



COMMUNITY UPDATE: EAST HOLT STRATEGIC PLAN

Presented by:
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Enhancing Public Safety: A Comprehensive Approach to Human Trafficking and Prostitution

The City of Pomona and its Police Department are committed to addressing the challenges of human trafficking and prostitution in our community. This presentation outlines our strategic plan to combat these issues through targeted interventions, environmental designs, enforcement, and community outreach. We will explore progress, immediate goals and actions, and long-term solutions.

Progress Since Initial Assessment

Significant progress has been made since the initial 2019 East Holt Ave Strategic Plan was introduced, including:

- Deployment of a full-time Sexual Exploitation and Trafficking Team (SETT), providing specialized support and enforcement in the area
- Creation of a SETT Liaison Program
- Collaboration with prosecutors and law enforcement partners
- Installation of surveillance cameras at key locations along the Holt Corridor*
- Creation of a Real Time Information Center (RTIC) that employs a citywide camera network
- Drafting related ordinances
- Active motel abatement program

* These surveillance cameras have led to identifying several victims of human trafficking, sex purchasers, and potential exploiters.

Progress: Implemented anti-criminal activity signage



Provides additional opportunities to stop and identify sex purchasers, creating a stronger deterrent effect.

Progress: Infrastructure Improvements: Lighting*

1 Dual Benefits

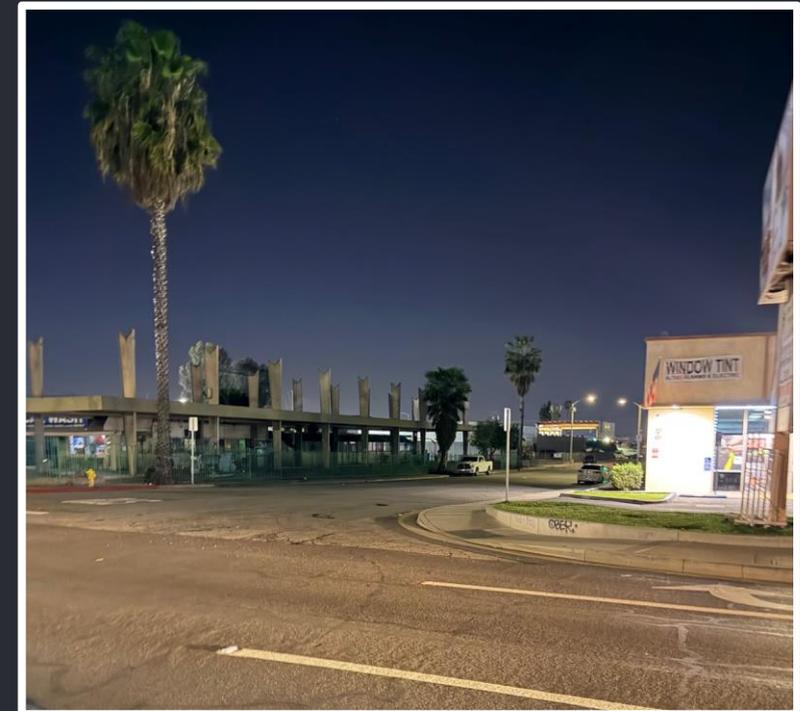
Improved lighting helps deter prostitution-related activities and enhances overall traffic safety.

2 LED Upgrades

Increasing lighting levels and retrofitting current bulbs with high-output LED lights provides better visibility while reducing long-term energy costs.

3 Strategic Placement

Focusing lighting improvements in identified hotspots maximizes crime deterrence and public safety.



* LED Lightening has been installed in some portions of the Holt Ave Corridor.

Progress: Developing Strategic Partnerships



Project Resilience

Led by Stephanie Zepeda, PR provides support services for victims of human trafficking and exploitation.



Additional Partnerships

These organizations focus on education and prevention of human trafficking. Their expertise enhances our community awareness efforts, victim support, and victim identification protocols.



We collaborate to ensure victims receive appropriate care and resources.

Progress: Public Awareness - Community Engagement

1 Handout Materials

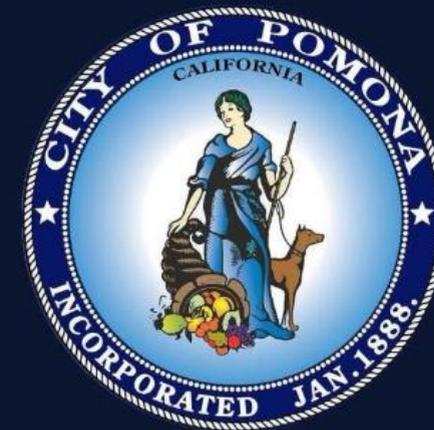
We create and distribute informational materials to educate the community about human trafficking and prostitution, including how to identify potential victims and report suspicious activity.

2 Area Commander Meetings

Area Commanders ensure consistent messaging across all Council districts, while providing opportunities for community feedback.

3 Community Forums

We host and participate in community forums to discuss concerns, share information, and develop collaborative solutions with residents and stakeholders.



**COMMUNITY
INFORMATION**

Progress: Public Awareness - Social Media



1

Social Media Collaboration

Our department's Social Media team educates the public about human trafficking and prostitution through regular, informative content.

2

"John" Accountability

Registered owners of vehicles seen engaging in prostitution related activity are mailed a photograph and a formal letter to deter repeat behavior.

3

Arrest Notifications

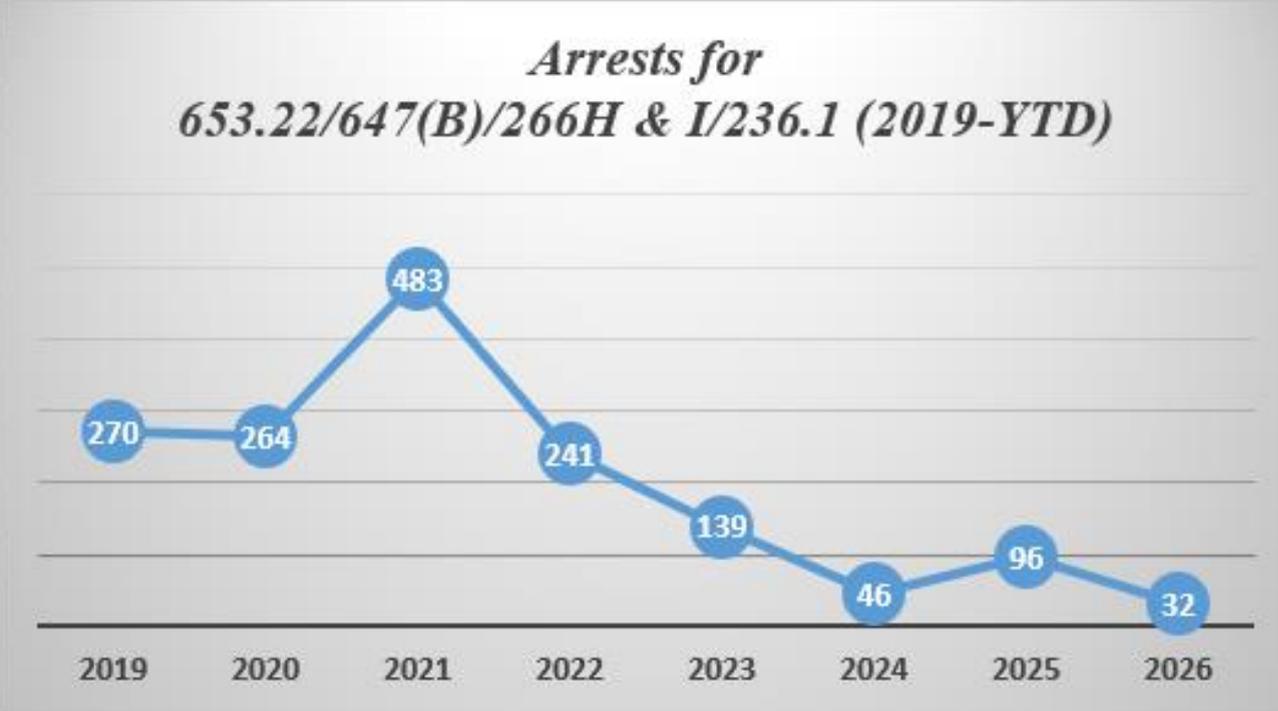
The names of those arrested during targeted law enforcement operations are posted online, along with the city they are from.

Progress: Statistics & Data

Victims of Human Trafficking 2019-YTD



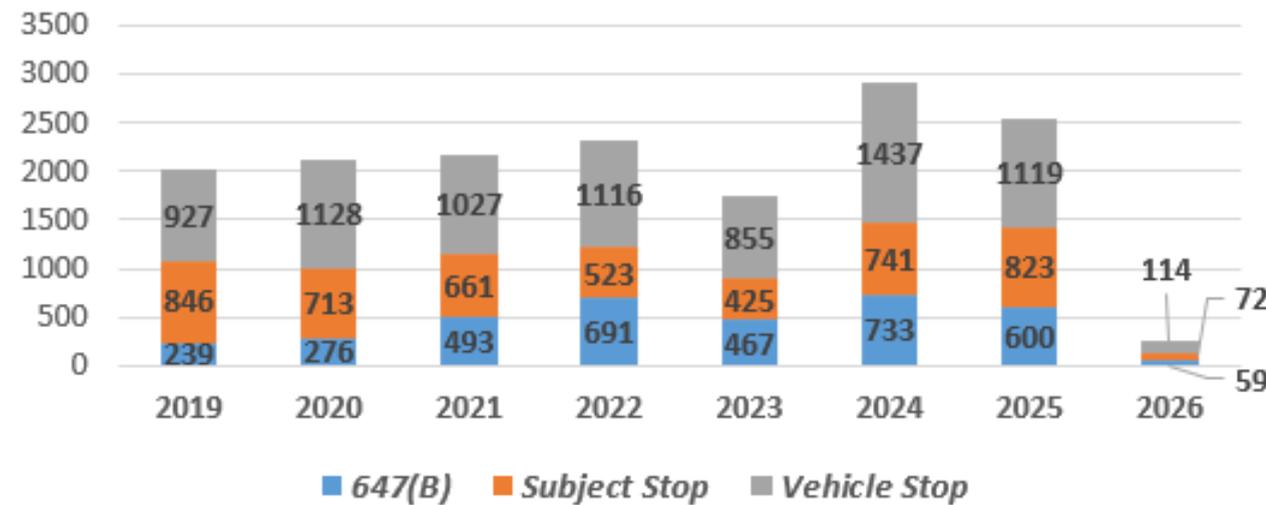
Arrests for 653.22/647(B)/266H & I/236.1 (2019-YTD)



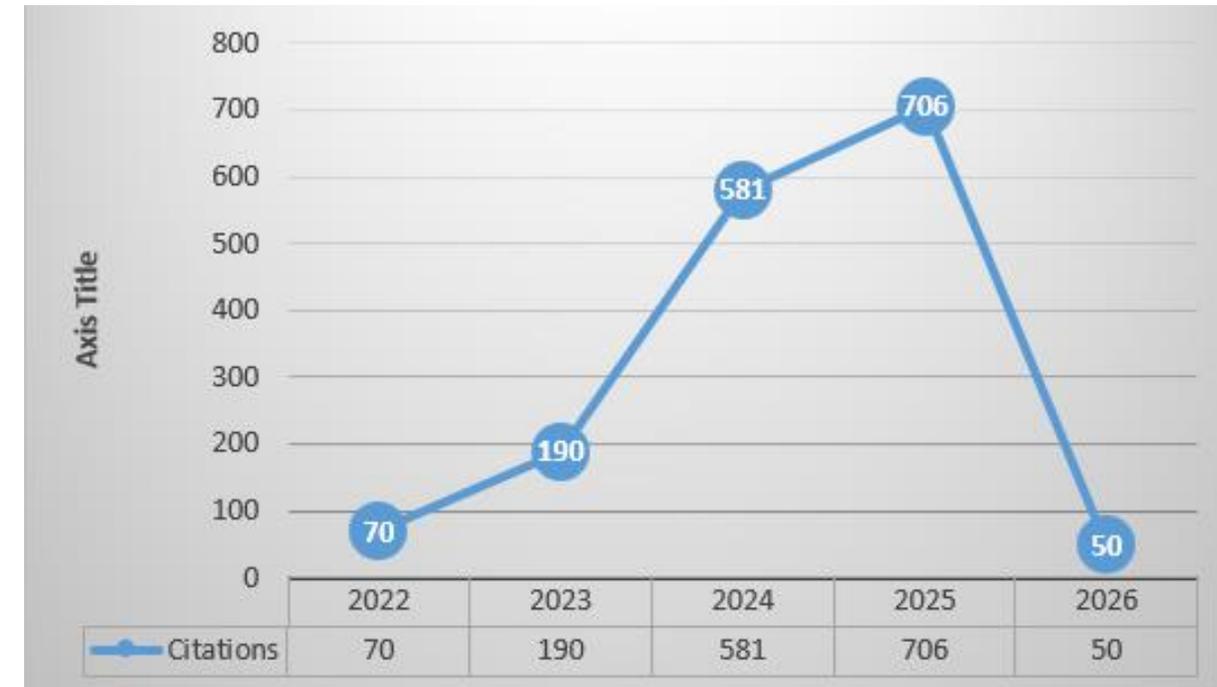
Statistical data for 2019 through February 17, 2026

Progress: Statistics & Data

CFS FOR HOLT/INDIAN HILL FOR SPECIFIC CALL TYPES (2019-YTD)



CITATIONS ISSUED FOR PEDESTRIAN IN THE ROADWAY (21954 VC)



Statistical data for 2019 through February 19, 2026

Progress: Statistics & Data

2025 SETT TOTALS (July 15 – December 31, 2025)	
Warrant Arrests	81
Felony Arrests	7
Pimping/Pandering Arrests	1
John 647(b) Arrests	33
647(b) PC Arrests	26
Other Misdemeanor Arrests	23
Prostitution Related Citations	370
Other Citations	158
John Letters	119
Juvenile Rescue	9
Adult Rescue	6
"John" Details	2
'b' Details	0
Follow Away Detail	7
Field Identification Cards	210
Impounds	52
Firearms Recovered	1
GTAs Recovered	0
Search Warrants	2
Money Seized	\$3,731
Narcotics	0

2026 SETT YTD TOTALS (as of February 17, 2026)	
Warrant Arrests	3
Felony Arrests	0
Pimping/Pandering Arrests	0
John 647(b) Arrests	17
647(b) PC Arrests	17
Other Misdemeanor Arrests	8
Prostitution Related Citations	61
Other Citations	42
John Letters	14
Juvenile Rescue	1
Adult Rescue	2
"John" Details	0
'b' Details	0
Follow Away Detail	2
Field Identification Cards	34
Impounds	17
Firearms Seized	0
GTAs Recovered	0
Search Warrants	2
Money Seized	\$3,731
Narcotics	0

Immediate Goals & Actions

We have developed strategies to not only expand on the original Strategy recommendations, but also offer additional solutions to reduce activity related to prostitution in the E. Holt Ave Corridor. The immediate focus remains:

- Expanding the Sexual Exploitation and Trafficking Team (SETT) to provide round the clock coverage, ensuring sustained enforcement and direct engagement
- Community education campaigns on human trafficking versus prostitution
- Further collaboration with the Los Angeles County District Attorney's Office

Intermediate Goals & Actions: Enforcement



1

Increased Patrols*

Maintain directed enforcement efforts in identified hotspots, ensuring a visible police presence during peak activity times to deter criminal behavior.

2

Strategic Enforcement Methods

Conduct regular undercover operations and high visibility enforcement to prevent criminal activity before it occurs.

3

Data-Driven Deployment

Consistently analyze crime data to identify emerging patterns and strategically allocate officers based on current trends and needs.

4

Technology Use

Identify perpetrators and facilitate enforcement action through the use of surveillance tools such as license plate readers, RTIC cameras, and Drone as a First Responder Program.

* An important consideration when increasing enforcement is that there must still be a focus on human trafficking. Therefore, we prioritize identification and assistance for potential human trafficking victims.

Long-Term Goals

Long-term objectives center on ensuring sustained improvements on the Holt Corridor and developing broader solutions to the ongoing prostitution issues. Key initiatives will include:

- Investigate the legality of implementing a Public Decency Ordinance and/or geographic specific trespassing ordinance
- Further collaboration with the Los Angeles County District Attorney's Office to ensure enforcement and probation terms are strategically applied
- Continued enhancements to infrastructure, such as roadway restriping and installing additional lighting in high-traffic areas
- Further enhancement of the department's RTIC program
- Expanding surveillance camera coverage to increase the visibility of law enforcement, providing further deterrents to criminal activity
- Expanding partnerships with local businesses, nonprofit organizations, and community leaders to further amplify the efforts to reduce criminal activities and offer support to victims

Long-Term Goals: Motel Abatement Strategy



We will continue with the current plan to identify and target problem businesses within the City of Pomona, particularly along the E. Holt Corridor.

Abatement Locations:

Passport Inn – 130 E. Holt Ave
Pala Motel – 987 E. Holt Ave
Super Inn – 975 W. Holt Ave
Deluxe Motel – 915 W. Holt Ave

Challenges

- **SB 357 | "Safer Streets for All Act"**

In 2022, the crime of soliciting to commit prostitution (653.22 PC) was repealed at the State level. This greatly affected our ability to detain and investigate individuals engaging in prostitution and human trafficking. It also resulted in a reduction of juvenile "rescues".

Amendments to SB 357 failed until January 1, 2026 when AB 379 came into effect.

AB 379 creates Penal Code section 653.25, which makes it a misdemeanor to loiter with the intent to purchase sex and imposes felony penalties on adults who solicit sex from a juvenile.

- **Penal Code 314 | Indecent Exposure**

Based on legal precedent in the U.S., sex workers cannot be arrested for simply dressing provocatively because clothing choices are a protected form of free expression under the First Amendment. An arrest for public indecency requires specific actions or provable intent beyond a person's attire.

Challenges

- **AB 1475 & AB 994 | Booking Photos**

California law prevents police agencies from publicizing booking photos of individuals arrested for nonviolent crimes on social media. Photos can only be posted if the suspect is a fugitive, poses an imminent threat to public safety, or there is a specific, urgent law enforcement purpose.

- **Former LA District Attorney George Gascon Directives**

Former LADA George Gascon issued directives not to file any prostitution related criminal charges. The lack of cases being filed increased prostitution related activity across LA County, including Pomona. Sex workers and sex purchasers did not fear legal consequences for their actions.

Future Considerations

Recommendations to significantly impact human trafficking related issues:

- ❑ Increase SETT from 2 officers to 8 officers
 - expand coverage from 4 days a week (10 hours a day) to 7 days a week (20 hours a day)
 - current cost for 2 SETT officers = \$392,208
 - cost for 6 additional officers = \$1,176,624
- ❑ Acquire additional funding to increase city-wide camera network
 - expand live video coverage along the Holt Ave Corridor
- ❑ Increase RTIC staffing from 4 to 6 professional staff members
 - expand coverage from 4 days a week to 7 days a week

