

# DLBA Public Safety Committee

July 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 June 22, 2022 meeting.

# 3. Chairperson's Report

Pat Welch

Chair

### **3a 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.

## 3ai. Fresh Start Donation Campaign

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

### **Milestones:**

**May**

**June**

- 1) Campaign extended through July 29

**July**

- 1) July 29: Boxes picked up from more than 30 businesses and residential buildings

**August**

- 1) Aug 8-12: Boxes sorted and counted by DLBA staff and Public Safety Committee members
- 2) Aug 11-15: Donated items delivered to MHALA, LB Rescue Mission, and U.S. Vets
- 3) Aug 18-19: 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) Aug 31: Working Group reports results to **rescheduled** Public Safety Committee

**September**

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



# 3aii Scooters and Pedestrian Safety

**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.
  - Met with Veo representatives (5/19/22)
  - Met with Razor representatives (6/21/22)
- **July/August:** Field Visits (ADA and/or parking compliance)
- **August:** Develop list of additional observations/recommendations
- **August/Sept:** Schedule meeting with City staff/Council Offices

## 3aiii. Safety Escort Promotion

**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
  - Showed mock-ups to community partners
    - Add QR code for DLBA website
    - Graphics and wording are good
    - Suggested locations for signage: bus stops
- **June:** Produce materials/collateral (**Delayed**)
- **July:** Review collateral
- **August – Sept 30:** Install, promote and track requests for service





## 3aiii. Safety Escort Promotion



**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**  
Service offered within the borders of this map.

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

**DOWNTOWN  
LONG BEACH  
ALLIANCE**

Learn more!



**Don't Walk Alone**  
**CALL 562-244-1365**

HAVE A SAFETY AMBASSADOR ESCORT YOU  
TO YOUR CAR, BUILDING OR HOTEL

**DOWNTOWN  
LONG BEACH  
ALLIANCE**



## 3aiii. Safety Escort Promotion



  
Call Me Maybe  
CALL 562-244-1365  
AMBASSADORS CAN WALK YOU TO  
YOUR CAR, BUILDING, OR HOTEL.  




  
Walk This Way  
CALL 562-244-1365  
AMBASSADORS CAN WALK YOU TO  
YOUR CAR, BUILDING, OR HOTEL.  




  
Let's Stick Together  
CALL 562-244-1365  
AMBASSADORS CAN WALK YOU TO  
YOUR CAR, BUILDING, OR HOTEL.  




  
Walk Me Home  
CALL 562-244-1365  
AMBASSADORS CAN WALK YOU TO  
YOUR CAR, BUILDING, OR HOTEL.  


## 4. Public Safety Partners Update

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



# 5. Staff Report

Jeremy Ancalade, CFO



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## 5a. FY 2022/23 Budget Priorities

### **SAFE TEAM**

- Hourly Wage Increase (currently \$17) to remain competitive and recruit quality candidates
- Homeless Outreach (to complement new management level Homeless Outreach position)
- Expanded coverage to Pacific Ave, South Promenade and Waterfront
- Equipment: Invest in next generation electric tricycles to replace Segways

### **CLEAN TEAM**

- Hourly wage increase (currently \$16) to remain competitive and recruit quality candidates.
- Landscaping and Tree trimming services
- Equipment – pressure washing to assist with more frequent service

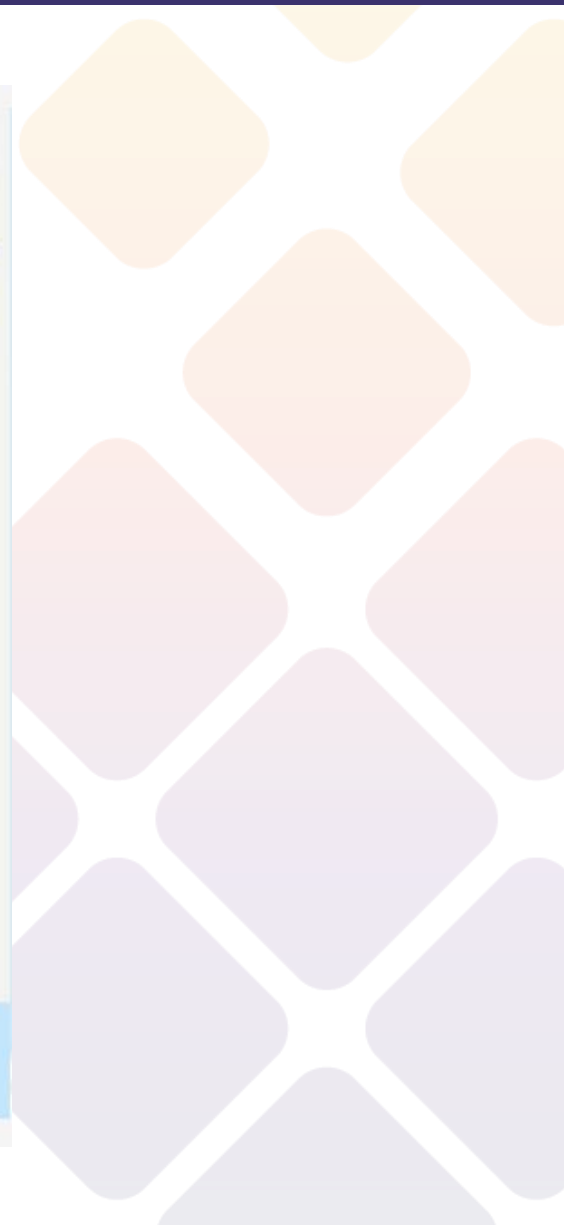
### **HOMELESS OUTREACH**

- New Management Level Homeless Outreach position equipment/supply support



## 5b. PBID Renewal – Public Safety Elements

- Increase the frequency of pressure washing (Every six weeks to four in Standard Zone)
- Increase the number of passes by Safety Ambassadors (overall and include wheeled transport in Premium Zone)
- New management position for Homeless Outreach and increase support for homeless outreach assistance and connections to resources
- Increase the pay of the Clean and Safe team, which is essential in the current labor market to stay competitive and retain talent.
- Add maintenance of trees (mainly palm trees) and landscaping (planters)



## 5c. August Public Safety Committee – To Be Rescheduled

- Reason: August 24 conflicts with Taste of Downtown – Waterfront (August 24 & 25)
- Potential Dates:
  - Monday August 22 (4 PM)
  - Tuesday August 23 (3 PM)
  - **Wednesday August 31 (4:30 PM) - recommended**



## 5c. Miscellaneous



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