



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**Public Safety  
Committee Members**

Johanna Cunningham – Chair  
Jeremy Schott – Vice Chair  
Denise Carter  
Sheila Gibbons  
Teresa Calloway  
Pat Welch  
Joe Harding  
Trish Poe

**DLBA Staff:**  
Broc Coward,  
Chief Operating Officer

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**PUBLIC SAFETY COMMITTEE  
MINUTES**

**Wednesday, June 26, 2019**

**4:00 pm**

**DLBA Conference Room**

**100 West Broadway, Suite 120 Long Beach, CA 90802**

**Voting Present:** Johanna Cunningham, Denise Carter, Teresa Calloway, Sheila Gibbons, Pat Welch

**Voting Absent:** Jeremy Schott, Joe Harding, Trish Poe

**Guests:** Dean Vescera, Joel Reynoza

**Staff:** Broc Coward, Cherisse Evans, Monica Morrill

1. Call to Order, Welcome and Self-Introductions – Johanna Cunningham  
Meeting called to order at: 4:11 pm [Presentation](#)
2. Action: Approve minutes from [April 24, 2019](#) Meeting  
**1<sup>st</sup>: Carter 2<sup>nd</sup>: Calloway. None opposed, no abstentions. Motion carries.**
3. Public Safety Partners Update (Cunningham)
  - a. LBPD South Division
  - b. Long Beach City Prosecutor
    - Update on the Impact Program: Vescera shared a recent example of one of the success stories from this program: a multi (eight time) offender of small petty crimes, has now been moved into a community reintegration program. The Impact Program is showing major success, and the prosecutor's office is very thankful for local businesses and residence for their support.
    - A third Fresh Start event was held recently, which is an expungement (expunge on the spot) workshop for minor offenses. The program has been proven to be very successful in the past and is helping individuals to gain employment. Two more workshops are planned for the upcoming months and are looking for venues in Downtown for the August or September event.
    - Trespassing is an ongoing issue that the Prosecutor's office is closely working with. In order to have charges filed against the trespasser by LBPD, you must request the intruder to leave the property. If a property owner is concerned about a confrontation, they can make this request in the presence of the officer. The LBPD officer must put this information in the report. The City is seeing several cases being dismissed, based on this technicality.
    - Encampments on sidewalks has proven to be a city-wide issue. Currently LBPD is in the early stages of testing a new approach by offering a bed (LBPD would call a provided resource; public, private, or churches to verify if a bed is available first) to the individual. If refused, officers are then able to take the next step in citing a misdemeanor charge.
  - c. Department of Health and Human Services



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- The Multiservice Center has its 20-year anniversary this year, planning a week-long celebration. Date is TBD. The committee members will receive a “save-the-date”.
  - Currently working with DLBA’s homeless outreach specialist Tres Palmer Mondays 830am-1030am, and a full day on Tuesdays. Two teams are involved; one heading north and the other heading south. Outside of those scheduled days, they are on call for services as well.
4. Working Group (WG) Lead Reports (Cunningham)
- a. WG1: DLBA Docent Program (Pat Welch)
    - Working with DLBA Community Outreach Manager, Steve Be Cotte on putting the final touches on the Docent Program Manual. Steve is working on an SOP (standard operating procedure) Manual. As the program is in its early stages, it is being discussed as a “trail program” for this committee and future committees can consider continuing/expanding it.
  - b. WG2: Public Education/Enforcement for eScooters/Bikes on sidewalks (Teresa Calloway) **Slides 5 & 6 Presented**
    - Long Beach City Council has not acted on a final ordinance for the eScooters. It is likely that final approval won’t happen until end of year.
    - Working group is shifting its focus to bicycle safety. Coward has been working with Nicole Hatley (DLBA Board Member and owner of vox.magneta). Nicole and her team are working on a public safety campaign for social media. The goal for the campaign is to get eScooters and bikes off sidewalks and into bike lanes.
    - Committee suggestions:
      - Campaign idea, Scooter vs. Citation
      - Collateral that resembles a citation or ticket
  - c. WG3: Public Education/Promotion of GoLongBeach app (Trish Poe) **Slides 7-10 Presented**
    - The GoLongBeach app was featured in DLBA’s June newsletter. The next stage is getting the word out with a social media campaign. The committee suggested using a Photo Contest with outreach on Facebook. Photos that are submitted will be approved before they go live on the app.
    - Looking for best ways to determine a “winner” and the reward. It was decided that prizes should be Downtown focused such as Taste of Downtown Tickets, Gift Cards for local shops or restaurants, plus DLBA Board of Directors recognition. It was suggested to base the winner on the number of Facebook likes or shares, as this would give the GoLongBeach app the most visibility on social media.
    - Planning for a 6-week campaign. Each week will have a different focus/photo expectation with a winner selected as the photo of the week.
5. Staff Report (Broc Coward) **Slide 11-30 Presented**
- a. Clean and Safe FY19/20 Budget Programming
    - Committee Members offered the following feedback:
      - Increase stakeholder involvement, have a sense of ownership of downtown, encouraging the public to be part of the solution. How can they impact Downtown for the better?



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- Increase social services. Better/more monitoring of homeless encampments. DLBA is currently planning to expand homeless outreach hours to seven days a week, by recruiting a second outreach employee.
  - Adding more hours to Clean Team including Thursdays and Fridays, in addition to the ongoing morning shifts, adding afternoon shifts.
  - There was a suggestion to set up a workshop for stakeholders, to learn how to better assist and/or communicate with homeless individuals.
- b. Public Safety Committee Dashboard-Committee encouraged to check this on the DLBA website
  - c. Public Safety Online Survey -will be online in two weeks.
- 6. Public Comment (Three minutes on all non-agenda items)
  - 7. Old Business
  - 8. New Business
  - 9. Adjournment
- Meeting adjourned at 5:32 PM.

### **2018-19 PUBLIC SAFETY COMMITTEE**

July 24, 2019 @ 4pm  
DLBA Conference Room  
100 W. Broadway Suite 120

*Mission: Cultivate, preserve and promote a healthy, safe and prosperous Downtown.*

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.