

The background is a colorful, painterly illustration of a tropical street scene. It features several tall palm trees with green fronds and brown trunks. The buildings are in a mid-century modern style with flat roofs and large windows. The street is paved with yellow and red lines, and there are a few people walking and a car parked. The overall color palette is warm and vibrant, with a mix of greens, yellows, oranges, and blues.

ISLA VISTA SAFE REPORT TO THE PEOPLE

A JOINT COMMUNITY TASKFORCE

**THIRD DISTRICT SUPERVISOR DOREEN FARR
DISTRICT ATTORNEY JOYCE E. DUDLEY, IV SAFE CHAIR**

IV SAFE: AN OVERVIEW

- Created March 2014 by District Attorney Joyce Dudley
- Comprised of leaders and stakeholders from multiple government agencies and community organizations
- Committed to helping Isla Vista reach its full potential
 - Over 16 agencies and County departments on Committee
 - District Attorney, Third District Office, Sheriff, Fire, CEO, Public Works, Behavioral Wellness, UCSB, UCSB Police Department, Santa Barbara City College, City of Goleta, Isla Vista Recreation and Park District, Santa Barbara Rape Crisis Center, Santa Barbara Response Network, Santa Barbara Unified School District, California Highway Patrol

IV SAFE: MISSION

IV Safe is a senior-level leadership coalition focused on Isla Vista, as well as putting into place strategic policies and sustainable actions to promote safety and security, civic responsibility, and community well-being.



ENHANCED LAW ENFORCEMENT OUTREACH & PATROL

- Working to break down barriers
 - Community Resource Deputy
 - Coffee with a Cop & Pizza with a Cop
 - Meet Your Neighbors Day
 - Dodgeball tournaments, toy drives, BBQs
 - Community policing
- Enhanced enforcement & fire safety efforts
 - DUI checkpoints
 - Bicycle patrols & body worn cameras
 - DA law enforcement officer training
 - UCSB student Community Service Officers
 - Fire safety inspections, CERT trainings,
 - Business Safety and Fire Education (B-Safe)
 - 94% reduction in couch burnings (200 in 2012 to 12 in 2014)



SEXUAL ASSAULT PREVENTION

- Sexual Assault Counseling & Education Program (SACE IV)
- UCSB Green Dot bystander intervention program
- Grant-funded UCPD detective focuses on sexual assaults
- Rape Aggression Defense training available to anyone



FROM 2013 TO 2015: CRIME STATISTICS SHOW PROGRESS

Source: Santa Barbara County Sheriff's Office	2013	2014	2015
Serious Crimes (violent & property)	713	676	532
All Other Crimes	3,713	4,127	3,008
Total	4,426	4,803	3,540

- **25%** reduction in serious crimes
 - Such as homicide, rape, robbery, assault, burglary
- **18%** reduction in other crimes
 - Such as public drunkenness, stolen property, vandalism
- **20% total reduction in Isla Vista crime**

HALLOWEEN & DELTOPIA

- “Keep it Safe, Keep it Local” campaign had big impact
- Collaboration among agencies, students, and community
- Students provided input & volunteered during events
- Alternative activities & concerts helped to keep streets quiet
- Massive communications outreach with 8 million impressions
- Parking enforcement and housing restrictions
- Zero-tolerance & extended jurisdiction enforced



POSITIVE IMPACTS OF REBRANDING CAMPAIGN

Halloween 2013

113 arrests
146 citations



Halloween 2014

18 arrests
34 citations



Halloween 2015

17 arrests
29 citations

Deltopia 2014

133 arrests
323 citations



Deltopia 2015

78 arrests
128 citations

In the Media

895 television spots
12 Independent ads
5 local editorials

Halloween:

- 85% reduction in arrests since 2013
- 80% reduction in citations since 2013

Deltopia:

- 41% reduction in arrests since 2013
- 60% reduction in citations since 2013

BEHAVIORAL WELLNESS

- Santa Barbara Response Network working with Sheriff to help heal community after tragic 2014 events
- Mental health services in Isla Vista
 - Gaucho Support Center: 7 offices, 4 psychologists, CARE advocate, student mental health coordinator, medical social worker
- Homeless advocacy for Pescadero Loft and County Clinic
- SBCC Wellness Connection
- Assisted Outpatient Treatment Program



NEIGHBORHOOD ENHANCEMENTS & PUBLIC IMPROVEMENTS

- Law enforcement actively collaborates with landlords
- Community Housing Advisory Board helps to resolve issues
- 3,600 sq. ft. Isla Vista Community Center, opening date 2017
- Isla Vista Downtown Business Association
- Community Resource Building available to community
- 1,200 ft. of permanent fencing along Isla Vista bluffs
- 200 new street lights & 80 upgraded for energy efficiency
- Isla Vista Sidewalk Plan
- Legislation and policy
 - AB 3 – Isla Vista Community Service District
 - Large Vehicle Ordinance



COMMUNITY INVOLVEMENT & STUDENT SERVICES

- Isla Vista Open Lab brings all Isla Vista Stakeholders together
- First Fridays offer alcohol free events
- IV resident art exhibition
- Mandatory safety courses for UCSB freshmen and new transfers (Gaucho FYI)
- Fire Department fall orientation
- Student focus groups explore how SBCC can better support its IV-resident students
- SBCC ASG IV Community Representative
- SBCC student services in Isla Vista
 - ADC 120 Alcohol & Other Drugs course
 - SBCC librarian at Pardall Center (pilot program)



LOOKING TOWARD THE FUTURE

- Future District Attorney endeavors
 - Prosecutors Against Gun Violence focuses on nexus between gun violence and mental illness
 - Community prosecutor would have office in Isla Vista
 - Neighborhood court would bring restorative justice to Isla Vista
- IV Safe rebranding message has evolved into a call to action to those who live, work and visit Isla Vista
 - Take pride in your community
 - Together, we can help Isla Vista reach its full potential

ISLA VISTA SAFE

GIVE back to your community

LIVE a life that makes you proud

STRIVE to do your best

THRIVE in our great environment

VIVA Isla Vista!