



***DLBA 2010* TASK FORCE:
PUBLIC SAFETY/BEAUTIFICATION**

MEETING AGENDA

**Thursday, July 24, 2008
10:00 a.m.
DLBA Office
100 West Broadway, Suite 120
Long Beach, CA 90802**

- 1. CALL TO ORDER and INTRODUCTIONS**
- 2. TASK FORCE GOALS**
- 3. TIMELINE**
- 4. OLD BUSINESS**
- 5. NEW BUSINESS**
- 6. PUBLIC COMMENT (three minutes on all non-agenda items)**
- 7. ADJOURNMENT**

8. Public Safety

Consistently ranking as a top barrier to visiting and enjoying Downtown, the public safety issue needs continued vigilance. In the online survey for the 2008 Strategic Plan, making downtown cleaner and safer was cited as the Number One priority for the next 10 years. Survey respondents also indicated that improving safety, including adding police and lighting, would be the top service for which they would consider paying additional assessments.

Safety concerns appear to revolve around two major influences: 1) late night activity resulting from night clubs concentrated in the downtown entertainment district and 2) lingering perceptions from downtown's past. The DLBA should explore options to increase the uniformed presence Downtown, particularly during peak entertainment hours.

***ACTION STRATEGY:* Support the Development of a Downtown Detail**

The DLBA has initiated discussions with the Long Beach Police Department supporting the notion of a Downtown Detail. Such a localized deployment of police could provide a stronger police presence at the times and locations most crucial to overcoming the perception of crime that still exists in Downtown. Efforts by the City to take a stronger policing control of the Blue Line should also be supported.

***ACTION STRATEGY:* Refocus Public Relations Efforts**

Currently, DLBA employs a public relations consultant with a specialty in the hospitality sector. DLBA should consider shifting the focus and expertise of its public relations counsel from travel and tourism to focus on addressing image and quality of life issues, such as improvements in safety and overall vitality of Downtown. Local markets, including Long Beach residents and the downtown community, should be targeted for public relations efforts that provide actual police data and information on efforts to improve public safety and other quality of life issues.

***ACTION STRATEGY:* Improve Entertainment District Security**

Downtown's Entertainment District policies offer enforceable regulations. The DLBA should explore options to work with the City of Long Beach to enforce existing policies and control mechanisms while additionally looking at added controls that could be included to refine the existing policy. Refinements could include exploring ways to better coordinate private security that is currently provided within each facility. The coordination could be as simple as having each security member carry a two-way radio that connects to other security personnel and/or the police. More formal options could include standard uniforms for security personnel from all individual venues.

ACTION STRATEGY: Improve Downtown Lighting

The pedestrian experience is inconsistent throughout downtown. There are many gaps between key activity centers that, particularly after dark, can be intimidating by the lack of activity on the street. To improve downtown's walkability and both the reality and perception of public safety, increased attention is needed to improve connections and gaps. Lighting and activating storefronts are key elements of this approach. A downtown-wide lighting and streetscape plan is proposed (see Item B5). Implementation of this plan could become an impetus for subsequent renewal of the PBID and/or the overlay of new downtown lighting and landscaping district.