

DLBA Public Safety Committee

April 27, 2022

DLBA Zoom Session



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

1. Roll Call

**Chair Pat Welch, Vice Chair Isidro Panuco, Josh Beadel, Janice Friend,
Terrence Krieger, Cheryl Roberts, Robb Smith, Molly Ann Woods**

2. Minutes

Action: Approve minutes from March 23, 2022 meeting.

3. Chairperson's Report

Pat Welch

Chair

COMMITTEE PROJECT GOALS FY 21/22

- 1. Fresh Start 2022:** Manage the second year of a donation campaign created by the Public Safety Committee to support homeless service providers working with DLBA to get Downtown's unhoused population off the streets and/or to receive medical, mental health or rehabilitation assistance. Donations occur online and in-person. Committee members recruit businesses and residential towers as hosts of donation boxes over a period of 2-3 months.
- 2. Scooter Advocacy:** Develop a set of recommendations for advocacy by DLBA related to pedestrian access and safety.
- 3. Safety Escort Program:** Generate greater awareness and utilization of the safety escort program for residents and businesses. In addition to better publicizing the Safety Escort program, we could also dedicate a shift to safety escorts from high traffic areas to parking garages or other places.

Goal #1: Fresh Start Donation Program (Janice Friend)
Group: Pat Welch, Robb Smith, and Molly Ann Woods

Milestones:

April

- 1) Divide businesses and neighborhood associations among committee members
- 2) Initial contact with businesses and associations by April 28
- 3) Place initial round of donation boxes by April 29th

May

- 1) Recruit and thank businesses
- 2) Marketing awareness campaign
- 3) Provide initial written acknowledgement to business

June

- 1) Boxes picked up by June 24th

July

- 1) July 6: Boxes sorted and counted by DLBA staff and Public Safety Committee members
- 2) July 11-15: Donated items delivered to MHALA, LB Rescue Mission, and U.S. Vets
- 3) July 18-22: Thank you letters go out to businesses and residential buildings from DLBA, Public Safety Chair and Working group lead summarizing donations made over the course of the program.
- 4) July 27: Working Group reports results to Public Safety Committee

August

- 1) August: COO report results to Executive Committee and Board of Directors

Goal #2: Scooters and Pedestrian Safety (Lead: Terry Krieger)
Group: Janice Friend, Isidro Panuco, and Pat Welch

Milestones:

- **December/January:** Identify partner advocates
- **February/March:** Research/Meetings with scooter operators and City staff
 - City staff expressed a desire to meet in March after field demonstrations of technology
 - Contacted Bird, Razor, Lime and VeoRide scooter companies for meetings.
- **April/May:** Field Visits (ADA and/or parking compliance)
- **June:** Develop list of observations/recommendations
- **July:** Schedule meeting with City staff/Council Offices

Goal #3: Friendly Escort Promotion (Lead:)

Group: Pat Welch and Isidro Panuco

Milestones:

- **December/January:** Identify promotion locations and partners
 - Hotels, restaurants/bars, residential buildings and parking
- **February/March:** Seek permission/feedback to promote program from partners
 - Request for marketing/graphics submitted – to be reviewed at April 27 (round 2) meeting.
 - Show mock-ups to community partners
- **April:** Produce materials/collateral
- **May/June:** Installation
- **June – August:** Promote and track requests for service



**SAFETY ESCORT AVAILABLE
TO AND FROM THIS PARKING LOT**



**THE DOWNTOWN
SAFETY GUIDES
WILL BE HAPPY
TO ESCORT YOU
TO WORK, HOME,
OR FUN IN DTLB.**

562-244-1365

FOR MORE INFORMATION VISIT DTLB.ORG/SAFE-TEAM

DOWNTOWN
LONG BEACH
ASSOCIATES

Committee feedback (3/23):

- Option C preferred
- Include Safety Ambassador hours of service
- Use different DLBA color schemes
- Use brighter colors for visibility in different public/private settings



Option A



Option B (40% support)



Option C (60% support)



No Need To Walk Alone!

Downtown Long Beach's Safety Ambassadors are here and ready to escort you to your car, building, hotel or workplace! Typical response time is just 5 minutes!

CALL 562-244-1365 OR VISIT DTLB.ORG/SAFE-TEAM.

DAY OR NIGHT, SEVEN DAYS A WEEK!
 Sunday - Thursday 8AM - 10PM
 Friday - Saturday 8AM - 12AM



Option A



No Need To Walk Alone!

Downtown Long Beach's Safety Ambassadors are here and ready to escort you to your car, building, hotel or workplace! Typical response time is just 5 minutes!

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Option B



No Need To Walk Alone!

Downtown Long Beach's Safety Ambassadors are here and ready to escort you to your car, building, hotel or workplace! Typical response time is just 5 minutes!

CALL 562-244-1365 OR VISIT DTLB.ORG/SAFE-TEAM.

DAY OR NIGHT, SEVEN DAYS A WEEK!
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 Friday - Saturday 8AM - 12AM



Option C




No Need To Walk Alone!

Downtown Long Beach's Safety Ambassadors are here and ready to escort you to your car, building, hotel or workplace! Typical response time is just 5 minutes!

CALL 562-244-1365 OR VISIT DTLB.ORG/SAFE-TEAM.

DAY OR NIGHT, SEVEN DAYS A WEEK!
 Sunday - Thursday 8AM - 10PM
 Friday - Saturday 8AM - 12AM



Option D

No Need To Walk Alone!

The Downtown Long Beach Alliance's Safety Ambassadors are here to escort you and help you find your way around town.

Call 562-244-1365 or visit DTLB.org/safe-team.

Walk With Us!

Whether you're headed to work, home or a hotel for the night in Downtown Long Beach, there's no need to go alone! Our friendly Safety Ambassadors are here to walk with you.

Day or night, seven days a week!

It's as easy as dialing 562-244-1365.

Here To Walk With You!

Let our friendly Safety Ambassadors guide you to work, home or any tourism destination in Downtown Long Beach.

Call 562-244-1365 for complimentary friendly escort!

No Need To Walk Alone!

Downtown Long Beach's Safety Ambassadors are here and ready to escort you to your car, building, hotel or workplace!

Typical response time is just 5 minutes!

Call 562-244-1365 or visit DTLB.org/safe-team.

Day or night, seven days a week!

4. Public Safety Partners Update

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



5. Staff Report

Broc Coward, COO



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5a. Clean and Safe Team Report

March Statistics

Clean and Safe Team averaging 90% shift fulfillment

Statistical Comparison	March 2022	March 2021
Transit/Metro Info	49	143
Business Contacts	630	388
Friendly Escorts	25	12
Quality of Life Contacts	306	360
Directions Given	456	339
Graffiti/Stickers Removed	1133	970
Hotel Information	117	21

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

Next Meeting

Wednesday, May 25 @ 4:30 PM



SPRING
clean up
DOWNTOWN



APRIL 30
9AM-12PM



Meet up at the
Courthouse
Cleaning Broadway
from Magnolia to
Alamitos.

For questions, please
call or email
562-570-6919
district1@longbeach.gov

PARTNERS

