



CITY OF POMONA COUNCIL REPORT

March 2, 2026

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted By: Michael Ellis, Chief of Police
Betty Donavanik, Development Services Director

**SUBJECT: RECEIVE AND FILE A REPORT ON HUMAN TRAFFICKING
AND THE EAST HOLT AVENUE CORRIDOR AND THE HOLT
AVENUE CORRIDOR NEEDS ASSESSMENT**

RECOMMENDATION:

It is recommended that the City Council take the following action:

- 1) Receive and file a report on the Police Department's Human Trafficking Enforcement and Intervention Efforts along the East Holt Avenue Corridor and the Development Services Department's Holt Avenue Corridor Needs Assessment.

EXECUTIVE SUMMARY:

The Police Department developed a strategic plan that proposes strategies for resolution to the long-standing social and criminal issues related to prostitution and human trafficking along the East Holt Avenue corridor. These issues degrade the quality of life for residents and business owners. The Police Department is committed to a wholistic approach through targeted interventions, environmental design, law enforcement, and community outreach.

In conjunction with the Police Department efforts, the Department of Development Services will conduct a needs assessment and focus on addressing chronic nuisance uses, long-term property maintenance concerns, and unsafe and prohibited behaviors that impact the quality of life along the Holt Avenue corridor.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or

proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

FISCAL IMPACT:

There is no fiscal impact associated with this report.

PREVIOUS RELATED ACTION:

None.

DISCUSSION:

Police Department

The Police Department has made significant progress since initially developing its Human Trafficking Enforcement and Intervention Strategy in 2019 and continues to assess and revise strategies to be as effective as possible.

Current Efforts

- Deployment of a full-time Sexual Exploitation and Trafficking Team (SETT), social media campaigns, visible anti-criminal activity signage (“See something, say something” and “No Parking”), drafting related ordinances, collaborating with prosecutors and law enforcement partners, as well as creating a Real Time Information Center (RTIC) that employs a citywide camera network and a Drone as a First Responder (DFR) program. The Police Department also proactively notifies registered owners of vehicles engaged in prostitution related activities.
- The creation of a full-time Sexual Exploitation and Trafficking Team (SETT) has been an essential step toward providing specialized support and enforcement in the area. The installation of surveillance cameras at key locations along the Holt Avenue Corridor and the implementation of a DFR program have already led to identifying victims of human trafficking, sex purchasers and potential exploiters. Additionally, we have a motel abatement program that has already been successfully applied at one motel connected to criminal activity along E. Holt Avenue. The model is currently being applied to three additional motels connected to criminal activity.

Goals, Implementation & Costs

The immediate focus remains on expanding the Sexual Exploitation and Trafficking Team (SETT) to provide round-the-clock coverage, ensuring sustained enforcement of laws and direct engagement with criminal activities. By increasing patrols and using strategic enforcement methods such as undercover operations and high-visibility enforcement, the Police Department aims to disrupt ongoing prostitution and human trafficking. Ideally, the Sexual Exploitation and

Trafficking Team (SETT) will be staffed with six (6) additional police officers for a total of eight (8) officers on a full-time basis. Currently, the annual salary for two (2) top-step officers, including benefits, is \$392,208. The combined annual cost for six (6) additional officers would amount to \$1,176,624.

Acquiring additional surveillance tools, including license plate readers, RTIC cameras, and the new DFR program, will aid in identifying perpetrators and facilitating enforcement actions. Surveillance camera technology is approximately \$3,500 per camera.

Increasing the number of personnel assigned to the Sexual Exploitation and Trafficking Team (SETT) and expanding surveillance camera coverage will increase the impact and visibility of law enforcement, providing further deterrents to criminal activity. However, these programs would require additional funding. This information is being presented for the City Council's awareness and consideration.

In the meantime, the Police Department will continue to prioritize complementing these efforts through key initiatives:

- Community education on human trafficking, alongside public awareness campaigns through social media; creation of a Public Decency Ordinance; further collaboration with the District Attorney's office; and continued enhancements to infrastructure, such as roadway restriping and installing additional lighting in high-traffic areas.
- Expanding partnerships with local businesses, nonprofit organizations, and community leaders to further amplify the efforts to reduce criminal activities and offer support to victims.

Development Services – Code Compliance

The Development Services Department's initial objective will be to conduct a Needs Assessment Survey amongst stakeholders, property owners, residents, and businesses to gather information on current conditions in the areas of public safety, mobility and access, property maintenance and nuisances, and sanitation and cleanliness.

Using a human-centered design, Code Compliance will proactively engage the public to ascertain the issues and challenges in the form of street outreach. The Code Compliance team will learn about the issues and problems by interacting with property owners and businesses at their place of business. With a focus on identifying the impacts currently being experienced and approaching the challenges with empathy. The data gathered will be utilized to distinguish patterns and contradictions to uncover root problems, which will provide a real-time assessment of challenges and frame the future development of strategies for the Holt Corridor Restoration Plan. Staff will present the City Council with the findings of the Needs Assessment Survey results and the Holt Corridor Restoration Plan in late Spring.

Additionally, building upon the success of the motel abatements, Development Services will collaborate with the Police Department to present a Motel Ordinance that will establish operation standards, enforcement measures, and inspection protocols to ensure safety and compliance amongst motels citywide.

To further reduce blight, Code Compliance will strengthen its efforts in addressing vacant and abandoned properties along the Holt Avenue corridor with a critical approach towards property owner accountability, expedient compliance and enforcement. Code Compliance will ensure that properties are secured to prevent access from trespassers and hold property owners accountable in accordance with the statutes set forth within the Vacant Property Registration Program.

Code Compliance will continue to address the ongoing issues of public nuisances such as commercial property maintenance, graffiti, overgrown vegetation, unpermitted construction and vacant and abandoned properties along the Holt Avenue corridor through education and code enforcement methods.

Through the collaborative approach with the Police Department, Development Services will develop targeted enforcement strategies through the Holt Corridor Restoration Plan, and work with property owners and businesses to support sustainable improvement and reinvestment.

ATTACHMENTS:

Attachment No. 1 –East Holt Avenue Strategic Plan Presentation

Attachment No. 2 –Holt Avenue Needs Assessment Survey Presentation

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