



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

#### MEMBERS

Denise Carter, Chair

Pat Welch, Vice Chair

Brian McGraw

Denise Maldonado

Janice Friend

Nick Padula

Sheila Gibbons

Terrence Krieger

#### STAFF

Broc Coward, COO

Steve Be Cotte, Community  
Outreach Manager

Eileen Valencia,  
Administrative Assistant

Kelsey Mader,  
Executive Assistant

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# PUBLIC SAFETY COMMITTEE MEETING REVISED MINUTES

Wednesday, July 28, 2021  
4:30 pm

[Join Zoom Meeting](#)

Meeting ID: 873 1195 4673

Passcode: 374977

**Voting Present:** Denise Carter, Pat Welch, Sheila Gibbons, Nick Padula, Terrence Krieger, Brian McGraw

**Voting Absent:** Janice Friend, Denise Maldonado

**DLBA Staff:** Broc Coward, Eileen Valencia, Kelsey Mader, Steve Be Cotte

1. Call to Order, Welcome and Self-Introductions – Denise Carter, Chair  
[Meeting presentation](#). Meeting called to order at 4:30 PM.
2. **ACTION:** Approve minutes from [June 25, 2021 Meeting](#)  
**MOTION:** 1<sup>st</sup>: Welch, 2<sup>nd</sup>: Gibbons  
**VOTE:** None opposed. No abstentions. Motion passes.
3. Discussion of the Management and Enforcement of Scooters on Sidewalks in Downtown
  - Nueno presented an update on the Micromobility Program specifically on e-scooters. The permit program launched in August 2020. The program allows for a max of four e-scooter permits (Lime, Razor, Bird and VeoRide). Each permit is for one year and the permit fee is \$25k with an additional fee of \$100 per device/vehicle.
  - To monitor activity for the scooters, the City of Long Beach uses a data aggregation software. This software collects vehicle trip counts, geofencing rules, fleet size management, popular routes, heatmap, daily dashboard, real time GPS data and policies and rules for operators.
  - Average trip length for January – June 2021 was 1.3 miles, with a total of 454,734 miles and total trips of 398,244.
  - There are currently 500 scooters per operator (2,000 total) and the plan is to increase up to 1,000 scooters per operator making it a total of 4,000 scooters total.
  - Nueno informed the committee that the e-scooter program is a great program for the city and the City of Long Beach plans to improve it and increase awareness of what is allowed and not allowed to make sure safety is top priority.
  - Sgt. Ernest stated the scooters have been problematic in the downtown area and informed the group that officers are passing out flyers with rules and laws to all riders. The police department also plans to post this information on their social media platforms to spread awareness.
  - Gibbons expressed how the scooters are parked in places where they shouldn't be like in front of her driveway and asked who she can contact.



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- Nueno provided Gibbons with her contact info to notify the vendors and explained that the vendors are required to fix it within 2 hours.
  - Nueno explained geofencing and how it works. Geofencing allows the city to regulate where people may be permitted to ride and set rules for e-scooters.
  - Krieger expressed that e-scooters are an ADA violation because they are in the way on the sidewalk.
  - Welch asked if riding on Ocean Blvd is allowed. Cruz explained, e-scooters are not allowed on streets posted over 25 mph. Since Ocean Blvd is posted at 30 mph, e-scooters are not permitted as it is dangerous for riders. Due to inaccuracies of geofencing, this street and others are difficult to regulate. The GPS drift is up to 30-40 feet so that's practically the width of the rode.
  - Coward announced a partnership with LBPD South Division, similar to their efforts in 2019, to pass out educational materials to riders leading up to a period of enforcement by officers.
4. Public Safety Partners Report
- a. Department of Health and Human Services
  - b. Long Beach City Prosecutor
  - c. Long Beach Police Department
    - Sgt. Ernest mentioned City Council approved additional funding for the police department. The additional funding is going towards putting extra police officers out in the streets over the weekends and nights.
    - Ernest touched on the recent shooting. Friday night and early Saturday morning, there was an altercation with a group of people that quickly turned into a shooting. The person who pulled out a handgun was quickly identified the next day. The suspect is now in custody and there is an ongoing investigation.
5. Staff Report – Steve Be Cotte
- Be Cotte introduced Caesar Garay who is a new operations assistant manager under Block by Block's employment.
  - Be Cotte presented the employee winners for the quarter. Lilia Fuentes who has been our sweeper for 7 years. Marilyn Jackson who has been our team lead for safety ambassadors for many years and Michaela Thorn at the transit information center.
  - Coward added DLBA is working on incentives and pay rate for our clean and safe team.
6. Chairperson Report – Carter
- a. Review of Committee Goal Strategies and Milestones
    - i. Fresh Start (Sheila Gibbons)
      - Coward announced the date for the Fresh Start Campaign has been extended to August 29<sup>th</sup>.
      - There are currently 5 boxes hosted and the group is meeting tomorrow to recruit businesses to host a box.
    - ii. Go Long Beach App (Carter)
      - Crater shared that the Go Long Beach App is now active and will continue to update the group on how it's going.
      - Coward announced another set of emails will go out to businesses and residential towers to update their information.
    - iii. Mystery Shopper Program (Pat Welch)



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- Welch presented an update. The Mystery Shopper training session was July 27<sup>th</sup>.
- The next step is to develop a template outreach email and talk+ points for the committee and DLBA staff to recruit neighborhood and business owners.

7. Public Comment (Three minutes on all non-agenda items)
8. Old Business
9. New Business
10. Adjournment  
Meeting adjournment at 5:37 PM.

**Next Public Safety Committee Meeting**

**Wednesday, August 25, 2021**

**4:30 PM**

***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.

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