

# Involving People in Planning

An Overview of the PBID Management Plan Development Process

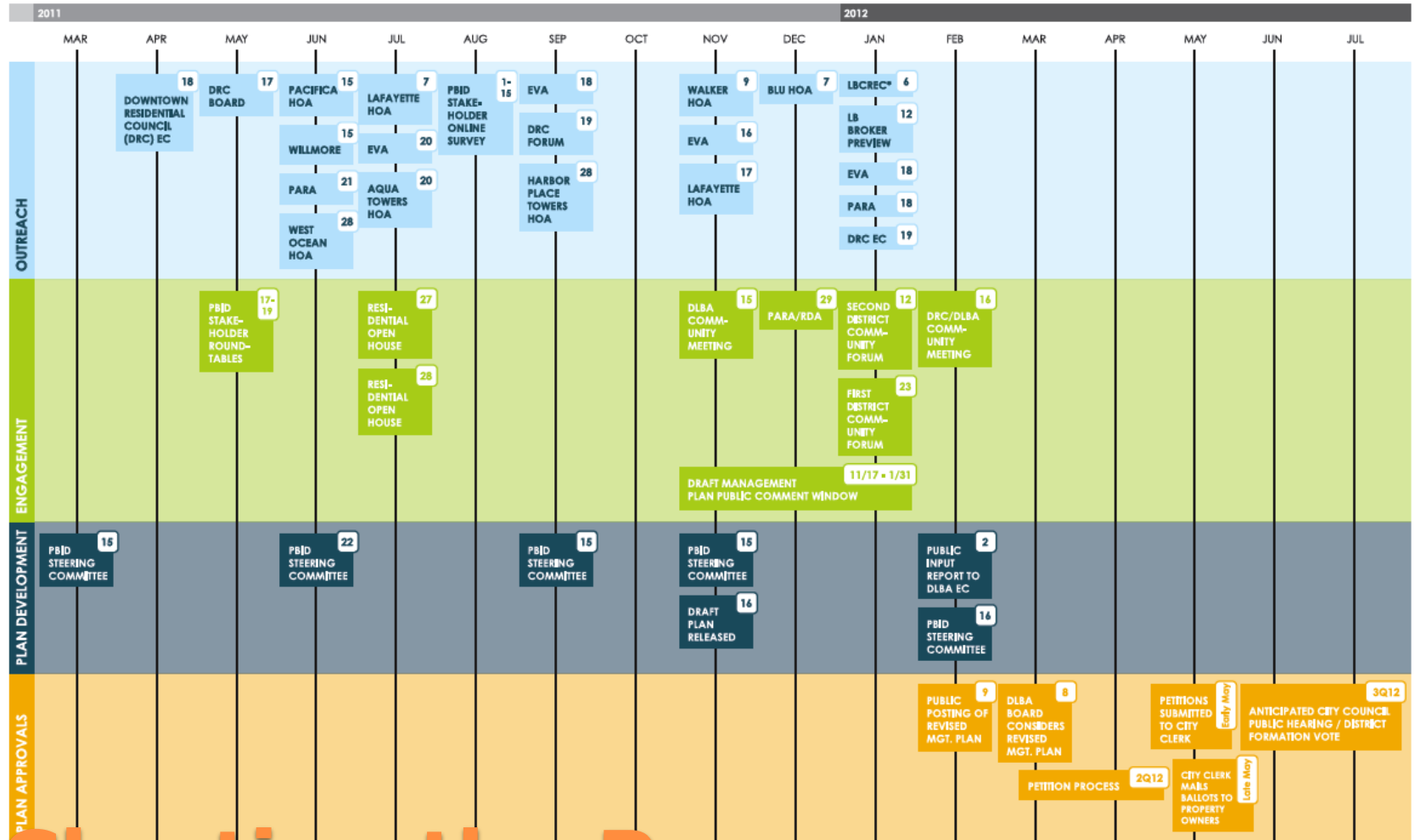
February 10, 2012



- 12-month public input process
- 1,000+ members of the community have participated in plan development
- Presentations to 20+ Downtown groups plus an online survey
- 6 open community meetings, 2 roundtables
- 76-day public comment window on Draft Plan

## **Dedicating Time to Understand the Community's Priorities**

# PROPERTY BASED IMPROVEMENT DISTRICT (PBID) - Management Plan Development and Approval Process Timeline



# Charting the Process

\*LONG BEACH COMMERCIAL REAL ESTATE COUNCIL





# Educating the Community



# Educating the Community



August 2011 Downtown Long Beach PBID Survey

4. Of the following services currently provided by the Downtown PBID, do you feel more or less emphasis should be allocated over the next several years?

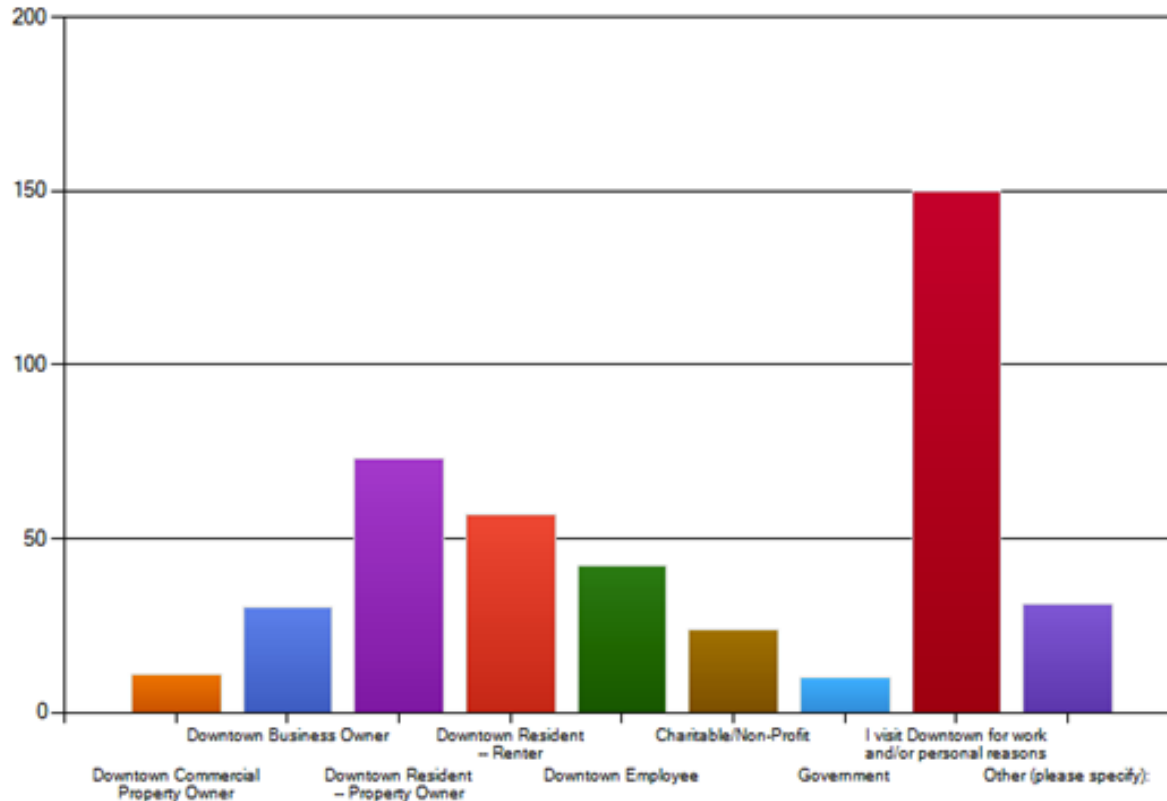
	More Emphasis	Stay the Same	Less Emphasis	Don't Know
Safety Guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clean Teams	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing/Image Enhancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communications & Advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Special Events and Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. In addition to the core services of the DLBA, there are several project opportunities where we could focus our energy and resources over the next several years. Please rate the following project opportunities on a scale of 1 to 5 (1 = most important, 5 = least important).

	1 (most important)	2	3	4	5 (least important)
Activating storefronts and attracting businesses to downtown.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving efforts to reduce homelessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supporting a community prosecutor to reduce nuisance crimes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streetscape improvements throughout downtown, including lighting, landscaping, signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Listening to the Community

Which of the following best characterizes your interest in Downtown Long Beach?  
(Please select all that apply.)



# Representing Diverse Stakeholder Interests

- Overall, 73.2% of survey respondents graded DLBA programs and services as an A or B
- More emphasis requested in Marketing / Image Enhancement, Communications / Advocacy, Business Development, Special Events
- Do more to attract good jobs / new residents
- Recruit more retail
- Focus on creating a safe, beautiful, and vibrant pedestrian environment
- Help / assist the homeless
- Expand PBID down 3<sup>rd</sup> Street to service new courthouse
- Expand services in North Pine area

## Public Input themes that helped shape the Draft Plan



**Long Beach**  
**BUSINESS JOURNAL**  
 lbbusinessjournal.com

**Going Green Business Tip #23**  
 Get Your Business Team Together To Participate In A Beach Cleanup Event In So. California. Visit [www.SaveOurBeach.org](http://www.SaveOurBeach.org)

**2012: Higher Education**  
 From The Following:

Daryl Tippees, Provost  
 Pepperdine University

Morgan Polikoff  
 Assistant Professor Of Education, USC Rossier School Of Education

Michael Brown, Economist  
 Wells Fargo Securities

**DOWNTOWN PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**  
**Residential, Commercial Property Owners Weigh In On Proposed Plans**

By **TIFFANY RIDER**  
 Senior Writer

**A**lthough the draft management plan for the Downtown Property and Business Improvement District (PBID) was released just a few

Associates (DLBA), the non-profit organization that manages the Downtown PBID, released the 20-page document on November 15. The draft is part of renewing the PBID for another 10 years. The last time the Downtown PBID Management

# Engaging the Community

## Draft PBID Management Plan - Community Feedback Survey



10. Please use the space below to provide any comments you may have regarding the proposed PBID boundaries and benefit zones shown on the map above.

# Enabling Public Comments

- Online Public Comment Tool Open Nov 17 – Jan 31 (76 Days)
- 71 individuals utilized the online tool
- 412 Total Comments received via online tool (188 applicable to Plan contents / 224 N/A)
- 28 Comments received direct to DLBA (19 applicable / 9 N/A)
- Comments directly resulted in **15 significant changes** to the Final Draft Plan

## Summarizing Public Comments

## Examples of Applicable Comments:

- *"I believe that making downtown more attractive should be a bigger focus of the PBID. New businesses will follow after seeing the investment in downtown."*
- *"Would like to see a greater budget for Economic Development, considering the elimination of ED and RDA at the city. Does the PBID proposed budget account for these losses? Also, would like there to be a mention of a focus on attracting employers/companies to downtown. Having Ignify relocate to the City of Long Beach is a huge win for Downtown LB. We need someone dedicated to doing more of this."*

## Examples of Not Applicable Comments:

- *"DO NOT AGREE WITH YOUR PLAN."*
- *"Why aren't you taxing the Marina area? this is another ridiculous exclusion - does Kraig live on a boat there?"*
- *"Most of the visitors to the area are not downtown residents."*

# Exemplifying Applicable Comments



## Balancing Input for the Good of the Whole

General Comment	Resulting Revision
Not supportive of community court	Community court eliminated
Overall budget increase too aggressive	Budget reduced by \$400,000
Administrative budget should be reduced to 10%	Reduced from 13% to 9.8% (line item incl. 3% reserve)
More focus / resources to economic development	Economic Development budget increased by \$25,000
Increase residential representation	Management Plan anticipates DLBA Board to explore appropriate representation
Assessment methodology for condos should be equitable	Methodology changed from flat rate to per SF, consistent with other property types

# Incorporating Public Comments

General Comment	Resulting Revision
Supportive of residential coordinator	Residential Coordinator position is described further
X% escalator should be replaced with a number	Continued 2003 model of using Tri-County CPI as a benchmark with a 5% ceiling
Add further explanation for adding homeowners into the PBID	Language added – legal memo summarizing Case Law available as a exhibit
Remove bond issuance language	Language removed
Change property south of Seaside Way to Standard	Benefit Zone modification incorporated
Include more language about growing residential population	Language added

# Incorporating Public Comments

General Comment	Resulting Revision
Include an example property assessment calculation for illustration purposes	Sample calculations included
Methodology for rental residential should reflect property use, not ownership type	Rental residential property changed to reflect benefits experienced by individually owned units
Create exemption application process for non-profit owned properties	Added process for property owners seeking non-profit rates to document both building ownership and tenant use by non-profits

## Incorporating Individual Public Comments

<b>Future Opportunities to Shape the Plan</b>	
PBID Steering Committee	February 16, 11:30 AM
DRC Community Forum	February 16, 6:30 PM
DLBA Board Action	March 8, 8:00 AM
Individual Mailed Ballots	Late May (Anticipated)
City Council Hearing	July (Anticipated)

## Upcoming Plan Development Opportunities