



*DLBA 2010: A Focus for Leadership and Development*  
Public Safety and Beautification Task Force

Thursday, July 24, 2008—10:00 a.m.  
DLBA office, Executive Conference Room  
100 West Broadway, Suite 120  
Long Beach, CA 90802

Present: Syndi Croad, DLBA Board; Ted Reno, LBPD; Joel Scott, LBPD.

Staff: Mary Coburn, Kraig Kojian, Erin Murphy

### Introductions

Kraig Kojian summarized the strategic planning process and resultant task forces, highlighting the role of the Long Beach Police Department in the Public Safety and Beautification Task Force. *DLBA 2010* Action Strategies appear in **Bold**.

### Discussion of Task Force Goals

- **Lighting**—completed project on Pine Avenue north of Ocean Boulevard and current project South of Ocean Boulevard near the Convention Center. Suggestion to expand lighting to increase connectivity among areas/corridors.
- Planters on Pine Avenue—planters disrupt pedestrian access and encourage loitering and panhandling. Suggestion to remove planters but retain and up-light palm trees. (To be discussed at Community Plan meetings.)
- Re-route Long Beach Transit from Pine Avenue to Pacific to reduce traffic congestion or consider closing Pine Avenue to vehicular traffic. (To be discussed at Community Plan meetings.)
- Homeless issues—Sgt. Reno discussed current efforts including the Quality of Life Unit and attention to encampment at the green space between the Hilton and 710 Freeway; mentioned that Pine Avenue is a non-panhandling zone. Discussion of lack or underutilization of existing resources as well as timing and restrictions on entering facilities. Mary Coburn recommended supporting the 10-year Plan to End Homelessness
- Crime targeting vacant businesses—lighting and foot traffic could reduce such crime. Coburn proposed establishing a “Virtual Blockwatch” program in which businesses would serve as Block Captains and work in conjunction with the Guides and law enforcement to disseminate information and report issues.



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- **Entertainment District Security**—Coburn spoke of the recent establishment of the Downtown Security Alliance of office building, residential, and entertainment venue security teams.
- **Downtown PD Detail**—Kojian reported that the DLBA supports its creation; LBPD is considering its feasibility. DLBA also supports LBPD's monitoring the Blue Line (rather than the LA County Sheriff's Department)
- **Public Relations**—Kojian requested PD's assistance in sharing positive information about success stories, such as improvements at CityPlace
- **Newspaper Rack Maintenance**—Coburn volunteered to inventory blighted news racks and work with the City and publishers to improve them.
- **Skateboarding**—consider Downtown Skate Park
- **Signage**—standardize and reorient signage (cruising, skateboarding, closed-circuit cameras, parking, curfew)
- **Bicycle Safety**—Kojian spoke of the City's development of a bike path plan, inclusive of additional bike rack locations.
- **Public Service Announcements on MTA**—At PD's suggestion, DLBA will investigate placing PSAs discouraging shoplifting on the Blue Line.
- **Wrong-Way Drivers**—PD suggested painting lane arrows and adding wrong-way reflectors to discourage wrong-way motorists on one-way streets. DLBA will forward suggestions to Traffic.