DLBA Public Safety Committee

April 28, 2021

DLBA Zoom Session

DOWNTOWN LONG BEACH ALLIANCE

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

DOWNTOWN LONG BEACH ALLIANCE

1. Roll Call

Denise Carter, Pat Welch, Sheila Gibbons, Jon Timberlake, Janice Friend, Denise Maldonado, Nick Padula, Terrence Krieger, Brian McGraw

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2. Minutes

Action: Approve minutes from March 24, 2021 meeting.

3. Public Safety Partners Update

a. Department of Health and Human Services
b. Long Beach City Prosecutor
c. LBPD South Division

4. Staff Report

Public Safety Committee

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

4a. Staff Report – Clean and Safe Team Activities

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4b. Public Safety Online Survey

- Survey Timeline: April 22 – May 31, 2021
- Takes less than 10 minutes
- After completing the survey, responders may enter their email address into a drawing to win either a $100, $75, or $25 gift card for use at a Downtown Long Beach business.

"The Downtown Long Beach Alliance (DLBA) is a community-based organization responsible for managing Downtown's two business improvement districts. DLBA is conducting its fifth annual public safety survey to gather data on the perception of general public safety and overall individual experiences in Downtown. Your participation in this survey will provide us with critical information of where to focus our efforts to ensure Downtown's success and continued improvement for the benefit of residents, business owners and visitors."

PUBLIC SAFETY

DLBA's Public Safety Department works with Downtown stakeholders and community partners who make up the Public Safety Committee to steer progress in areas of clean, safe and homeless outreach. This dashboard is intended to track and report departmental and committee progress of the DLBA Strategic Plan: Vision 2020. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

APRIL HIGHLIGHTS

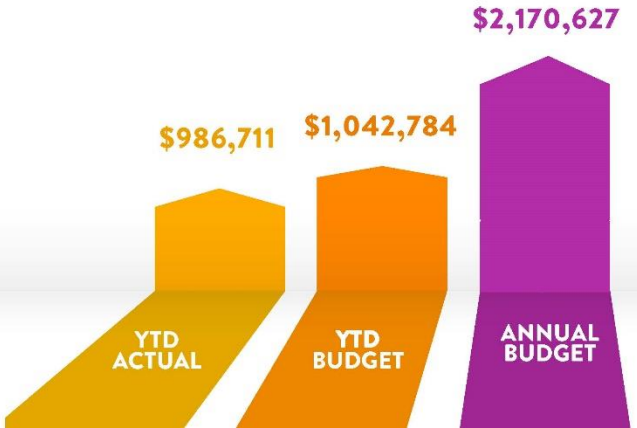
(AS OF 04/30/21)

- Public Safety Committee Chair, Denise Carter, and DLBA COO, Broc Coward, met with the Director of Loss Prevention at the Renaissance Hotel, Brian McGraw, to discuss his interest in serving on the committee and contributing to its goals.
- DLBAs Community Outreach Manager participated in the Long Beach Homeless Coalition's (LBHC) virtual leadership retreat this week to plan events, education, and connection for the remainder of the year.
- The next Public Safety Committee meeting is Wednesday, May 26th at 4:30 PM.

FINANCE (AS OF 03/31/21)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



COMMITTEE GOALS & TIMELINE (FY 20/21)

GOAL 1 WORK WITH RESIDENTS AND BUSINESSES TO DEVELOP AND IMPLEMENT A COMMUNITY-BASED CAMPAIGN TO COLLECT BATH TOWELS AND PERSONAL HYGIENE KITS FOR HOMELESS OUTREACH SERVICE PROVIDERS (STRATEGIC PLAN ACTIONS: C1.1)

- ✓ **NOVEMBER - DECEMBER**
  - Outreach to homeless outreach service providers and commercial partners.
- 2 **JANUARY - MARCH**
  - Marketing and Stakeholder Outreach.
- 3 **APRIL - MAY**
  - Collection!
- 4 **AUGUST - SEPTEMBER**
  - Distribution to service providers.

GOAL 2 WORK WITH COMMITTEE MEMBERS TO SCHEDULE GOLONGBEACH CANVASSING IN THE DPIA. DEVELOP AND MANAGE A BUSINESS GOLONGBEACH OUTREACH PROGRAM EXTOLLING THE VIRTUES OF BUSINESS OWNERS/STAFF USING THE APP TO KEEP THE COMMUNITY CLEAN AND SAFE. (STRATEGIC PLAN ACTIONS: C2.7, C3.1, C3.3.)

- ✓ **NOVEMBER - DECEMBER**
  - Identify message and campaign collateral.
- 2 **JANUARY - MARCH**
  - Perform social media, phone and physical outreach
- 3 **APRIL - MAY**
  - Follow up with businesses and stakeholders on usage
- 4 **JUNE - JULY**
  - Perform second round of social media, phone and physical outreach.
- 5 **AUGUST - SEPTEMBER**
  - Evaluation and feedback to City staff.

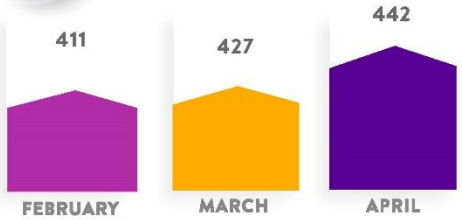
GOAL 3 COMMITTEE MEMEBERS WORK WITH NEIGHBORHOOD ASSOCIATION LEADERS IN EVALUATING DLBA CLEAN AND SAFE PROGRAMS VIA MYSTERY SHOPPER ACTIVITIES (STRATEGIC PLAN ACTIONS: C1.4, C3.1)

- 1 **NOVEMBER - JANUARY**
  - Develop evaluation checklist and training.
- 2 **JANUARY**
  - Recruit Neighborhood Leaders
- 4 **JUNE**
  - Perform second round of recruiting Neighborhood Leaders
- 3 **FEBRUARY - AUGUST**
  - Train and perform Mystery Shopping
  - Evaluate and provide feedback to DLBA Clean and Safe.

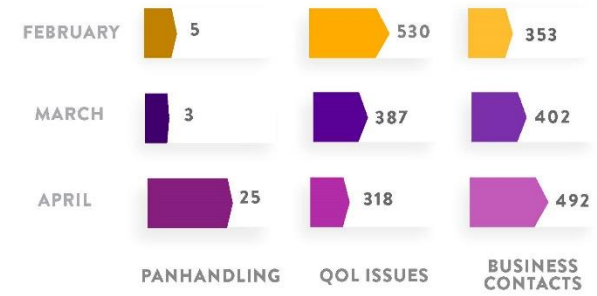
@DOWNTOWNLONGBEACH @DLBA

DOWNTOWNLONGBEACH.ORG

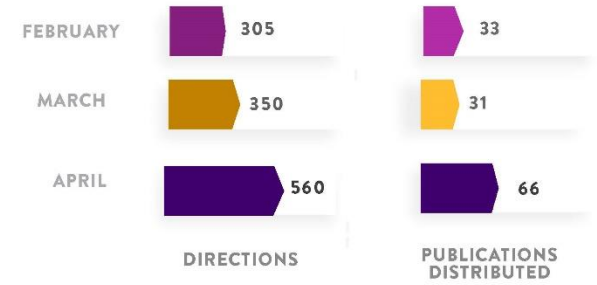
METRICS (AS OF 04/30/21)



GRAFFITI & STICKER REMOVAL



STREET PERSON CONTACTS



SAFETY AMBASSADOR ASSISTANCE

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5. Chairperson's Report

Denise Carter

Chair

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5. Chairperson's Report

6. Review of Committee Goal Strategies and Milestones (Carter)

1. Fresh Start (C1.1) **(Lead: Gibbons)** – Work with homeless outreach service providers to determine extent of towel and personal hygiene kit needs before turning to the residents and businesses (i.e. hotels) to fulfill the need.

2. Go Long Beach (C3.3, C3.1, C2.7) **(Lead: Carter)** – Work with committee members to schedule GoLongBeach outings around the DPIA. Develop and manage a business GoLongBeach outreach program extolling the virtues of business owners/staff using the app as part of the solution. Track #'s of issues reported, businesses using the app and inspire a DLBA marketing campaign around business participation.

3. Mystery Shopper Program – Clean and Safe Evaluation (C3.1, C1.4) **(Lead: Timberlake)** – Committee members work with neighborhood association leaders to assist in evaluating DLBA Clean and Safe programs via mystery shopper activity.

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5. Fresh Start Program – Towel/Hygiene

Lead: Sheila Gibbons/Janice Friend
Towel/Personal Hygiene Collection Project - Milestones

Outreach to partners/sponsors……November - December
Marketing and residential outreach……January - March >>>>>>
Collection……**Starting June 1**
Distribution w/partners……Ongoing

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FULL COLOR LOGO DESIGN

FONTS USED

BRANDON GROTESQUE BLACK

BRANDON GROTESQUE BOLD

BRANDON GROTESQUE MEDIUM

COLOR PALLETE

	pantone	N/A
	cmyk	91 : 93 : 27 : 15
	rgb	59 : 50 : 109
	hex #	3B326D
	pantone	N/A
	cmyk	77 : 99 : 4 : 0
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	hex #	622F8C
	pantone	N/A
	cmyk	12 : 84 : 74 : 2
	rgb	211 : 78: 72
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	rgb	255 : 242 : 0
	hex #	FFF100

OPTION 4

OPTION 5

OPTION 4

OPTION 5

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One Earth Disposable and Reusable Corrugated Cardboard Trash Cans- Bundle of 10 Boxes + 20 Trash Bags (White): 40 Gallons

Brand: One Earth Company

4.5 out of 5 stars 119 ratings

Price: $90.00 & FREE Returns

Get $50 off instantly: Pay $40.00 ~~$90.00~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: **White**

$90.00

$90.00

- Each Order Contains 10 Event Boxes + 20 Trash Bags
- Self Locking Flaps On The Bottom For Quick And Easy Setup and Cleanup
- Unique Clinch On All 4 Sides To Hold Trash Bag
- Perfect For All Outdoor and Indoor Events, and is 100% Recyclable
- We Designed The Perfect Size Event Container: 40 Gallons, 16 x 16 x 31 Inches

5. Fresh Start Program – Landing Page Copy

OPENING MESSAGE

Your support of the Fresh Start campaign enables non-profit service providers to offer hot showers and personal hygiene supplies to our (unhoused/homeless) neighbors most in need while ensuring a healthier and safer Downtown community for us all. Most importantly, you are contributing to a person regaining a piece of everyday life with dignity and helping to dissolve the separateness between a person experiencing homelessness and the rest of society. It is a door through which some will come to accept services, which may include housing, mental health treatment, substance abuse counseling, job training and other community contacts.

ABOUT

Each week, XXX men and women seek services at shelters and homeless service provider facilities in Long Beach. Downtown Long Beach Alliance's Public Safety Committee created the Fresh Start campaign to assist people experiencing homelessness in Downtown by supporting service providers making the greatest impact on our local population. These non-profits rely on the generosity of donors like you to fulfill their mission.

5. Fresh Start Program – Landing Page Copy

Multi-Service Center

Led by the Long Beach Health Department, the Multi-Service Center (MSC) facility houses 12 public and private partner organizations working together to promote self-sufficiency and rebuild the lives of those experiencing homelessness. Annually, the MSC averages 26,000 client visits, making this facility the primary point of entry for persons seeking homeless services assistance in Long Beach. Services range from basic amenities of shower, laundry, mail and message center, to street outreach, van shuttle, transportation, medical care, mental health services, substance abuse treatment, HIV/AIDS services

U.S. Vets

U.S. VETS is on a mission to end veteran homelessness in the United States. “The streets” are simply no place for veterans; no place for the many men and women who volunteered, giving of themselves and their youth, to protect our great freedoms. In addition to housing, career services and counseling, U.S. Vets provides emergency shelter with hot showers and hygiene kits.

Long Beach Rescue Mission

Offering food, rest, clothing, hygiene – Long Beach Rescue Mission is a refuge from daily despair for many homeless men and women, providing a way off the streets and help getting them on to the road to recovery. Long Beach Rescue Mission is comprised of two facilities. The Samaritan House serves as a home for men while Lydia House offers a safe haven for women and their children.

5. Fresh Start Program – Landing Page Copy

HOW TO SUPPORT

Step 1
Choose a service provider that you would like to support and click on their Support button.

Step 2
You will be taken directly to Fresh Start's donations page on Amazon gift registry page. Towels and other hygiene products are available for purchase will be displayed for you to choose the quantity. This process is very similar to other purchases you may have made on Amazon, Target Online, Macy's Gift Registry and Walmart Online.

Step 3
Complete your purchase using the Guest Purchase option or your own Amazon credit card on file.

Step 4
Your thoughtful donation will be delivered to the selected service provider and depending on your selected preference, you may be informed of delivery.

Step 5
You will receive a receipt from the service provider for your tax-deductible donation in the mail.

5. Fresh Start Program – Towel/Hygiene (Gibbons)

Lead: Sheila Gibbons/Janice Friend
Towel/Personal Hygiene Collection Project - outline of committee tasks
Potential Campaign Names

1) Determine the level of need and contribution requirements
   A) Call MSC
   B) Call St. Luke's
   C) Other religious or charitable organizations providing showers?
   D) Script outline
      i) Are you interested?
      ii) Towels? Sizes?
      iii) Other personal hygiene products
      iv) Do you require any special preparation of contributions due to Covid-19?

2) Make determinations re cash donations, storage, and organizations enlisted to assist
   - ~~DLBA to send draft MOU to Downtown Residential Council (DRC)~~
   - Cash donations made directly to Homeless Service Provider

5. Fresh Start – Next Steps

Lead: Sheila Gibbons/Janice Friend
Towel/Personal Hygiene Collection Project - outline of committee tasks

3) Campaign creation and management
   A) Graphic Design and Content (DLBA)
   B) Select dates: June 1 – July 31
   C) Photo ops

4) Collected item management
   A) Committee sign up for business/residential building sponsors and FACT SHEET
   B) Pick up – (DLBA performs pick up)
   C) Sorting – Quality of Life Ambassador
   D) Delivery – DLBA

5) Wrap up
   A) Debrief and takeaways
   B) Thank you notes

5. GoLongBeach Promotion

Lead: Denise Carter
GoLongBeach Project - Milestones

Identify method and message.....November - December
Perform social media .....Launch - May 10
In-person outreach.....????
Follow up w/businesses (and residents).....Ongoing
Evaluation and feedback to City Staff.....August - September

5. Chairperson's Report

Social Media and Business Resource Newsletter Messaging

1. My neighborhood is my business – get the (New & Improved) Go Long Beach app and take it to new heights!

[PICTURE: Store owner using his/her smart phone to report graffiti**]**

Additional copy:

Report issues like graffiti, potholes and illegally dumped items to the City 24 hours a day, seven days a week. Track the status of issues you report with the click of button.

5. Chairperson's Report

Social Media and Business Resource Newsletter Messaging

2. Customer impressions begin with curbside appeal – get the (New and Improved) Go Long Beach app and keep them coming back!

[**PICTURE**: Owner looking out their window to city workers taking care of something….pothole, painting curb, fixing sign]

Additional copy:
Report issues like graffiti, potholes and illegally dumped items to the City 24 hours a day, seven days a week. Track the status of issues you report with the click of button.

5. Chairperson's Report

Social Media and Business Resource Newsletter Messaging

3. I've got my neighbor's back and they've got mine – we're using the new and improved Go Long Beach app to report graffiti and other issues.

[**PICTURE**: Two owners (male and female) smiling/laughing as they enter info into their smart phones with a long shot down the sidewalk]

Additional copy:
Report issues like graffiti, potholes and illegally dumped items to the City 24 hours a day, seven days a week. Track the status of issues you report with the click of button.

5. Mystery Shopper

Lead: Jon Timberlake
Mystery Shopper Program - Milestones

Develop evaluation checklist and training……November - January
Test Beta Version of Survey……~~March~~ May
Recruit Neighborhood Leaders……~~mid-April~~ Late May
Train and perform Mystery Shopping……June 1
Evaluation and feedback to DLBA Clean and Safe……Ongoing

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6. Public Comment (three minutes on all non-agenda items)
7. Old Business
8. New Business
9. Adjournment

Next Meeting

Wednesday, May 26, 2021

4:30 pm