



Goal One

Community Safety

A safe and secure community is essential to the quality of life and economic success for the City of Santa Ana. The City is committed to a high level of public safety and working in partnership with the community to maintain a safe and secure City.

Primary Objectives

The City of Santa Ana has identified six objectives to promote a safe and secure community. These objectives are:

1. Modernize the Community Policing philosophy to improve customer service, crime prevention and traffic/pedestrian/bicycle safety.
2. Broaden communications, information sharing and community awareness of public safety activities.
3. Promote fiscal accountability to ensure financial responsibility at all levels of the organization.
4. Ensure a sound fiscal model for jail operations through coordinated efforts with personnel from the City Manager's Office, Police Department, City Attorney's Office, Finance and Personnel.
5. Provide high quality Police and Fire/Emergency Medical Services response within the City of Santa Ana.
6. Enhance Public Safety integration, communications and community outreach.

Strategies

1. Modernize the Community Policing philosophy to improve customer service, crime prevention and traffic / pedestrian / bicycle safety.

Strategies		Start Year
1a.	Develop and publish a community survey to measure the community’s perceptions of community policing and police services provided by the Police Department.	FY 14/15
1b.	Develop a community policing plan based on community input to deliver crime prevention/ community policing/ traffic-pedestrian safety programs in a consistent and uniformed manner.	FY 14/15
1c.	Deliver crime prevention/community policing programs based on the community policing plan.	FY 15/16
1d.	Establish and implement a plan to partner with community service organizations and other community groups to conduct awareness, intervention, and prevention of child abuse, domestic violence and driving under the influence of alcohol and/or drugs.	FY 15/16
1e.	Create a task force between the Police Department, Public Works Agency and the Santa Unified School District to increase community outreach emphasizing traffic/pedestrian/bicycle safety (i.e. Active Transportation Safety Plan).	FY 14/15
1f.	Enhance the Police Department’s community policing philosophy to balance both traditional policing and problem solving strategies to address and reduce violent, property and gang related crimes.	FY 14/15
1g.	Participate and collaborate with government agencies and community groups to assist in reducing criminal behavior and providing resources for the homeless population.	FY 14/15
1h.	Research and develop restorative justice program(s) for Santa Ana residents by collaborating with: Santa Ana Unified School District, Orange County Agencies and other non-profit organizations.	FY 14/15
1i.	Enhance public safety efforts by improving our employee retention efforts and actively seeking a diverse and talented pool of public safety candidates who possess the values and skills consistent with organizational goals.	FY 14/15
1j.	Partner with downtown business and merchant associations to enhance security measures and provide a safe environment (e.g. video surveillance, additional security and police efforts, etc.).	FY 13/14

Strategies

2. Broaden communications, information sharing and community awareness of public safety activities.

Strategies		Start Year
2a.	Purchase and implement a new integrated software system for the Police Department to improve productivity and increase efficiencies and transparency.	FY 14/15
2b.	Expand the use of social media platforms such as Facebook, Twitter, Alert OC, YouTube, Nixle, Crimemapping, smartphone applications and the City website to share information with the community.	FY 14/15
2c.	Purchase and install new in-car computers in patrol vehicles to facilitate enhanced information sharing and timely police response.	FY 14/15
2d.	Expand Community awareness of Public Safety activities, programs and services that focus on risk reduction (smoke alarms, water safety, pedestrian safety, fire safety/prevention).	FY 14/15
2e.	Update the City's Emergency Operation Center (EOC) emergency preparedness plan to include a community evacuation strategy to respond to natural disasters.	FY 14/15
2f.	Partner with emergency assistance and disaster relief organizations to promote community awareness of emergency preparedness (e.g. citywide community preparedness day).	FY 14/15

3. Promote fiscal accountability to ensure financial responsibility at all levels of the organization.

Strategies		Start Year
3a.	Continuously evaluate and assess fiscal aspect of service delivery to ensure that the Police Department provides programs and services efficiently and effectively.	FY 14/15
3b.	Promote ongoing efforts to obtain grant funding for activities that will assist in preventing, enforcing and reducing criminal activity and traffic collisions.	FY 14/15

Strategies



Santa Ana Police Department located at 60 Civic Center Plaza is home to both the Police Administration and Jail facilities for the City.

4. Ensure a sound fiscal model for jail operations through coordinated efforts with personnel from the City Manager’s Office, Police Department, City Attorney’s Office, Finance, and Personnel.

Strategies	Start Year
<p>4a. Modify the Santa Ana jail business model and identify short- and long-term goals to effectively meet the needs of the community through contract negotiations with outside agencies, evaluation of staffing needs and increasing operational efficiency.</p>	<p>FY 14/15</p>

5. Provide high quality Police and Fire/Emergency Medical Services response within the City of Santa Ana.

Strategies	Start Year
<p>5a. Monitor and report key performance goals such as standards of cover, response time and location of apparatus (e.g. police units, fire trucks, etc.) to ensure agreed upon service levels are met.</p>	<p>FY 14/15</p>
<p>5b. Provide Police and Fire/Emergency Medical Services report to City Council on an annual basis to review and identify opportunities for improvement.</p>	<p>FY 14/15</p>

Strategies

6. Enhance Public Safety integration, communications and community outreach.

Motor Officer Irene Gomez poses for a picture with school children promoting traffic/pedestrian safety.



Strategies		Start Year
6a.	Develop a comprehensive Fire/Emergency Medical Services Marketing/Branding program including a web portal from the City’s website and the release of a monthly Fire Services Report to be distributed citywide.	FY 14/15
6b.	Develop and implement a Fire/Emergency Medical Services major incident notification process to better communicate with community members during emergencies.	FY 14/15
6c.	Continue to develop and implement joint command level training in collaboration with the Police Department’s Emergency Operations Coordinator.	FY 14/15
6d.	Develop a Fire Explorer Program to engage children and young adults interested in a career in fire and emergency medical service.	FY 14/15
6e.	Develop a Fire Corps Program to support Fire and Emergency Medical Services through community involvement and volunteering.	FY 15/16
6f.	The Santa Ana Police Department will collaborate with the Orange County Probation Department, Orange County Healthcare Agency caseworkers, business community, and associated non-profit organizations to assist in re-entry of recently released offenders into the community.	FY 14/15