

Quality and Productivity Commission
28th Annual Productivity and Quality Awards Program
"Los Angeles County: Ahead of the Curve"

2014 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

NAME OF PROJECT: MARINA DEL REY – REVITALIZATION OF LADERA COMMUNITY CENTER

DATE OF IMPLEMENTATION/ADOPTION: MARCH 4TH, 2013
 (Must have been implemented at least one year - on or before June 30, 2013)

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. Summarize the problem, solution, and benefits of the project in a clear and direct manner.

1 By the end of February 2013 it was clear it was clear the Marina del Rey Ladera
 2 Community Center was in need of re-purposing. More than a remodel, a paradigm shift
 3 for the storefront located at 5357 Centinela Avenue, Los Angeles, CA 90056 was
 4 needed. The Centers' activities and usefulness to the community had dwindled.

5
 6 The community had long abandoned this location as a viable place to go for assistance
 7 and answers to their many questions. Oh sure, a few citizens trickled through the
 8 doors. But for the most part the location was thought of as a front to keep would-be
 9 criminals out of the Ladera Heights Shopping center. All of the staff members for the
 10 past 13 years had moved on.

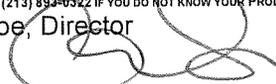
11
 12 The solution was to inject new life into this location by creating a space worthy of the
 13 community members to conduct block and business watch meeting in a safe
 14 environment. And to further serve as an office the citizen volunteers, Deputy Explorers,
 15 Reserve Deputies and the 4 new sworn Staff members could be proud of.

(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$ 0	\$ 0	\$ 0	\$ 0	X

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS LOS ANGELES COUNTY SHERIFF'S DEPARTMENT -MARINA DEL REY STATION 13581 FIJI WAY MARINA DEL REY, CA 90292	TELEPHONE NUMBER 310-482-6000
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PROGRAM MANAGER'S NAME Cody Signater, Sergeant	TELEPHONE NUMBER 323-410-7600 EMAIL cxsignat@lasd.org
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PRODUCTIVITY MANAGER'S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME) Glen Joe, Director 	DATE 07/15/2014	TELEPHONE NUMBER 323-526-5205 EMAIL GC.Joe@lasd.org
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DEPARTMENT HEAD'S NAME AND SIGNATURE John L. Scott, Sheriff 	DATE 07/15/2014	TELEPHONE NUMBER 323-526-5000
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1st FACT SHEET – LIMITED TO 3 PAGES ONLY: Describe the **Challenge, Solution, and Benefits** of the project.

CHALLENGE

For quite some time, the citizens witnessed the deterioration of the Ladera Community Center. What was once a large retail space and community meeting area had been reduced once in the last 13 years to a small storefront, tucked in the corner, in an out-of-the way section of the Ladera Shopping Center.

Over time, the fiscal austerity of the Marina del Rey annual budget did not leave any room to address the needs of the community center. The location morphed into a general meeting space and or respite for bathroom breaks for Marina del Rey Sheriff's Station members (past and present) who just happened to be passing through the area.

One or two regular community meetings took place there. But, for the most part, the citizens no longer felt a sense of purpose the location once had.

SOLUTION

The solution was to create enough synergy so the community stakeholders would believe the place was worth their time. New furniture was donated. The old furniture was gone. There was new flooring and new ceilings, and the Sheriff's Department remodeled the already budgeted ADA compliant bathroom facilities. The ergonomics of the usable space was redefined to be a more efficient meeting location. Consequentially, the removal of six 1950's style desks, 14 file cabinets, two stand-up storage cabinets, and nine individual lockers made two separate group meeting spaces. One space accommodated 30 in the front of the Community Center; Another space in the rear of the Center held meeting space for 20 people.

The new staff of four sworn personnel (The Community Relations Team) began to create activities and programs that expanded on the already existing responsibilities of the volunteers that worked at the center. They broadened the Youth Athletic League programming and the Reserve Deputy activities occurring out of the Center.

The community began to realize this re-purpose for the Ladera Community Center and the programs that were operating out of there.

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BENEFITS

With a renewed interest, a promise was made to the community that the entire facility space would be remodeled to better suit the needs of the community and the station deputies who patrolled the community.

The Community Relations staff promised the community that this new storefront would receive more than just paint on the walls. In the end, it would be a place the Station, Community, and Department would be proud of.

The benefits of creating and re-purposing this space are two-fold:

1. Increased volunteerism for activities that are charitable in nature and directly benefit the community we serve.
2. Through the increased volunteerism, a higher level of communication is occurring between the citizens of the community and the Marina del Rey Sherriff's Station personnel who serve this area.

There is a direct link between the number of active, viable volunteers who work out of a community center and the level of active, viable and credible information these citizen volunteers provide the deputies that are policing the area. In other words, there is a nexus between a healthy community center environment and how responsive the community is to the local police.

The new community center provides an active neutral space for citizens to voice their concerns about any and everything in their community. Furthermore, it provides the much needed location for deputies to meet and engage the community in an atmosphere that says, “Come in and your questions will be answered.”

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT): If you are claiming cost benefits, include a calculation on this page. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation.

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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