

isla vista beautiful

Overview

isla vista beautiful is a partnership program between the Northern Santa Barbara County United Way and the IVCSA that works to better the Isla Vista community and empower those who reside within it. The work-experience program hires individuals that have recently experienced or are currently experiencing homelessness to complete an array of community improvement projects, such as clean up graffiti, pick up trash, weed and landscape, and resolve miscellaneous issues.

isla vista beautiful is a unique opportunity to unite different segments of the Isla Vista community. Community members—students, residents, business owners, etc.—can submit issues through the *SeeClickFix* app, a photo-uploading platform where they can identify various issues and track when those issues are corrected through regular status updates and “before-and-after” pictures.

Objectives

- Beautify Isla Vista through various community improvement projects and issue resolution
- Empower community members to care for and improve Isla Vista through technology that promotes civic engagement
- Streamline issue reporting and create transparency between Isla Vista residents and the IVCSA
- Equip talented individuals who have recently experienced or are experiencing homelessness with the work experience necessary to reenter the labor force and navigate the complex transition out of homelessness
- Provide a living wage for individuals experiencing poverty and with limited access to traditional avenues of employment
- Help bridge the gap between the unhoused and housed residents of Isla Vista in a collaborative movement to beautify the community \

Program Expansion & Budget

With the successful completion of the Pilot Project we are proposing a full **isla vista beautiful** program. See attached budget with details about staffing.

PILOT SUCCESS

Work Experience

- Hiring of two individuals experiencing homelessness
- Skill specialization for each employee in the form of app management and field work

Issue Resolution

- 272 SeeClickFix requests created since April 2019
- 246 SeeClickFix requests completed and closed since April 2019
- 181 graffiti issues resolved
- 24 landscaping projects completed
- 21 trash/garbage pick-ups

Value and Vision

Isla Vista beautiful participates in a movement toward a more civic-minded, collaborative, and unified Isla Vista. Ultimately, it is a demonstration that Isla Vista cares for both its housed and unhoused residents, and that those residents can find common ground in the way they choose to care about their shared community.

We hope to expand staffing with the anticipation of an increase in issue submission with the impending school-year. With increased staff, we can empower more individuals with work experience and references and equip them with the necessary tools to transition out of homelessness.

The addition of a United Way Home for Good Staff member and an AmeriCorps VISTA will facilitate management and allow for the development of more special projects, such as marketing initiatives, community member app engagement, and volunteer opportunities for beautification.

