY PRIORITIES FISCAL YEAR 2005-06

- **Integrate the concept of active living in the design and program planning for 415 PCH.**

*The design of 415 PCH includes a swimming pool, pathways through the site and towards the ocean, paddle tennis and volleyball courts, a children's play area, and many bicycle parking spaces to encourage use of the bike path to reach the site.*

- **Enhance the 10,000 Steps Campaign launched at the Santa Monica Festival in May 2005, by adding and marketing new walking routes and adapting the program to other forms of exercise including swimming and biking.**

*Ten new walking routes were developed by community members as a result of a contest conducted in collaboration with CityTV. Members of the public were invited to submit a description of their favorite walking route and the winners were interviewed and aired. Descriptions of the new routes will be posted on the City's WalkSM web page ([http://www.smgov.net/comm\\_progs/active\\_living/walksm.htm](http://www.smgov.net/comm_progs/active_living/walksm.htm)).*

*Five thousand copies of the popular Walk SM map of walking routes were reprinted this year with a special funding allocation from the City Manager's office. These popular maps are distributed at several city facilities and information booths at special events. In addition, the map was converted to a printable format and put on the City's WalkSM web page for easy access by the public.*

*"Swim Santa Monica" was introduced at the Santa Monica Festival. This self-reporting program encourages pool users to track the number of laps swam with identified targets equivalent to the distances between the Swim Center and various locations such as Venice Pier, Catalina Island, and Hawaii. The staff committee is evaluating the program including assessment of outreach efforts.*

- **At the new Main Library, showcase materials on healthy living including a wide range of publications featuring health, fitness, and sports; a large collection of books and videos on nutrition, physical fitness, and exercise; and Health & Wellness Resource Center online database; and recreational class information and maps of bikeways. Promote "healthy living" collections with book and multi-media displays, web resources, and educational displays.**

*A public service announcement (PSA) to promote Active Living was developed by the "Walk SM" committee and filmed by CityTV. The PSA depicts individuals walking at various locations in the City.*

## **ACCOMPLISHMENTS COMMUNITY PRIORITIES FISCAL YEAR 2005-06**

*The book, magazine, and DVD collections on topics related to Active Living were all enhanced with the Opening Day Collection at the new Main Library. Displays and promotional material were developed to highlight and promote the material.*

*The Library hosted a display and provided materials on active travel and how to plan for it, as well as providing an interactive display on the Land Use and Circulation Element Goals that covered many of these topics.*

- **Provide bicycle-parking areas for customers and bicycle storage for staff at all city facilities.**

*Bike racks were added in several locations, and a pilot bike valet parking program was initiated. PCD also purchased bicycles for use as part of the vehicle fleet available to employees for City business.*

- **Emphasize pedestrian and bicycle opportunities citywide and include implementation plans in the Circulation Element.**

*Striping modifications to increase bike friendliness were incorporated into annual resurfacing projects. The Circulation Element goals reflect the critical need to improve bicycling and walking conditions and increase the share of trips made by people walking and on bikes.*

- **Build on the successful youth outreach for “Shape the Future 2025” to create events and programs that encourage and support student cycling.**

*The Land Use and Circulation Element will incorporate strategies to increase bicycle travel. CCS is developing a pathway master plan that also identifies “Safe Route to Schools” as a priority.*

- **Complete Phase III of the crosswalk enhancement program to encourage pedestrian activity.**

*Staff continued to seek and install more reliable flasher technology and crosswalk improvement recommendations were developed for Colorado Avenue and the Civic Center area.*

- **Form a City interdepartmental working group to share and develop new active living strategies and to implement a coordinated marketing initiative.**

*A new Active Living sub-committee was formed to focus on youth fitness. A new chairperson has been identified for this committee and the committee will work to address childhood obesity during FY2006-07.*

## CITY OF SANTA MONICA FY2006-07 ADOPTED YOUTH BUDGET

The adopted Youth Budget highlights the City’s commitment to provide an array of services to youth of all ages. City funding supports direct services to the community, such as afterschool programs, children’s library services, safety programs, and grants to non-profit agencies that provide educational, recreational and cultural programs. Over half of the City’s ongoing youth expenditures fund “School-Based Programs” in partnership with the Santa Monica-Malibu Unified School District (SMMUSD); these programs link to and support children in school settings. “Community-Based Programs” are offered in various parks, non-profit agencies and other local facilities.

	<b>FY 05-06 Ongoing Expenditures</b>	<b>FY 06-07 Ongoing Expenditures</b>	<b>Percent Increase</b>
School-Based Programs	\$11,156,839	\$11,759,025	5%
Community-Based (Non-School) Programs	\$9,107,106	\$10,047,775	10%
<b>Total</b>	<b>\$20,263,945</b>	<b>\$21,806,800</b>	<b>8%</b>

Operating expenditures include direct staff, supplies, maintenance and direct grant costs. Administrative overhead costs (such as City payroll services) are not included. \$21.2 million (97%) of the total ongoing costs are funded by the General Fund. Participant fees provide \$1.5 million of this General Fund support. In addition, the City provides financial assistance, based on family income qualification, for youth to access fee-based programs totaling approximately \$640,000 annually.

The City’s ongoing commitment to youth is indicated by an increase of \$1.5 million in FY 06-07 due to expanded youth programming at the newly opened Main Library (\$438,000) Virginia Avenue Park (\$194,000), and The Cove Skatepark (\$144,000), additional funding for SMMUSD (\$247,000) and the City’s Youth Employment Training Program (\$54,000), cost of living increases (\$340,000), and improved tracking of costs for youth-related events (\$124,000).

The City’s commitment to youth is also reflected in its hiring practices and in the three-year Capital Improvement Program Budget. Currently, over 210 youth and young adults (ages 16-24) provide essential support to City departments in paid intern, support and operational positions. Over the past several years, the City has invested over \$13 million for capital projects that significantly benefit youth. These include the Skatepark, Virginia Avenue Park expansion, Airport Park, Euclid Park, the Swim Center, Reed Park Open Space enhancements and playground and concession stand replacement and renovations.

**CITY OF SANTA MONICA FY 2006-07 ADOPTED YOUTH BUDGET**

PROGRAM	FY 2005-06 REVISED BUDGET	FY 2006-07 ADOPTED BUDGET	VARIANCE	AGES				PRIMARY LOCATION	
				0-5	6-11	12-17	18-24	School-Based	Community-Based
<b>SMMUSD Funding</b>									
Community Use of School Facilities	\$ 6,156,000	\$ 6,402,400	\$ 246,400	x	x	x	x	x	
Santa Monica High School Graduation Night	8,100	8,302	202			x		x	
	<b>\$ 6,164,100</b>	<b>\$ 6,410,702</b>	<b>\$ 246,602</b>						
<b>After School Programs, Camps and Classes</b>									
Camps (Sports Experience, Rosie's Girls, Camp Santa Monica)	581,127	\$ 604,658	\$ 23,531		x	x		x	x
Community Classes	422,568	434,308	11,740	x	x	x	x		x
CREST (Childcare, Recreation, Enrichment, Sports Together)									
Childcare	813,569	845,517	31,948		x	x		x	
Recreation (Playground Access)	158,357	164,935	6,578		x	x		x	
Enrichment	185,639	192,334	6,695	x	x	x		x	
Sports (Elementary and Middle School)	658,812	675,398	16,586	x	x	x		x	
Police Activities League (PAL)	1,138,012	1,209,684	71,672		x	x			x
Virginia Avenue Park (Youth and Families Programs)	862,006	1,056,443	194,437	x	x	x	x		x
	<b>\$ 4,820,090</b>	<b>\$ 5,183,277</b>	<b>\$ 363,187</b>						
<b>Literacy Programs</b>									
Computer Access Center	\$ 29,628	\$ 30,369	\$ 741	x				x	
Library Programs (Community-Based)	1,889,850	2,218,230	328,380	x	x	x	x		x
Library Programs (School-Based)	629,950	739,410	109,460		x	x		x	
WISE Senior Services (RSVP/America Reads)	31,519	32,307	788		x	x		x	
	<b>\$ 2,580,947</b>	<b>\$ 3,020,316</b>	<b>\$ 439,369</b>						
<b>Recreation/Health and Fitness Programs</b>									
Community Aquatics	\$ 557,652	\$ 578,113	\$ 20,461	x	x	x	x		x
Farmer's Market Program	16,065	16,500	435		x	x		x	
Field Permitting Program	536,441	551,023	14,582		x	x	x		x
Memorial Park Gym	255,423	263,226	7,803	x	x	x	x		x
Playground Partnership	215,405	222,860	7,455	x	x	x	x	x	
Skate Park	108,953	253,327	144,374		x	x	x		x
Tennis Program	36,115	37,287	1,172		x	x	x		x
Therapeutic Programs	38,833	40,255	1,422		x	x	x		x
Volunteer Program	5,842	6,076	234			x			x
	<b>\$ 1,770,729</b>	<b>\$ 1,968,667</b>	<b>\$ 197,938</b>						
<b>Public Safety Prevention and Education</b>									
Crossing Guards (Police Department)	\$ 521,574	\$ 569,116	\$ 47,542		x	x		x	
Fire Safety Educational Tours	23,406	27,250	3,844	x	x				x
Police Department Youth Services Division (Community-Based)	391,636	421,338	29,702	x	x	x	x		x
Police Department Youth Services Division (School-Based)	647,261	721,219	73,958		x	x		x	
	<b>\$ 1,583,877</b>	<b>\$ 1,738,923</b>	<b>\$ 155,046</b>						
<b>Youth and Family Counseling (all Community Development Grants)</b>									
Dispute Resolution Services (Youth and Family Program)	\$ 49,379	\$ 50,613	\$ 1,234			x		x	
El Nido Family Center (Edison/Will Rogers Elementary)	112,837	\$ 115,658	2,821	x	x			x	
Family Service of Santa Monica (CAL-SAFE)	40,161	\$ 41,165	1,004			x		x	
Family Service of Santa Monica (Muir/McKinley Elementary)	94,136	\$ 96,489	2,353	x	x			x	
Family Service of Santa Monica (Agency Based Community Support)	59,045	\$ 60,521	1,476	x	x	x	x		x
Jewish Family Service of Santa Monica (Santa Monica High School)	26,791	\$ 27,461	670			x		x	
Ocean Park Community Center (Sojourn Services)	60,185	\$ 61,690	1,505		x	x			x
Pico Neighborhood Youth & Family Center	297,156	\$ 304,585	7,429			x	x		x
Saint John's Child & Family Development Center (Youth Development Project)	180,098	\$ 184,600	4,502		x	x	x	x	
Santa Monica College (Pico Partnership/On the Move)	184,372	\$ 188,981	4,609	x			x		x
St. Joseph Center (Family Self Sufficiency)	165,922	\$ 170,070	4,148	x	x	x	x		x
	<b>\$ 1,270,082</b>	<b>\$ 1,301,834</b>	<b>\$ 31,752</b>						

**CITY OF SANTA MONICA FY 2006-07 ADOPTED YOUTH BUDGET**

PROGRAM	FY 2005-06 REVISED BUDGET	FY 2006-07 ADOPTED BUDGET	VARIANCE	AGES				PRIMARY LOCATION	
				0-5	6-11	12-17	18-24	School-Based	Community-Based
<b>Early Childhood Education</b>									
Connections for Children	\$ 732,457	\$ 750,768	\$ 18,311	x	x				x
Employee Childcare Subsidies (City)	117,500	111,500	(6,000)	x	x				x
Growing Place (Marine Park Child Development Center)	185,525	190,163	4,638	x					x
	<b>\$ 1,035,482</b>	<b>\$ 1,052,431</b>	<b>\$ 16,949</b>						
<b>Cultural Programs</b>									
Cultural/Arts Grants									
Arts Education Transportation Grant	\$ 32,164	\$ 33,901	\$ 1,737		x	x		x	
Organizational Support									
California Heritage Museum	11,357	10,750	(607)		x	x			x
Powerhouse Theatre	9,124	8,087	(1,037)		x	x			x
Santa Monica Historical Society	58,032	8,087	(49,945)		x	x			x
Santa Monica Museum of Art	23,014	21,752	(1,262)		x	x			x
Santa Monica Playhouse	25,251	22,121	(3,130)		x	x			x
Virginia Avenue Project	33,470	29,395	(4,075)			x			x
Community Arts (CO-ARTS)									
Celebration Arts	4,011	9,398	5,387		x	x	x		x
Donna Sternberg & Dancers/Dancesence	1,755	3,674	1,919		x			x	
Empire of Teeth	-	3,374	3,374	x	x	x	x	x	x
Powerhouse Theater	16,801	-	(16,801)	x	x	x		x	
Santa Monica Museum of Art	13,666	18,796	5,130			x			x
Santa Monica Playhouse	9,530	10,824	1,294		x			x	
Santa Monica Theatre Guild	7,522	5,412	(2,110)		x				x
Verdi Chorus	953	778	(175)		x	x			x
18th Street Arts Center	-	6,336	6,336		x			x	
Miles Memorial Playhouse	255,993	279,847	23,854	x	x	x			x
	<b>\$ 502,643</b>	<b>\$ 472,532</b>	<b>\$ (30,111)</b>						
<b>Employment*</b>									
Growing Place (Mentoring Program)	\$ 10,250	\$ 10,506	\$ 256	x		x		x	
Youth Employment Training Program	259,719	313,418	53,699				x		x
	<b>\$ 269,969</b>	<b>\$ 323,924</b>	<b>\$ 53,955</b>						
<b>Special Events</b>									
Santa Monica Festival (Community-Based)	\$ 99,061	\$ 104,992	\$ 5,931		x	x			x
Santa Monica Festival (School-Based)	29,540	24,000	(5,540)			x		x	
Stairway to the Stars and other High School Events	66,375	87,167	20,792	x	x	x	x	x	
Thanksgiving Dinner	4,823	29,560	24,737		x	x	x		x
Santa Monica Symphony	19,927	42,170	22,243			x	x		
	<b>\$ 219,726</b>	<b>\$ 287,889</b>	<b>\$ 68,163</b>						
<b>Environmental and Public Transportation Awareness</b>									
Big Blue Bus Marketing Program and Charter Services	5,100	5,100	-		x	x		x	
Elementary Student Transportation Art Project	10,700	10,700	-		x			x	
Environmental Programs Summer Institute and Peer Partners	15,500	15,500	-			x		x	
School Garden Program	15,000	15,000	-		x			x	
	<b>\$ 46,300</b>	<b>\$ 46,300</b>	<b>\$ -</b>						
<b>TOTAL ON-GOING COSTS</b>	<b>\$ 20,263,945</b>	<b>\$ 21,806,795</b>	<b>\$ 1,542,850</b>						

\* The City also employs over 200 youth (ages 16-24) in a range of positions such as: Student Worker, Junior Pool Lifeguard, Lifeguard, Police Cadet, Labor Trainee, Video Intern, and Administrative Aide. Through Virginia Avenue Park (staff based at Memorial Park during construction) and Pico Youth and Family Center programs, another 40 young people will be assisted with employment.

## **YOUTH PROGRAM DESCRIPTIONS**

### **Santa Monica-Malibu Unified School District (SMMUSD) Funding**

The City provides \$6.402M in ongoing unrestricted support to SMMUSD and a small grant subsidizing Santa Monica High School graduation night.

### **After School Programs, Camps and Classes**

#### **Camps**

Summer youth camps include Sports Experience, a sports camp for youth ages 8-14; Rosie's Girls, a camp for girls in 6-8 grade, designed to build self-esteem and physical confidence; and Camp Santa Monica, offering a full slate of traditional and non-traditional camp activities for youth ages 8-12. Approximately 240 youth take part in these camps.

#### **Community Classes**

A variety of youth classes and camps are offered targeting children up to age 15. Classes and camps are offered by contracted instructors at various City facilities, and generally run 8-10 weeks. Examples of class offerings include sports, toddler classes, dance, music, yoga and camps. Over 4,000 youth of all ages attend community classes.

#### **CREST (Childcare, Recreation, Enrichment and Sports Together)**

The CREST Program provides after school structured and unstructured childcare and recreation for youth at seven elementary public school sites; offers an array of after school classes in music, arts, drama, science, health and wellness; and provides skill building and league play for youth in grades K-8. Approximately 3,200 students take part in the CREST Program.

#### **Police Activities League (PAL)**

PAL provides free educational, social, and recreational programs in a safe environment for youth ages 6 to 17 years. Participants take part in enrichment classes, field trips and several large-scale, special events for youth and programs targeting teens, as well as the Summer Lunch Program, which provides nutritious free lunches to low-income youth 17 and under. An estimated 1,800 youth participates in the PAL Program, with approximately 500 participating on a regular basis.

#### **Virginia Avenue Park (Youth and Families Programs)**

Virginia Avenue Park offers social service (e.g., case management), employment, educational (e.g., homework assistance for all ages) and recreational programs for youth and families in the Pico and Sunset Park neighborhoods. Increase is due to the continued expansion of programming at the recently-opened Park.

## **Literacy Programs**

### **Computer Access Center**

This City-funded program provides services and resources for preschoolers with disabilities, preparing them to successfully enter the K-12 school system. Services include Computer Play Centers equipped with Assistive Technology (AT) at three preschools; AT consultations, training and workshops for families; and professional development for site teachers and staff. The program serves 225 youth ages 0 to 5.

### **Library Programs**

The Santa Monica Public Library has an active Youth Services Department that provides services to youth and families. School-Based Programs include assignment of a youth services librarian to a specific elementary school introducing children to library services, telling stories, and promoting the summer reading programs; supporting middle and high schools' summer reading programs by providing multiple copies of required books; providing support to CREST staff on homework assignments, and allowing CREST staff extended use of library materials; conducting school site visits to do book talks; and conducting library tours for students. Increased youth-related staff and supply costs in FY 06/07 are related to continued expansion of programming at the Main Library.

Community-based programs include a summer reading program; a specialized parenting collection at the Ocean Park Branch; the SMPL Kids Web Page identifying fun and educational internet sites for children and parents, cultural awareness programs, and story time. Attendance in the Library's programs exceeds 38,000 youth per year. Increases in FY 2006/07 youth-related expenditures are associated with continued expansion of programming at the new Main Library.

### **WISE Senior Services (RSVP/America Reads)**

The program recruits, trains and maintains a corps of 100 senior volunteers who tutor 225 low-income children at Muir, Rogers, Edison and McKinley elementary schools, PAL and Fairview Branch Library annually. Services include tutoring, workshops and roundtables, and coordination of the Santa Monica Tutorial Network.

## **Recreation/Health and Fitness Programs**

### **Community Aquatics**

The program provides year-round recreational, instructional and competitive swim activities and oversees operating of the Santa Monica Swim Center through a Joint Use Agreement with Santa Monica College. Swimming lessons, covering the full spectrum of swimming abilities, are offered to over 1,500 youth per year.

**Farmer’s Market Programs**

Farmer’s Market funds support the School Salad Bar program at 14 schools in Santa Monica-Malibu Unified School District. In addition, staff host weekly student tours of a farm and weekly tours to the Farmer’s Market, where each student receives a Farmer’s Market coupon to go shopping.

**Field Permitting Program**

Field space is maintained and made available for youth and adult sports groups, including organizations such as AYSO, Youth Football, Little League, club soccer groups and Bobby Sox, Santa Monica College, Crossroads, Saint Monica’s and Santa Monica High School. Other groups using the fields include CREST, private schools, camps and the general community.

**Memorial Park Gym**

Memorial Park Gym provides youth with drop-in gym opportunities to play basketball and volleyball in a safe environment supervised by staff. Approximately 2,100 youth use the facility. Increased expenditures are due to improved tracking of staff costs.

**Playground Partnership**

A partnership of the City of Santa Monica and Santa Monica-Malibu Unified School District whereby school-aged youth are allowed unsupervised use of designated school playfields, play equipment, basketball courts, handball courts, and restrooms during certain non-school and non-CREST hours. Total annual attendance (duplicated) for the program is 105,000 youth.

**Skate Park**

The new 20,000 square foot The Cove skating facility at Memorial Park serves approximately 1,600 youth per year. Increased costs are associated with an expansion of operating hours to serve a growing number of customers.

**Tennis Program**

The tennis reservation program allows youth players to make reservations and play at any of the City’s tennis courts for recreational play. Approximately 3,600 youth are served annually.

**Therapeutic Programs**

Therapeutic Programs encompass recreational activities for people with disabilities, including the Westside Special Olympics (WSO), a year-round sports program for people ages 8 and up with developmental disabilities. Social programs are provided to people with disabilities ages 13 and up. The program serves approximately 90 youth ages 6 to 24.

**Volunteer Program**

The City provides community service opportunities for youth in its various recreational programs.















