



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

January 31, 2022

Caltrans  
1120 N Street  
Sacramento, CA 95814

**RE: Letter of Support for Long Beach Clean California Grant**

Dear Grant Selection Committee:

On behalf of the Downtown Long Beach Alliance (DLBA), I am writing to express our strong support for the City of Long Beach's Clean California grant application for the enhancement of sections of Long Beach Boulevard, Pacific Avenue, Magnolia Avenue, and Atlantic Avenue.

The City of Long Beach has long worked to provide streets and spaces that enhance the experience for people of all ages and abilities while walking and traveling. Providing safe and attractive corridors is important to encourage non-motorized forms of transportation and provide safer connections between homes, parks, schools, and commercial areas. This grant directly works to advance the goals laid out in the Long Beach Safe Streets Action Plan by making the streets feel safer and more inviting and the Long Beach Climate Action Adoption Plan by reducing the urban heat island effect through native plantings. It also comports with DLBA's own mission of cultivating a healthy, safe and prosperous Downtown.

We believe the positive impact caused by this grant will be felt throughout the adjacent communities. These streets provide important connections through the community for walkers, bikers, and transit users. The use of this grant to clean and beautify the corridors by removing litter and graffiti while trimming trees and planting drought resistant plants will attract additional people to the area and enhance the existing vibrancy of the corridors. This grant will help make these corridors spaces of pride that all residents of Long Beach can appreciate.

The DLBA is a non-profit organization that represents more than 1,700 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community and in consideration of all the community benefits this project will generate, the DLBA fully supports the City's efforts to seek funding for the cleaning and beautification of these corridors.

Warm Regards,

Broc Coward  
COO