



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

September 14, 2021

Long Beach City Council  
Civic Center Plaza  
411 West Ocean Blvd.  
Long Beach, CA 90802

**RE: Agenda Item #30: Open Streets Initiative Extension**

Dear Mayor Garcia and Honorable City Council Members,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors. Enter into the public record for the City Council meeting scheduled for Tuesday, September 14, 2021, under [agenda item #30](#), our support for the extension of the previously approved Open Streets Initiative plan through June 30, 2022.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. This includes more than 23 businesses with temporary parklets. As one of the leading voices for the Downtown community, we want to express our ongoing support for the Open Streets Initiative and urge the City Council to extend the program. The Open Streets Initiative aligns with the two key objectives outlined in DLBA's Vision 2020: Strategic Plan which are to support existing businesses and to promote programs and policies that encourage the pedestrian activity.

Downtown businesses have benefitted greatly from the Open Streets Initiative since its inception in Spring 2020. Outdoor dining and streets closed to vehicular traffic allowed for businesses to recapture lost revenue and provided a low-risk environment to COVID exposure for patrons to enjoy Downtown dining experience. As an early advocate for Open Streets, DLBA was able to provide both technical and financial support to businesses participating in the program. In addition, DLBA remains receptive to business owners wishing to extend or discontinue their participation in the Initiative.

A core objective of DLBA is activation of public space in Downtown Long Beach. Although the Open Streets Initiative began in response to the COVID-19 pandemic, we believe it has the potential to become a lasting activation of the Downtown urban fabric. The proposed extension of the Open Streets Initiative will allow DLBA and City Staff to further facilitate the permanence of parklets and outdoor activations Downtown.

We appreciate the opportunity to share our input regarding the Open Streets Initiative, and we encourage the City Council to extend the program.

Thank you for your consideration.

Sincerely,

Broc Coward  
Chief Operating Officer

cc:

DLBA Board of Directors

DLBA Placemaking Committee

Tom Modica, City Manager, City of Long Beach

Eric Lopez, Director of Public Works, City of Long Beach