

Eureka Safety & Beautification Activities Application

1. Title of proposed project, event or activity:

This funding request covers a variety of activities aimed at enhancing the initial impression of Eureka for visitors. The first phase will focus on addressing vacant commercial properties, removing graffiti, expanding our surveillance program with additional "mobile lot cops," installing pedestrian-scale lighting, updating billboards and banners, and adding hanging baskets along the 101 corridors. The second phase of this program will involve expanding our surveillance program as part of a broader citywide safety campaign and implementing additional beautification initiatives.

2. Dates or duration of proposed project:

Our surveillance program began in 2017, followed by our graffiti abatement efforts in 2023. In addition, the City recently passed a Vacant Building Ordinance. We have piloted various program components and are now combining them into a more extensive and ongoing effort.

3. Amount of funding requested:

- \$50,000 for the graffiti abatement program (annual request)
- \$90,000 towards our surveillance program (annual request)
- \$500,000 for pedestrian scale lighting along Broadway (one-time request)

Regarding the \$90,000 requested for our surveillance program, we propose dedicating one of the four lot cops to cover ELA properties upon request. EPD will handle the movement, setup, and any issues that may arise on your properties.

The \$500,000 one-time request for pedestrian scale lighting along Broadway will provide lighting for a quarter mile, with lights placed on both sides of Broadway 100 feet apart. We would like to discuss the ideal location for this lighting with the lodging alliance. Additionally, we have applied for the same amount of funding through a Caltrans Clean CA grant, which combined would provide lighting for a half mile. This funding would also cover brackets for banners and hanging baskets.

4. Other funding for this project (how much and from where):

The City will provide staff to oversee the program administration. Currently, the City pays \$117,000 per year for the surveillance program, which includes four mobile lot cops and a pole cam at the high tank. A funding request of \$500,000 has been submitted to Caltrans for a Clean CA Grant to contribute to lighting costs.

5. How will this project benefit hotels, RV parks, and other lodgings in your jurisdiction, and how will you measure the benefit?

This project aims to enhance the initial impression of Eureka's visitors by focusing on creating a sense of safety. We will measure the impact of these activities by tracking reductions in vacant

properties, calls for service, incidents of graffiti, online comments and reviews, and feedback from the ELA.

6. How is your organization or company qualified to complete this project?

The City of Eureka is the most suitable organization to carry out this project because it aligns with our daily operations and responsibilities.

7. What staff members, volunteers and resources will be devoted to this project?

Our Code Enforcement Department will manage vacant commercial properties and continue graffiti removal. Our Eureka Police Department will monitor problem areas with 'mobile lot cops.' Our Public Works Department will handle the installation of pedestrian-scale lighting in collaboration with Caltrans. Our Economic Development Division will manage the updating of billboards and banners and the addition of hanging baskets.

8. Has this project or idea been successfully tried elsewhere? Please provide details.

Since we started our surveillance program in 2017, we have observed changes in behavior when a 'mobile lot cop' is deployed in an area without requiring law enforcement intervention. We use lot cops in problem areas, and we have also deployed them at large events with positive results. Additionally, during the pilot phase of the graffiti abatement program, we recorded and removed graffiti from 699 locations along the 101 corridors. We believe that the activities listed in this funding request contribute to creating a better first impression of Eureka and a sense of safety for those staying here.