Photos from POW! WOW! Long Beach International Mural Festival for the week of July 21 – 26. **POW! WOW! Long Beach** is a week-long, city-wide event that takes place in the summer throughout Long Beach and is part of the globally recognized POW! WOW! Worldwide series of street art events, which since 2010 has brought murals to public spaces in cities like Honolulu, Seoul, Washington DC, Taipei and Tokyo. The core of our mission is to bring art and culture to public spaces while beautifying the city of Long Beach and cultivating community pride. In the past five years, Pow! Wow! Long Beach has executed murals throughout the city, creating a walkable, bikeable public art experience unlike anything else in the country.

[kcrw-summer-nights-pow-wow-closing-party]


Stay in the know sign up for Downtown Long Beach Mobile Alerts! [Text Alerts Form](#)
IN PICTURES: July 2019 Live After 5ive

Photos from Downtown Long Beach Alliance Live After 5ive event for the month of July. Live After 5 is a Downtown Long Beach Alliance sponsored event taking place on the Third Thursday of every month from 5pm – 9pm. The monthly event is a free, family, and pet-friendly event that highlights downtown neighborhoods, bringing live music, art activations, entertainment and opportunities for community engagement throughout.

MORE INFO:  http://www.liveafterfive.org/

Sign up for Downtown Long Beach Mobile Alerts! Text Alerts Form.

Why are DLBA’s Clean and Safe Team Members Always on their Phones?

Smartphones are often derided for being an easy and compulsive distraction in the workplace, and a hindrance to productivity. In fact, smartphone technology has become a primary driver in workplace effectiveness. Such is the case with DLBA’s Clean and Safe Team, whose reach and
influence have increased exponentially through the use of smartphones as an indispensable tool.

Clean and Safe Team members use their work-assigned phones to record data and report issues outside of the Team’s expertise and contribute data to 30 different metrics which are tracked by the DLBA staff. “Use of technology to improve our effectiveness is part of DLBA’s strategic plan ‘Vision 2020’ and provides another means for Downtown stakeholders to measure our performance,” said Broc Coward, Chief Operating Officer of the DLBA.

Over the course of a Clean and Safe Team member’s work week, he or she will contribute data to such categories as the amount of trash Clean Team members have collected (over 30,000 pounds since last October), hospitality assists (close to 14,000 so far in this fiscal year) and Team contacts with Downtown businesses (10,686 this year, as of this article’s publication). The data is displayed on DLBA’s website and Public Safety Committee community dashboard on a monthly basis.

Clean and Safe Team member data is downloaded automatically to a database, where DLBA looks for trends in incidents and other activities to determine where and when to deploy resources. Information is shared daily with select city personnel as a means of supporting our common goals and functions in the community.

DLBA’s Homeless Outreach Specialist and Safety Ambassadors collect information related to their contacts with persons experiencing homelessness. Information on those contacts is sent out nightly, with a weekly summary of our Top 5 most vulnerable included in the Friday report.

By studying the compiled data and by observing their physical routes (the phones are equipped with GPS technology), the DLBA can gauge the effectiveness of various Clean and Safe Team
In addition to helping identify trends and possible areas for improvement, the teams’ smartphone technology is also used to communicate immediate issues. For instance, if a team member reports a broken street pole banner, an email notification will automatically be sent to DLBA Placemaking Manager Mariah Hoffman who can then decide to engage the City or a third party to address the problem.

Whether evaluating effectiveness or sharing information with its partners, DLBA’s Clean and Safe Team has embraced the use of technology in their daily activities, resulting in a better product for Downtown stakeholders. As DLBA continues to refine the types and use of data collected, it looks for opportunities to achieve even greater efficiency without compromising effectiveness. “Work smarter, not just harder” is a mantra at DLBA reflected in the Clean and Safe Team’s approach to every facet of their role in keeping the Downtown attractive, safe and inviting to stakeholders and visitors alike.

Click on the following links to learn more about DLBA’s Clean and Safe program or to join the Team.
New Wayfinding Signs Lend a Cosmopolitan Feel to Downtown Navigation

This fall the Downtown Long Beach pedestrian experience will be enhanced by 12 sleek and stylish new wayfinding signs, which are gifts from the DLBA to the City of Long Beach.

The Downtown Long Beach Alliance enlisted the services of Playa Del Rey-based firm Selbert Perkins to create the design for the free-standing signage. Selbert Perkins, which has created distinctive signage coast to coast (including extensive work at Los Angeles International Airport), is the same firm that is creating the signage for the City of Long Beach’s comprehensive new wayfinding program.
“The Placemaking Department in the DLBA is always trying to focus on projects which are in line with our larger strategy of encouraging pedestrian access Downtown,” said Mariah Hoffman, DLBA Placemaking Manager. “Knowing that the City is already going through this city-wide wayfinding upgrade, this is a way the DLBA can ease that process.”

The 12 signs will be installed in the Downtown area bordered by Magnolia Avenue to the west, Ocean Boulevard to the south, Linden Avenue to the east and Fourth Street to the north. Similar in style to the bicycle-and-pedestrian-counting signs on the bike trail near Veterans Memorial Pier and on the South Promenade, the new signs will feature an eye-level map along with icons denoting Downtown attractions and public services available within and around a five-minute walk.

The signs, which will be anchored into the sidewalk, are in compliance with the City’s cohesive design specifications: The color palette, fonts, paint and metal selection are all in harmony with the City’s new wayfinding signage program. All locations have been approved by the City’s Engineering
Hoffman has served as a facilitator for this project, helping the DLBA hire San Diego-based company Sign Age to produce the signs. Sign Age took drawings by Selbert Perkins, created its own engineering plans, and will be pursuing permitted City approval. Once installed, the signs will be maintained by the City.

The new sign project is another example of the DLBA’s mission to improve the Downtown pedestrian experience. If deemed successful, the City may look into future locations for this style of signage throughout Long Beach.

“We look forward to seeing new and improved wayfinding signage popping up throughout the downtown area, and we thank the DLBA for their support,” said Craig Beck, Director of Long Beach Public Works. “These new signs will provide Long Beach residents and visitors with a tool to explore the many activities, restaurants and bars that Downtown has to offer!”

For more information on the wayfinding project contact Mariah Hoffman at Mariahh@dlba.org or visit our Wayfinding webpage.