

Placemaking Committee

DLBA Conference Room

March 20 2024, 8:30am



DOWNTOWN
LONG BEACH
ALLIANCE

1. Call to Order

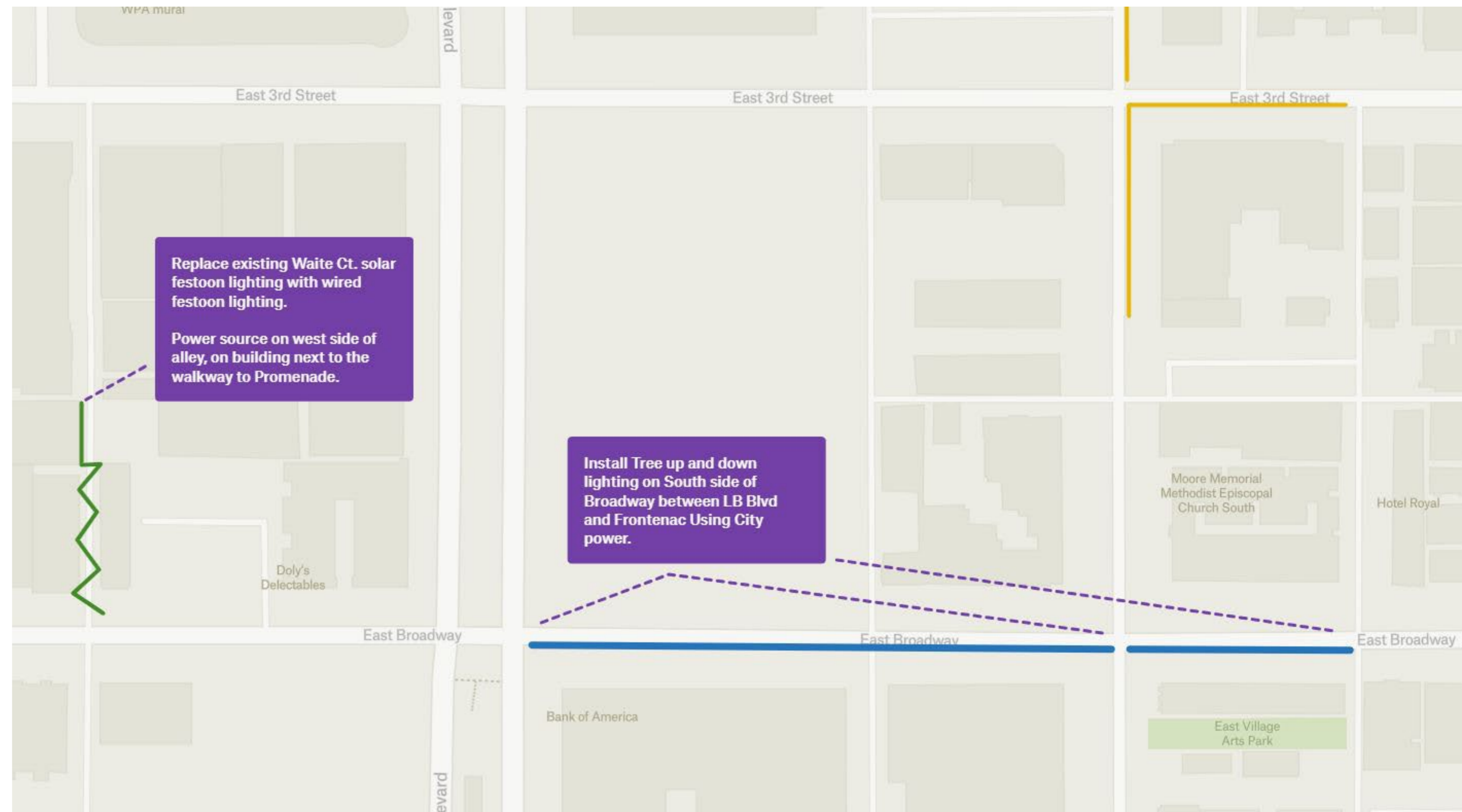
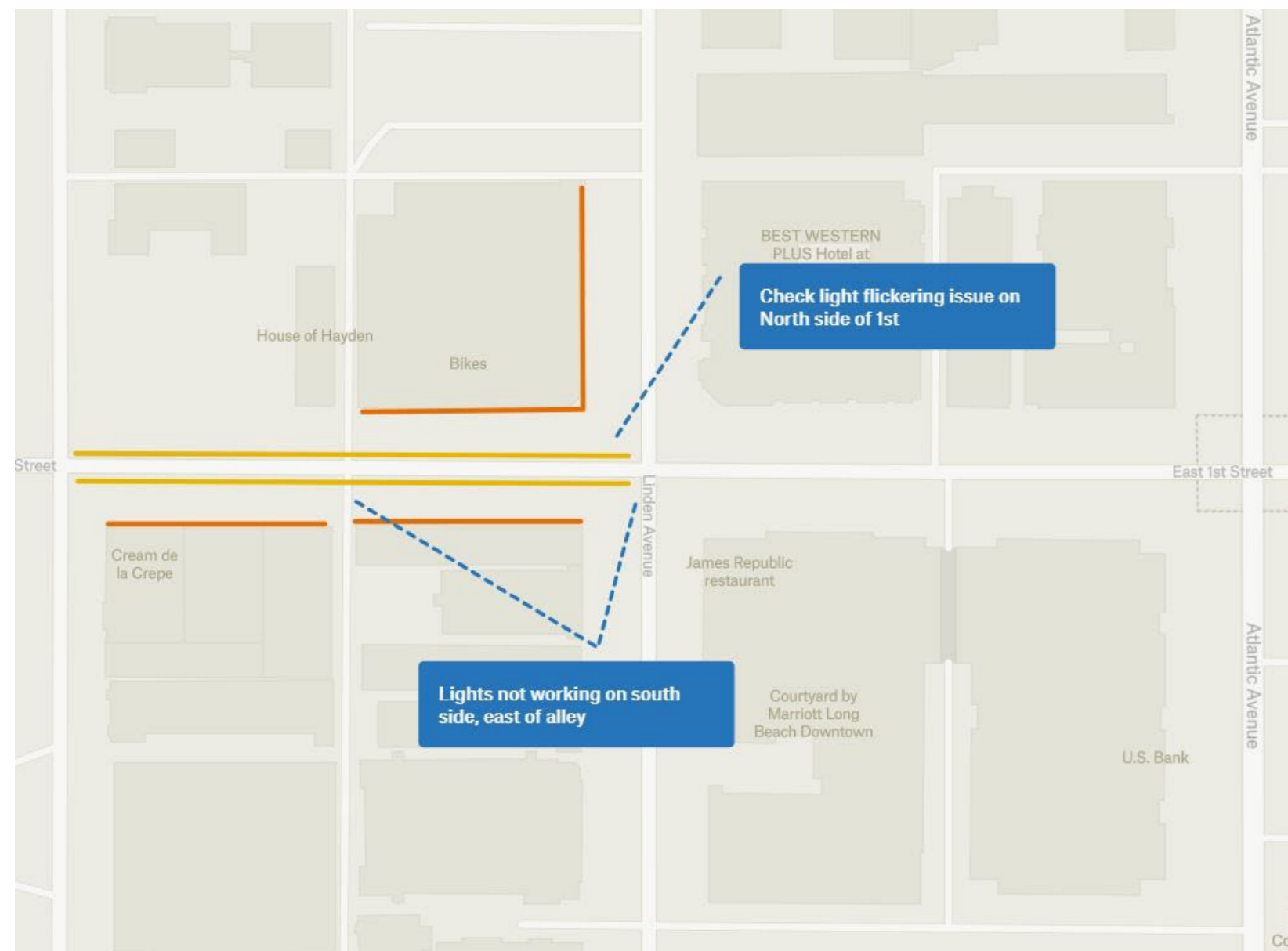
- Jenny Rivera, Chair
- Michael Vitug, Vice Chair
- Alan Burks
- Hannah Moon
- Max Beach
- Milton Ordonez
- Shruti Shankar
- Solimar Salas
- Tasha Hunter

2. Minutes

Action: Approve minutes from January 16, 2024 meeting

3. Staff Report

a. Lighting Update



3. Staff Report

- a. Lighting Update**
- b. Walk to School Day**
- c. Walk to Play Day**
- d. Lincoln Park Programming**
- e. Vacant Storefront Vinyl – Phase II**
- f. Hello Lamp Post**

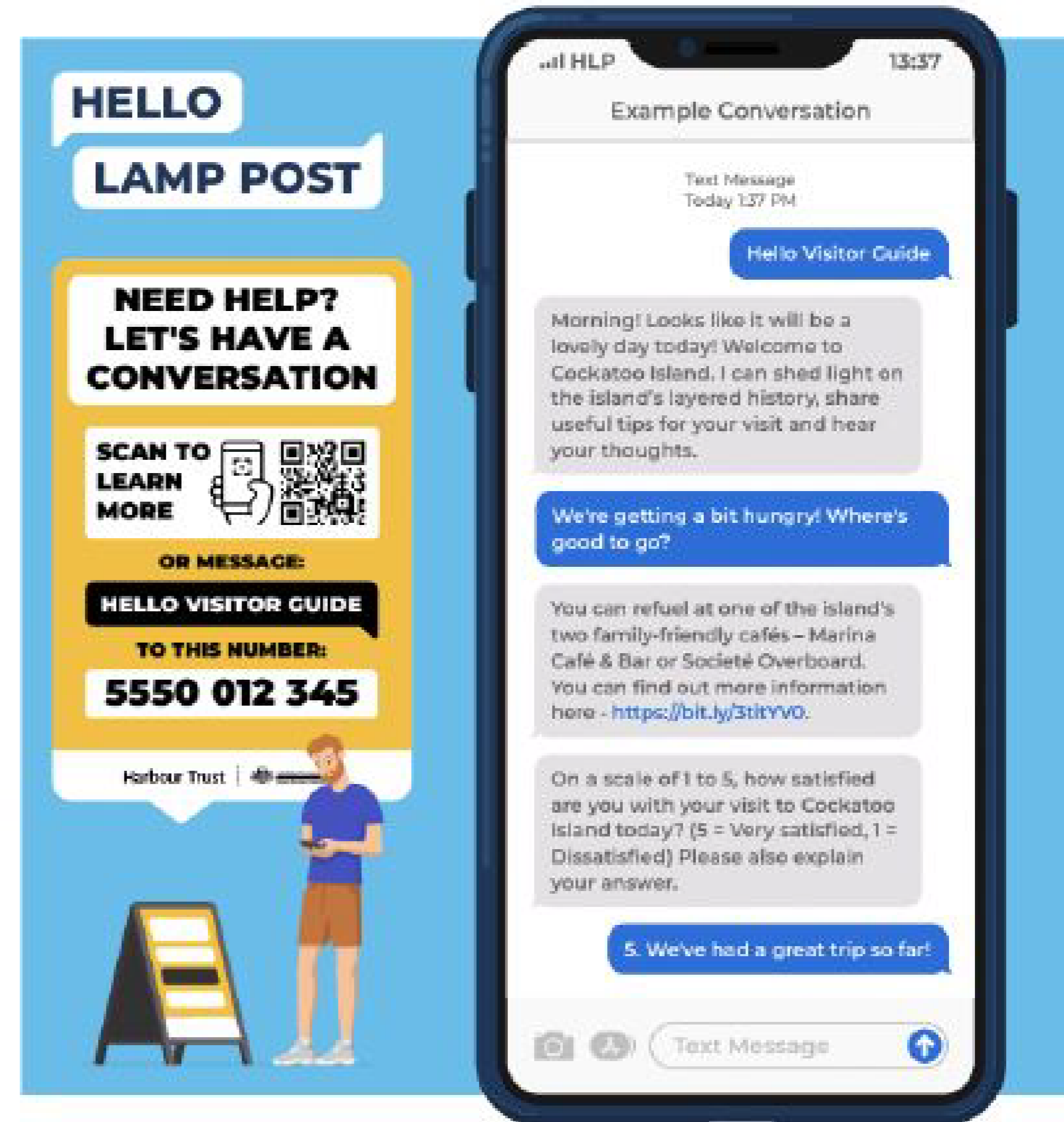


Hello Lamp Post operates at the intersection of **people-centric experience, digital technology, and data analytics.**

By encouraging people to strike up friendly interactions via chat, Hello Lamp Post provides a unique engagement tool for downtowns to create engaging experiences and better understand the people spending time in their district. We meet people where they are with location-based touchpoints. Simply scanning the QR code begins the conversation, and our AI chat uses the information we give it to answer questions and invite feedback in an engaging way.

Inclusivity and Accessibility:

- Low barrier to entry; familiar tech for all ages
- Can use a basic phone or a smartphone to participate
- No app to download or account to create
- 24/7, 365 touchpoint, to provide information and services even outside normal business hours
- Platform can be used in 100+ languages



Hello Downtown Iowa City

HELLO

LAMP POST



Monthly Traction - Dec 2023



978
User Messages



277
Users



Engagement Hub Dashboard Example

Dashboard

Choose a month...

Choose an object...

Filter

Clear

All time

28 days

7 days

northhead

Logout

Hello Harbour Trust!

Click here to see other projects!

9,745

Conversations

20,893

Interactions

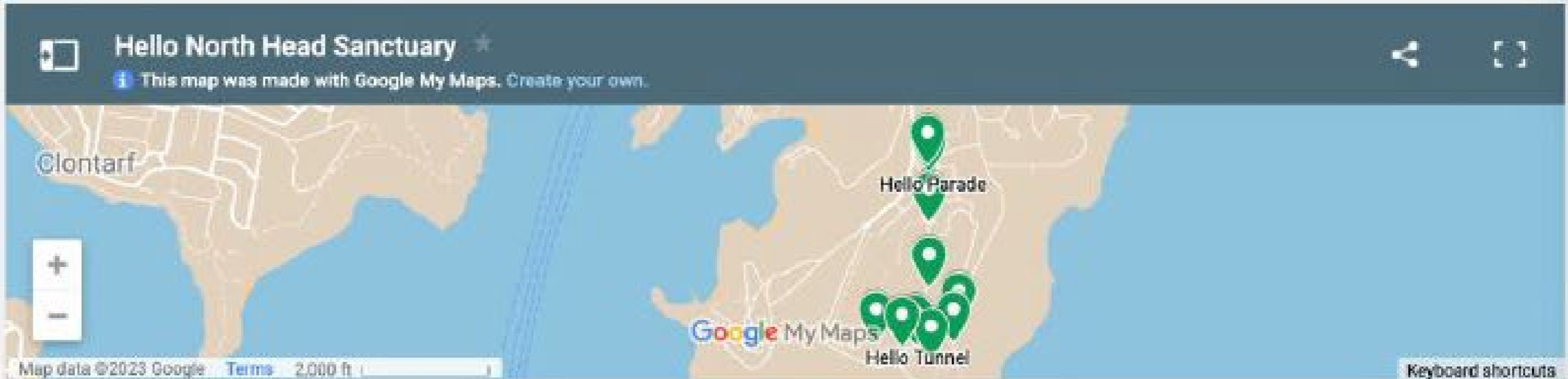
7,217

Users

Top Objects

1. northhead Tunnel #9
2. northhead Plotting Room #5
3. northhead Cemetery #10
4. northhead Memorial #6
5. northhead Parade #2

Objects



Responses by Day



Keywords



Colfax - Reporting Insights

Q1: How did you get to Colfax today? 📍 For example: walk, bike, bus, car, other - please specify

- 45.5% walked
- 36.4% travelled by car

Q2: What's your favorite thing about Colfax? 😊

- It's quirkiness
- Independent shops
- The restaurants bars and venues
- Bars restaurants nightlife
- It's the only place in Denver where surprising things still happen
- The energy

Q3: On a scale of 1-5, how safe do you feel on Colfax? (5 = Very Safe, 1 = Not Safe)

- The most popular responses were 2, 3 and 5

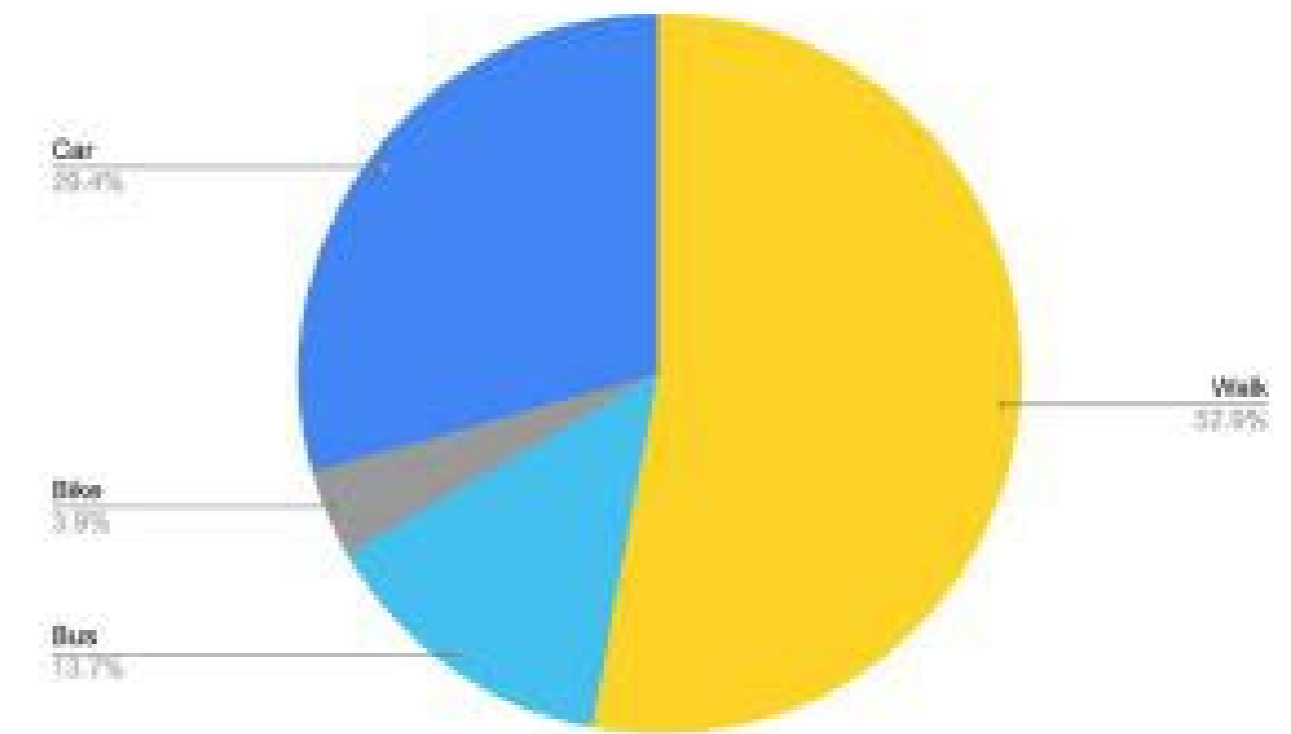
Q4: On a scale of 1-5, how clean did you find Colfax's public spaces like sidewalks? 🗣️ (5 = Very Clean, 1 = Not Clean)

- 34.6% of users answered 3
- 19.2% of users answered 2 and 1
- 15.4% of users answered 5
- 11.5% of users answered 4

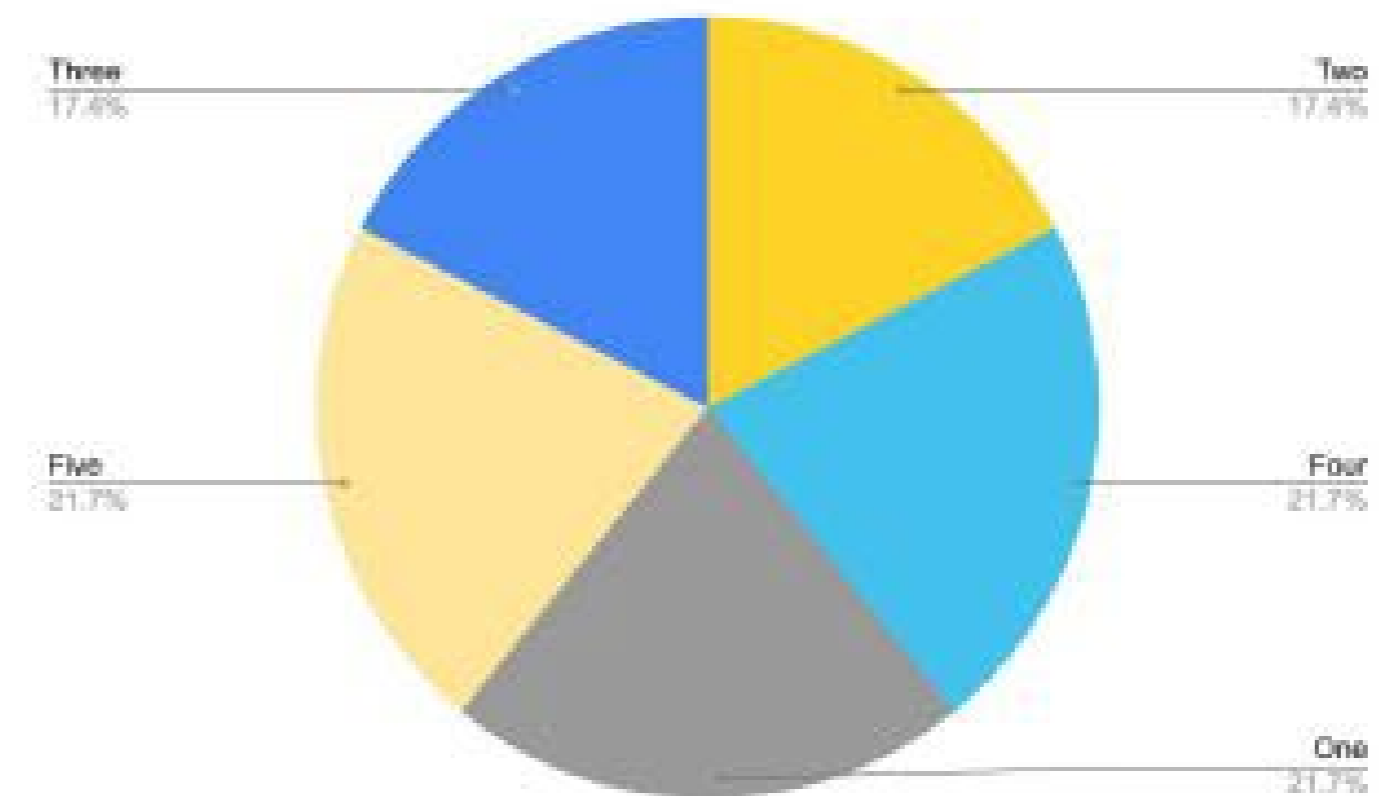
Q5: What's your main reason for being on Colfax today? 📍 Please choose from the following: 🏠 I live here 🏢 I work here 🚶 I'm just visiting Please select 'Live', 'Work' or 'Visit'.

- 40% of users live on Colfax Ave
- 30% of users work or are visiting Colfax Ave

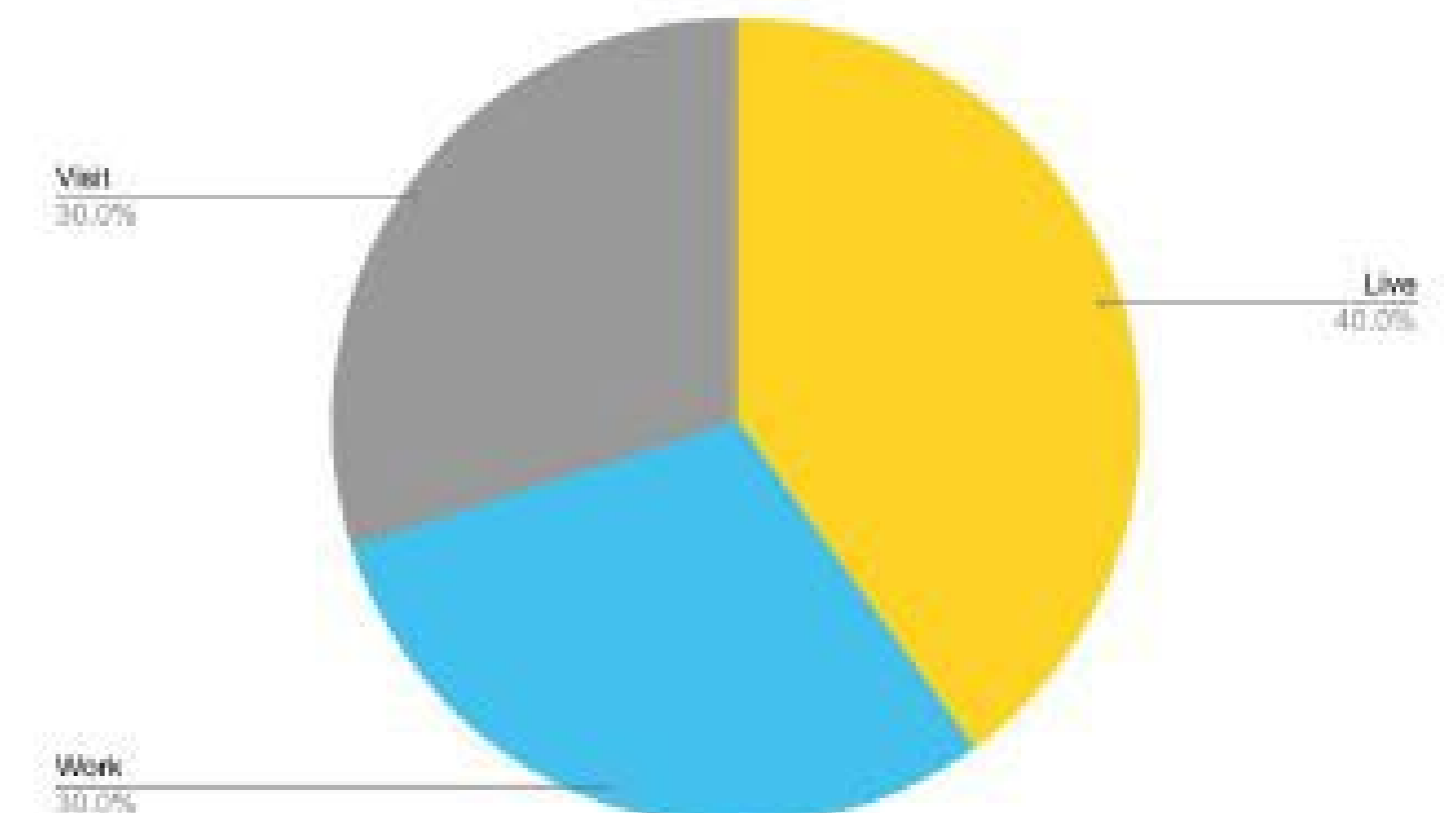
Q1



Q3



Q5

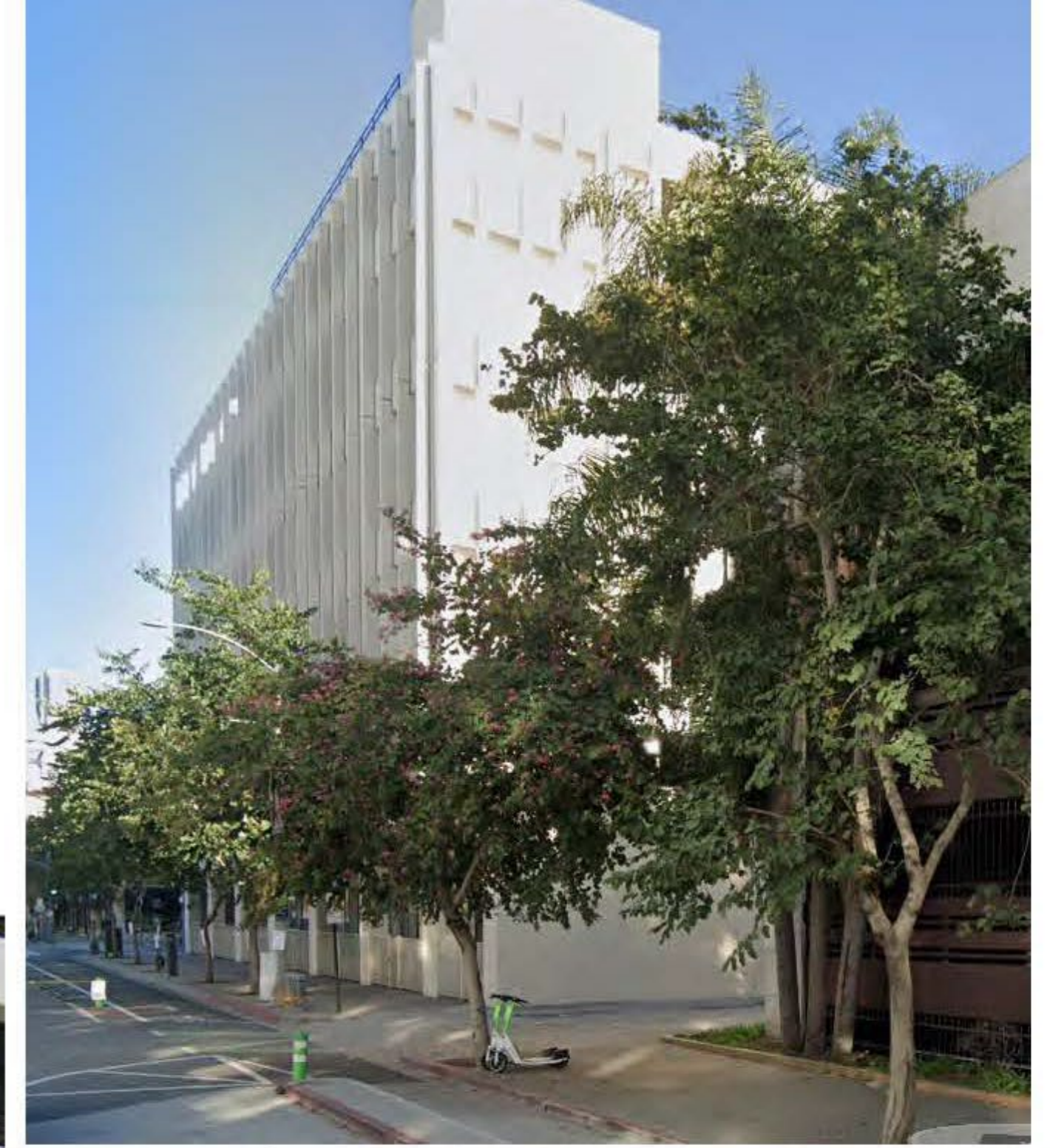


4. Working Group 2 Project Proposal

BROADWAY & ELM

CURRENT CONDITIONS

- ***city owned***
- ***vacant ground floor office space & arcade***
- ***metal fending bolted to columns and pavement***
- ***minimal security/safety lighting***



LONG BEACH LIGHTBOX

ART & LIGHTING INSTALLATION (DAYTIME EXPERIENCE)

- lower fenced area covered with plywood vinyl wrapping across wood & columns
- upper “window” filled with digitally printed art on fabric (rotating curated artwork)
- sidewalk painting using template to connect DLBA site on Waite Ct.



LONG BEACH LIGHTBOX

ART & LIGHTING INSTALLATION (NIGHTTIME EXPERIENCE)

- *backlit printed panels create lightbox effect*
- *LED uplights on column fins as “beacon”*
- *lighting adds visibility and safety to surrounding walkways*



5. Working Group Breakout Session

- a. Determine Next Milestones**
- b. Outline Group Needs**
- c. Schedule Working Group Check -In Meeting**

OBJECTIVE: Outline Milestones for Remainder of Fiscal Year

6. Old Business

7. New Business

8. Public Comment