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DLBA OPEN STREETS SURVEY SHOWS POSITIVE IMPACT, VALUABLE LIFELINE FOR DOWNTOWN BUSINESSES

Survey designed to help businesses provide feedback and insights to City leaders on Open Streets initiative

(LONG BEACH, CA – July 13, 2021) The [Downtown Long Beach Alliance](#) (DLBA) today released results of its Q2 Open Streets Survey. While the Open Streets Initiative is viewed as having a positive impact to the Downtown community and served as a critical lifeline for businesses, respondents would like to have better consistency in the application and design of parklets and see some elements of the program remain permanent.

The DLBA survey, conducted May 10 to June 4, was designed to measure the community's view of the City of Long Beach Open Streets initiative in Downtown and provide administrators, policymakers and the public a perspective on the program after nearly a year of operation. The survey netted 606 responses from residents, business owners, visitors, and commercial property owners. To download the full survey results, [click here](#).

During the survey period, the Long Beach City Council on May 18 extended the Open Streets Program from June 30 to September 30. In addition, on June 8, the city announced the Pine Avenue closure between First and Third Streets would end on June 18, and Pine Avenue closure between Fourth and Fifth Streets would be reevaluated by June 30.

Based on feedback, DLBA made several recommendations. For Temporary Parklets, the guidance was to determine which ones were best suited to convert to permanent based on public safety, proximity to high-speed traffic and access to utilities. In addition to developing uniform design standards, DLBA also suggested providing financial and technical support for those businesses who wish to transition to permanent spaces. On street closures, the recommendations centered around working with the community to develop a long-term vision for a pedestrian focused Pine Avenue that may include full or partial street closures.

“We appreciated the opportunity to take proactive steps to provide input on the success and challenges of the Open Streets program, which is clearly viewed as a lifeline for businesses today, and in the future,” said Kraig Kojian, DLBA President & CEO. “DLBA remains focused on working with the community to provide Downtown businesses with the resources and tools, including grants and educational resources, to successfully address economic recovery challenges.”

Q2 Open Streets Survey Key Findings:

- 66% of respondents (32) who were businesses participating in program reported seeing a moderate to significant increase in foot traffic. About 59% reported a moderate to significant increase in overall capacity.
- A lack of design consistency with parklets, cleanliness of closed streets, and amplified noise levels were major complaints expressed by all survey respondents.
- Survey respondents would like to see elements of the Open Streets program remain permanent.
- Residents said they wanted to see the continuation of full and partial street closures, although the level of support varied by neighborhood.
- Both non-participating and participating businesses were mixed on the continuation of street closures.

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About Downtown Long Beach Alliance: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [www. downtownlongbeach.org](http://www.downtownlongbeach.org), or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.