**DEPARTMENT FINANCIAL HEALTH**

**DLBA Fiscal Year: Oct 1, 2017 - Sept 30, 2018**

<table>
<thead>
<tr>
<th>PBID Expenses - YTD**</th>
<th>Contract Revenue - YTD**</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,074,095</td>
<td>$1,604,216</td>
</tr>
<tr>
<td>$173,797</td>
<td>$290,390</td>
</tr>
</tbody>
</table>

**YTD ACTUAL**  **ANNUAL BUDGET**  **YTD ACTUAL**  **ANNUAL BUDGET**

*Financial information does not include personnel costs

**MONTHLY HIGHLIGHTS (AS OF 9/1/2018)**

- Fun Fact: Safety Ambassadors pass out more Downtown Bike Maps than all other publications combined.
- Motorized scooters are illegal on sidewalks, but can be ridden in Downtown’s bike lanes.
- Downtown stakeholders can now call (562) 266-1365 for both Clean and Safe services.
- Next Public Safety Committee Meeting – August 22 @ 3pm

**PUBLIC SAFETY CLEAN & SAFE STATS**

- Graffiti Sticker Removal
  - 1,035
- Street Person Contacts
  - 881
- Safety Ambassador Assistance
  - 2,327
- DIRECTIONS PROVIDED
  - 3,464
- PUBLICATIONS PROVIDED
  - 2,327

**ANNUAL GOALS**

1. Perform an evaluation of and report on national best practices for Business Improvement Districts and community partners addressing homeless, mentally ill and street populations.

2. Assess & Educate residents, business owners, employees and visitors about what is being done in Long Beach to improve safety, and how they can help.

3. Further increase security and community pride by keeping the Downtown streetscape free of litter, stickers and graffiti.

**PLAN OF ACTION**

**AUGUST**
- DEVELOP REPORT OF RECOMMENDATIONS:
  - Expected Completion September 2018

**JUNE**
- ORGANIZE FINDINGS:
  - Expected Completion August 2018

**APRIL**
- RESEARCH:
  - Ongoing, Expected Completion July 2018

**JANUARY**
- IDENTIFY BIDS:
  - Completed January 2018

**DECEMBER**
- IDENTIFY TOPICS:
  - Completed December 2017

**JANUARY**
- DEVELOP COMMUNICATION STRATEGIES/DISTRIBUTION TIMELINES:
  - Completed January 2018

**APRIL**
- DEVELOP A BUDGET:
  - Completed April 2018

**SEPTEMBER**
- IMPLEMENT INFORMATION CAMPAIGN:
  - Expected Completion September 2018

**DECEMBER**
- IMPLEMENT CAMPAIGN:
  - Expected Completion September 2018

**FEBRUARY**
- DEVELOP CAMPAIGN SLOGAN/LOGO:
  - Completed February 2018

**APRIL**
- DEVELOP OUTREACH CAMPAIGN STRATEGIES:
  - Completed April 2018

**MAY**
- DEVELOP BUDGET:
  - Completed June 2018

**APRIL /AUGUST**
- IMPLEMENT & TRACK (PARTNER W/ NA’S AND CITY DEPARTMENTS):
  - Expected Completion July - August 2018

**Fun Fact:** Safety Ambassadors pass out more Downtown Bike Maps than all other publications combined.

**Motorized scooters are illegal on sidewalks, but can be ridden in Downtown’s bike lanes.**

**It costs DLBA stakeholders more than $10,000 per year for Clean and Safe staff to remove stickers on poles, signs and benches.**

**Downtown stakeholders can now call (562) 266-1365 for both Clean and Safe services.**

**Next Public Safety Committee Meeting – August 22 @ 3pm**