

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### A. Economic Development : 26

#### 01 A1. Work with the City to streamline the business licensing, permitting, and entitlement process: 4

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- 1 A1.4. In coordination with the Public Realm department, work with the City to update PD-6 (zoning south of Ocean Boulevard) to streamline development regulations and capitalize on general waterfront access

Description

(2020 - 2021)

- Due to the impacts of the COVID-19 Pandemic, the City of Long Beach Development Services Department and City Manager's Office have placed plans to reassess PD-30 and PD-6 on hold. Both planning districts may be reexamined by the end of 2021 or early 2022.

(2019)

October

- The Mayor announced at the Building A Better Long Beach development forum that the City of Long Beach would begin the visioning session for the PD-6

November

- The DLBA provide support for the upcoming visioning discussion surrounding PD-6 at the Long Beach City Council meeting and would be involved in upcoming discussions.

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- 2 A1.3. Work with the City to evaluate regulatory and permitting processes to identify barriers to development

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2019)

May

- Coordinate with California Apartment Association, Long Beach Area Chamber of Commerce, and Small Properties Owner Association to develop a response and strategy regarding tenant relocation assistance. Submitted letter of opposition unless amended to City Council

July

- Initial Inclusionary Housing Policy discussion.

August

- Vacant Commercial Property Fee. In partnership with community organizations such as COBA, the Chamber and Commercial Real Estate Council, the DLBA provided recommendations and guidelines on impact of a vacant commercial property fee on property owners ability to attract new tenants to their property. Recommendations were accepted by the Economic Development Commission.

September - December

- The DLBA lead the effort providing feedback on the City's proposed inclusionary housing policy. The DLBA hired Beacon Economics to provide an analysis on the local market and the impacts of an inclusionary policy, which led to DLBA developing policy recommendations. In partnership with community organizations such as the Chamber, Commercial Real Estate Council, and Building Industry Association the DLBA championed policies that would help in the meaningful production of affordable housing but not constrain future and existing development.

(2018)

June

- Worked with Development Services staff on revisions to section 21.25.905 of the Muni-code regarding Administrative Land Use Review. Helping to establish specific business and property uses that could be done by-right and would only need to go through AUP process. Submitted letter of support to Planning Commission.  
2017

- City of Long Beach began updating the Conditional Use Permit process. Worked with Councilmember Jeannine Pearce on reform of the CUP process. Hosted business roundtable discussion and distributed consultant survey. Provided suggestions to Development Services staff.

(2016)

September

- Worked with City Staff and Councilwoman Lena Gonzalez office to clarify a contradiction between the Downtown Plan and ABM ordinance regarding breweries in urban center  
November

- City Council passed amended to the ABM to allow for breweries within an urban center and close proximity to schools if conditions are met.

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3 A1.2. Conduct regular meetings with the City's Innovation Team (i-team) to ensure ongoing collaboration

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2019 - 2021)

- The DLBA continues to work regularly with the City's Economic Development Department on a number of issues to help support business recruitment and retention, entrepreneurship, and real estate development

(2018)

- The City's Innovation Team has changed its program focus/priorities, shifting from economic development to public safety/quality of life related issues. The DLBA is working closely with the City's Economic Development Department.

(2017)

- Met with the City's Innovation Team on a monthly basis to focus on how to reduce the overall days it takes business licenses and permits to be approved.

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4 A1.1. Identify and engage specific partners at the City to work with on licensing, permitting, and entitlement processes

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020)  
January 15

- Hosted a discussion with the Planning Department and Economic Development Committee to discuss the changes made to the AUP/CUP process and help develop a 1-page for small business owners and brokers to navigate the process.

(2019)  
January 29

- Hosted a post-mortem discussion with Development Services, Public Works, representatives of the Streets and Table 301 to discuss how to streamline the process for projects that have multiple jurisdictions (private & public).

July

- Worked with the City Business Licensing Bureau to update language regarding salon suite style businesses to reflect changes made by the Board of Cosmetology, thus allowing businesses like Salon Row to allow individual tenants to have a business license and Salon Row to act more like a property management business.

September 12

- The Economic Development Committee hosted a business roundtable with the development team of Salon Row and ownership of Hi-Lo Liquor to discuss the difference in permitting approval process. DLBA compiled notes and provided them to the City Planning and Business License department.

(2017)  
September 21

- Worked with City of Long Beach, Development Services & Economic Development to identify issues with the current business permitting process.  
- Recommendations were developed over a 6 week period through benchmark research, surveying DTLB businesses, and focus groups, and were provided to Economic Development Commission for approval.

### 02 A2. Track and evaluate economic and development trends Downtown: 4

1 A2.4. Develop a system for inventorying and tracking office and ground floor retail tenants Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)

March - April

- Economic Development and Public Realm interns audited ground floor retail businesses to determine which businesses were open, closed, moved during public health closures. Furthermore, the interns accounted for retail businesses with online/e-commerce operations.

(2018)

August - September

- Conduct ground floor retail audit

(2017)

August - September

- Conduct ground floor retail & office space audit

(2016)

August - September

- Established annual ground floor office and retail tenant audit

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2 A2.3. Collect input from current businesses as well as those moving into or out of Downtown Long Beach

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)

January

- Conducted annual Downtown business survey to understand the needs for support services and programs of businesses in the upcoming year. In addition, to gauge the business perception of the economic outlook for 2021.

(2020)

September - October

- Conducted a COVID-19 Q4 Economic Impact survey in partnership with the City of Long Beach and Council of Business Associations. Survey data was compared with baseline data collected in Q2 to gauge how well businesses were doing and if businesses witness an improvement. Furthermore, the survey provided insight into which businesses were able to access federal, state, and local financial assistance.

August - September

- Developing an Open Streets survey for businesses to understand how each business is utilizing the program, what is working and not working, and their level of investment with the expanded outdoor dining space.

April - May

- Conducted a COVID-19 Q2 Economic Impact survey in partnership with the City of Long Beach and Council of Business Associations to understand how businesses were doing and what resources were needed for stabilization of operations.

January

- Conducted annual Downtown business survey to understand the needs for support services and programs of businesses in the upcoming year.

(2018)

April

- Developed new business welcome letter and Google Form to collect new business information electronically.

June

- Requested business renewal information from the City and developed a process to thank businesses for continuing to remain in Downtown Long Beach.

3 A2.2. Evaluate and track progress made on the City's Downtown plan, including changes catalyzed by the plan

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)  
February

- The DLBA has incorporated the 2019 Downtown Plan update within our economic report. Additionally, we have worked with Development Services to make hard copies and e-copies available at our office.

(2019)  
February

- The DLBA has incorporated the 2018 Downtown Plan update within our 2019 Economic Profile. We worked with Development Services to make hard copies available at our office and e-copies on our website. Provide copies with potential investors.

4 A2.1. Conduct a detailed market profile documenting local purchasing and preference patterns

Description

(2021)  
January

- Produced Q4 DTLB Snapshot: Residential Report

(2020)  
October

- Produced Q3 DTLB Snapshot: Retail Report

August

- The DLBA participated in the Long Beach Quarterly Economic Forum to provide a brief overview of the economic trends and outlook of Downtown Long Beach. This included a snapshot of where Downtown was at the start of 2020, the economic impacts of COVID-19 on business and the outlook moving forward.

July

- Produced Q2 DTLB Snapshot: Office Report

March

- The Economic Development Department has compiled all relevant information to produce the 2020 Economic Profile. However, given the sudden and growing impact of COVID-19 on the local, state and federal economy, the DLBA has chosen to postpone the publication of the report.

January

- Produced Q4 DTLB Snapshot: Residential Report

## DLBA Vision 2020 Strategic Plan - April 2021 Update

(2019)  
April

- Produced and expanded DLBA's Annual Economic Profile to include Downtown university partnership and green space  
July

- Produced Q2 DTLB Snapshot: Office Report  
October

- Produced Q3 DTLB Snapshot: Retail Report

(2018)  
January

- Produced Q4 DTLB Snapshot: Residential Report and expanded to include discussion surrounding the Land Use Element and the need for greater density

(2017)  
January

- Produced Q4 DTLB Snapshot: Residential Report  
April

- Produced and expanded DLBA's Annual Economic Profile to include new pedestrian count information, residential survey and new Downtown business survey  
July

- Produced Q2 DTLB Snapshot: Office Report and expanded to include information on recent investment and renovation to existing office buildings.  
October

- Produced Q3 DTLB Snapshot: Retail Report and expanded to include

(2016)  
July

- Developed and established a quarterly snapshot report that highlighted each segment of the real estate development market.

- Produced Q2 DTLB Snapshot: Office Report  
October

- Produced Q3 DTLB Snapshot: Retail Report

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### 03 A3. Promote Downtown housing developments and bring more residents Downtown: 5

1 A3.5. Develop a tour of new, planned and potential residential sites for developers



## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2019)  
August - Dec

- Created a new residential development tours on Instagram story for 28K followers to view of what the exterior/interior of developments look like along with their amenities.

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2 A3.4. Support Downtown residents desires for additional grocery choices at either new or existing stores

Description

(2019)  
Winter

- Met with a representative from Kroger regarding a potential Ralph's in Downtown Long Beach. Specific sites included 5th & Long Beach Blvd, the Streets, and Pacific & 5th. Followed up with demographic information on the area.

(2017)  
Spring

- Resident request quantified in DTLB Resident survey and submitted to Sprouts, and Whole Foods tenant broker reps

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3 A3.3. Collaborate with the City and DLBA's public realm efforts to make Downtown's streets and public spaces more livable and family friendly

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)

July - Ongoing

- Assist the Placemaking Manager in the implementation and support of Open Streets in Downtown through the expansion/build-out of parklets, partial and full street closures.

September

- The DLBA is coordinating with CD1 and the City's Economic Development Department to help North Pine businesses to develop a corridor improvement and enhancement strategy. As of right, \$25,000 has been set aside to support this effort.

August

- The DLBA is working with Holland Partners and the City's Economic Development Department to look at opportunity for beautification projects at the corner of 7th & Pine Ave.

March

- DLBA Economic Development and Public Realm departments jointly looked at how to activate vacant storefronts either through retail pop-ups or exterior activation programs. PR and ED interns have surveyed vacant store fronts in the Downtown core and have identified vacant spaces.

(2018)

August

- Ongoing to talks with the City as they look to complete the new regulation standards

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4 A3.2. Collaborate with DLBA's Public Realm staff and the City to support a Downtown Parking Management and Development Plan that aligns with the Downtown Plan

Description

(2018)

Sept - Oct

- Collaborated with Public Realm committee to host a round table discussion with KOA Consultants and stakeholders regarding parking. This information will be utilized in the Downtown & Alamos Beach Parking Study the City is currently undergoing. The recommendations from the study were presented to City Council November 2018.

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5 A3.1. Identify housing developers interested in developing Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020)

January

- JPI Investments presented the Civic Center Mid-Block Project to the DLBA Board of Directors for DLBA support. The DLBA issued a letter of support to the Planning Commission. In addition, the DLBA connected JPI with a relevant neighborhood associations to gather their input on the project.

March

- Met with Alliance Residential development team to discuss their project on the Promenade Parking lot.

(2019)

January

- Ensemble Investments presented the 3rd & Pacific Project to the Economic Development Committee for DLBA support.

February

- Met with Trammell Crow Residential to discuss West Gateway Project and to developed DLBA support for the project.

(2018)

June

- Met with Holland Partner Group and introduced them to a North Pine Property owner. This resulted in a partnership that will see the development of two eight-story residential buildings comprised 271 units. Project was approved by the Planning Commission

- Letter of support for Pacific-Pine Project

August

- Letter of support for Broadway Block Project

- Letter of support for Residences at Linden Project

- Hosting 4 Annual Investor, Developer, & Broker Mixer

(2017)

August

- Letter of support for Broadway & Magnolia Project at Planning Commission & City Council

- Letter of support for 320 Alamos Project at Planning Commission & City Council

October

- Launched DTLB development map on DTLBbusiness.com

04 A4. Support existing businesses and attract new businesses and attract new businesses to Downtown Long Beach: 13

## DLBA Vision 2020 Strategic Plan - April 2021 Update

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1 A4.8. Consider developing an incubator space for entrepreneurs

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020-2021)

- The Economic Development Committee is developing programs to help support black entrepreneurs Downtown and to help fill vacant storefront space. The Entrepreneurs of Color Accelerator Program and the Retail Pop-up Grant program would seek to provide access to capital and necessary support services for these entrepreneurs.

(2017-2019)

Ongoing

- Continued Google Adwords for Small Business & Entrepreneurs: 150 participants to-date

(2017 - 2018)

- Total grants distributed \$60,000 of which \$34,500 went to minority-owned businesses, \$46,000 to women-owned businesses

(2020)

August - September

- 3rd Woman-Owned Business Accelerator: 13 Applicants, 3 Finalist, 3 Awarded, total grant \$10,000

(2018)

March

- Supported the establishment of the LBCC, City of Long Beach, and Blankspaces partnership to develop the Shaun Lumachi Innovation Center  
April - May

- 2nd Entrepreneur & Small Business Education Series: 56 participants, 58% women entrepreneurs

- 2nd Small Business & Job Creation Grants: 10 participants, 7 awardees, 57% women entrepreneurs, 86% minority entrepreneurs, total grants \$20,000

July

- Became a Kiva Micro-Loan Trustee. Endorsed two Kiva applicants.

August - September

- 2nd Woman-Owned Business Accelerator: 19 Applicants, 3 Finalist, 3 Awarded, total grant \$10,000

(2017)

April - May

- Launched Entrepreneur & Small Business Education Series: 85 participants, 62% women entrepreneurs

- Launched Small Business & Job Creation Grants: 11 participants, 6 awardees, 83% women entrepreneurs, 67% minority entrepreneurs, total grants \$15,000

August - September

- Launched Woman-Owned Business Accelerator: 39 Applicants, 2 Finalist, 1 Awarded, total grant \$10,000

- Launched Google Adwords for Small Business & Entrepreneurs: 43 participants

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- 2 A4.7. Use pedestrian sensing technology to assist businesses to locate in areas with strong foot traffic and share this information with the Long Beach Police Department and Public Safety staff at DLBA

Description

(2019-2020)

- The pedestrian sensor system program was placed on hold due to vendor issues. In September 2020 a new system was installed throughout Downtown and currently piloting the program.

(2018)

October - December

- Provide pedestrian count information on a annual and seasonal basis to potential new businesses (Chinese Laundry), businesses that have recently decide to locate to Downtown (Hi-Lo Liquor), and those businesses that have just opened in Downtown (Long Beach Coffee & Tea).

(2017)

September

- Relocated and deployed sensors to Linden Public and District Wine focusing on the East and West side of Linden Ave, just south of Broadway

Comments (1)

Monica Morrill (2020-08-28 08:41 AM)

<https://app.asana.com/0/1113233169234474/list> - I see the mention of ped sensor here. Thanks, I was going off the mention in 4.5

- 3 A4.6. Establish a strong communications link with new businesses and support them through the start-up process

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020)  
July

- Met with two new businesses opening in Downtown. F45 Training DTLB is opening at 270 Pacific Ave. and Self Training Facility LBC at 501 Pine. Both businesses are going through TI and approval process and helping to support their permitting process.

June

- Met with Catalyst a new business opening in the North Pine area. Assisting the business through Planning Commission and City Council approval.

(2017)  
April - May

- Launched Entrepreneur & Small Business Education Series

July

- Proposed new business welcome strategy for review

September

- Proposed new business orientation strategy for review

October

- Launched Google Adwords for Small Business & Entrepreneurs

- Developed request for assistance form on DLBA website to direct new businesses too. This will provide an overview of our services offered and will allow businesses to select what services they need.

### Comments (2)

Austin (2020-08-28 11:38 AM)

<https://app.asana.com/0/1146350565622397/list> <https://app.asana.com/0/1113233166696261/list> Hi Broc, I added some components to this section but I'm not sure the resource letter should go area. I will note it under A4.1

Monica Morrill (2020-08-28 08:40 AM)

<https://app.asana.com/0/1113233169234474/list> - do you have a location for the business newsletter as a communications tool or has this been coordinated with Sam in Communications?

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4 A4.5. Be the leading site-selection data resource for potential and existing stakeholders

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2019-2020)

- The pedestrian sensor system program was placed on hold due to vendor issues. In September 2020 a new system was installed throughout Downtown and currently piloting the program.

(2018)

- Expanding pedestrian sensor system program to include South of the Waterfront

(2017)

- Launched DTLBbusiness.com
- Published 2017 Economic Profile
- Published DTLB Snapshot Reports: Office, Retail, and Residential
- Launched interactive development map on DTLBbusiness.com
- Launched Development Opportunity Sites at DTLBbusiness.com with our partnership through Oppsites
- Published Downtown Long Beach Employment Report
- Launched DTLB pedestrian sensor system

### Comments (1)

Monica Morrill (2020-08-28 08:37 AM)  
Austin - would this be the time and location for mentioning the new ped sensor program?

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5 A4.4. Continue to develop and distribute an annual Downtown Economic Profile and Snapshot



## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
January

- Produced Q4 DTLB Snapshot: Residential Report

(2020)  
October

- Produced Q3 DTLB Snapshot: Retail Report

July

- Released 2020 Q2 DTLB Snapshot: Office Report

March

- The Economic Development Department compiled all relevant information to produce the 2020 Economic Profile. However, given the sudden and growing impacts of COVID-19 on the local, state, and federal economy, the DLBA chose not to publish the report. This was done to be mindful of the economic realities many businesses were operating under.

January

- Released 2019 Q4 DTLB Snapshot: Residential Report

(2019)

April

- Published 2019 Economic Profile  
- Released 2019 Q2 DTLB Snapshot: Office Report  
- Released 2019 Q3 DTLB Snapshot: Retail Report

(2018)

January

- Released 2017 Q4 DTLB Snapshot: Residential Report April  
- Released 2018 Economic Profile July  
- Released 2018 Q2 DTLB Snapshot: Office Report

(2017)

April

- Released 2017 Economic Profile July  
- Released 2017 Q2 DTLB Snapshot: Office Report October  
- Released 2017 Q3 DTLB Snapshot: Retail Report

## DLBA Vision 2020 Strategic Plan - April 2021 Update

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- 6 A4.3. Partner with outside organizations and Long Beach Downtown Development Corporation (DDC) to provide grant funding to small businesses for start-up costs, facade improvements, or other programs

Description

(2020)

July

- The DLBA was able to secure \$40,000 in grant funding to support businesses impacted by the events of May 31. As of to-date the DLBA has handed out \$37,925 to 30 businesses.

March

- The DLBA working with F&M has repositioned \$30,000 (Yr1 funding) to help support businesses struggling from the impacts of COVID-19. A \$1,000 went to 30 businesses that completed a webinar of existing resources and met with an SBDC advisor.

(2019)

February - April

- Partnering with the Institute for Innovation & Entrepreneurship and FUSE Fellow to help identify other sources of revenue from Banks and other lending institutions that require Community Reinvestment Act credits. Presented first proposal to First Bank in Bixby Knolls. Follow-up proposal/presentations with F&M Bank, International City Bank.

- Partnering with the City of Long Beach and Forward Cities to develop a proposal to seek grant funding in the amount of \$250,000 from the Kauffman Foundation to help spearhead programs and services that support economic inclusion in the City of Long Beach. Currently plan a site visit by the Forward Cities team.

September

- The DLBA secured a \$90,000 sponsorship from Farmers & Merchants Bank to provide \$30,000 in grants each year over a three year period.

(2018)

June - August

- Granted money by Prologis in the amount of \$275,000 to facilitate a facade improvement project along the Santa Fe commercial corridor on the west side of Long Beach

(2017)

June - August

- Proposed DDC business plan and expansion strategy Summer 2017

- Activated DDC as a receivership for all matching seed monies required for the Small Business & Job Creation Grant winners Summer 2017

- Raised \$7,500 for Entrepreneurship programming during our 3rd Annual Investor, Developer, & Broker Mixer August 2017

- 7 A4.2. Partner with Long Beach Community College's Small Business Development Center to offer educational seminars for existing and prospective small business owners

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)

March-May

- Partnering with the Institute for Innovation & Entrepreneurship of CSULB and the Small Business Development Center to provide content for the annual Entrepreneur & Small Business Education Series

(2020)

March-May

- Worked with SBDC and the City of Long Beach Economic Development Department to provide a weekly resources program for businesses impacted by COVID-19.  
- Worked with SBDC to provide one-on-one consultation services for businesses impacted by COVID-19 and receiving \$1,000 in grant funding from DLBA+F&M's Emergency Assistance Micro-Grant.

Winter

- Coordinated with the SBDC to support struggling retail with a Retail Master Class program. This 4-part series was aimed at providing existing retail establishments the tools to be resilient during good and bad economic times.

(2017)

Fall

- Supported LBCC's launch of SPARK Fall 2017 based on input from DLBA's Entrepreneur & Small Business Education Series and Woman-Owned Business Accelerator  
- The partnership with LBCC has switched to a partnership with Cal State Long Beach's Institute for Innovation & Entrepreneurship. This partnership has helped to establish the Entrepreneur & Small Business Education Series and Woman-Owned Business Accelerator.

8 A4.1. Conduct outreach to existing small businesses to understand their needs and how well they are being met

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)

March

- Conducted Employer Return Office Survey: Conducted outreach to professional service businesses utilizing office space Downtown to understand their plans to bring employees back to Downtown.

January - February

- Conducted 5th Annual BUSINESS Survey: Conducted outreach to 1,600 existing businesses & received 250 responses from randomly selected businesses. Their responses were then integrated findings into our 2021 Economic Profile

(2020)

April - Ongoing

- As a way to provide businesses with ongoing information and resources regarding COVID-19, the DLBA launched a weekly "Business Resource Newsletter." This weekly email to all Downtown businesses covers a variety of topics that range from financial assistance, updates to government regulations, and programs/services provided by the DLBA.

March-May

- As noted under F.1.1, the DLBA conducted a COVID-19 Impact Survey in partnership with community partners to understand the immediate needs of businesses to recover from the negative impacts of COVID-19.

January - February

- Conducted 4th Annual BUSINESS Survey: Conducted outreach to 1,612 existing businesses & received 270 response then integrated findings into our 2020 Economic Profile

(2019)

January - February

- Conducted 3rd Annual BUSINESS Survey: Conducted outreach to 1,612 existing businesses & received 252 response then integrated findings into our 2019 Economic Profile

(2018)

January - February

- Conducted 2nd Annual BUSINESS Survey: Conducted outreach to 1,512 existing businesses & received 231 responses then integrated findings into our 2018 Economic Profile and Q2 Snapshot Report

(2017)

November - December

- Launched Downtown BUSINESS Survey: Conducted outreach to 1,436 existing businesses & received 226 responses then integrated findings into our 2017 Economic Profile

## DLBA Vision 2020 Strategic Plan - April 2021 Update

9 A4.13. Support infrastructure investment to attract technology firms in Downtown Long Beach

10 A4.12. Develop a strategy for supporting entrepreneurial companies in Downtown Long Beach

Description

(2020)  
Monthly

- The DLBA continues to host 1 Million Cups Long Beach, a Kauffman Foundation inspired event, aimed at connecting local entrepreneurs with each other and community resources. To-date the 1 Million Cups Long Beach has over 18 entrepreneurs present their incredible ideas. Because of COVID-19 the 1MC switched from an in-person format to a virtual format.

(2019)  
Monthly

- The DLBA continues to host 1 Million Cups Long Beach, a Kauffman Foundation inspired event, aimed at connecting local entrepreneurs with each other and community resources. To-date the 1 Million Cups Long Beach has over 48 entrepreneurs present their incredible ideas to an average audience of 30 individuals.

April - June

- The DLBA continues to host the Entrepreneur Education Series in partnership with Long Beach State University's Institute for Innovation & Entrepreneurship.

(2018)  
May

- The DLBA launched 1 Million Cups Long Beach. Based on the notion that entrepreneurs discover solutions and engage with their communities over a million cups of coffee, the Ewing Marion Kauffman Foundation developed 1 Million Cups in 2012—a free program designed to educate, engage and inspire entrepreneurs around the country. Through the power of volunteers, 1 Million Cups has grown to more than 160 communities.

11 A4.11. Work with real estate brokers and new businesses to provide connections to investment capital

Description

(2018)  
June - August

- Launched Summer Deal Making Series through partnership with the Long Beach Commercial Real Estate Council highlighting Downtown's available investment opportunities & potential developer TI allowances for new businesses

12 A4.10. Support a range of ground-floor development for creative office, retail and restaurant uses

13 A4.9. Develop a "Welcome to Downtown Long Beach" toolkit detailing resources and start up processes for firms looking to locate in Long Beach

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(Economic Development Committee FY1920)

- Chosen as one of three goals by the Economic Development Committee, the committee has conducted a listening tour of what resources the City of Long Beach Economic Development Department, Planning Department and the DLBA provides. The Committee is synthesizing that information into a 1-2 page resource guide to provide potential businesses, brokers, and property owners.

## B. Public Realm : 36

02 B1. Advocate for stronger pedestrian and bicycle connectivity within and between Downtown's unique districts and neighborhoods through strategic long term capital improvements: 9

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1 B1.6. Support the development of public and private parklets

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
January

- The City extended the Open Streets Initiative. DLBA has worked with the City on updating guidelines and requirements and has supported businesses with the application process. There are street closures on portions of 3 blocks on Pine Ave. There are 41 businesses with a parklet, sidewalk dining or Outdoor Activity Permit.

(2020)  
August

- The City approved an Open Streets Initiative to support businesses during the COVID-19 pandemic through the temporary outdoor use of sidewalks and streets. 19 parklets, 10 sidewalk dining permits, and 2 street closures have been facilitated thus far in DTLB. Facilitated a streamlined application process with Public Works for parklets/ sidewalk dining and Special Events for street closure expansion.

(2019)  
September

- Participated in International Park(ing) Day on Sep. 20th; Partners included Public Works, Intertrend (The Art of Bloom) and Cynthia Lujan (artist). Multi-dimensional installation designed with live painting, activations, and business promotions

(2018)  
May

- City to present its proposed recommendations to update sidewalk dining and parklet regulations to COBA on June 6.

April

- City to begin outreach to business districts in May 2018

(2017)  
June

- Submitted recommendations to City regarding streamlining of permit process for parklets and sidewalk dining.

(2016)  
December

- Conducted interviews and surveys of business owners regarding sidewalk dining.  
(Also refer to B3.3)

2 B1.9 Continue to administer the annual community grant program for public realm improvements

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

- Completion of funded grant projects:  
(2018)  
December
  - Harvey Milk Park Augmented Reality - Underway; Expected completion December 2018  
August
  - Urban Furniture - Fabrication completed  
(2017)  
October
  - East Village Alley Murals  
March
  - Broadway Tree Planting
  - Step Back Viewfinders  
(2016)  
December
  - Promenade Square Park Playground

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3 B1.8 Advocate for enhancements to the Downtown's bicycle network through the addition of bicycle lanes, sharrows, and other infrastructure improvements



## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2019)  
August

- Multi-space meters went live on 8/9/19. DLBA conducted outreach to businesses along the 3rd/ Broadway corridor.  
July

- 3rd/ Broadway streetscape complete. Parking spaces numbered. Multi-space meters delivered and being programmed, estimated to be installed the last week of July.  
May

- Final punchlist items to be complete in June. Multi-space meters have yet to be installed.  
March

- Striping in progress. Awaiting date for parking pay stations to be installed. Construction estimated to be complete in the next 2 weeks.

(2018)  
August

- Meeting with City to develop stakeholder outreach and communication during construction tent. Scheduled to begin in October 2018.  
April

- Alamos Bike Lanes - 2018  
- Daisy Ave Bike Boulevard – Early 2018  
- Broadway/3rd St Separated Bike Lanes - July 2018

(2017)  
August

- Met with City Mobility and Livability Programs Officer, Michelle Mowery, to discuss opportunities for DLBA to support bicycle initiatives.  
February

- Submitted letter of support for adoption of Bike Master Plan.

### 4 B1.7 Improve pedestrian and vehicular wayfinding Downtown in Cooperation with the City

### Description

Pedestrian Wayfinding Sign Program

(2021)  
March

- The 12 Pedestrian Wayfinding Signs were installed at the end of March and into the first couple of days in April. This installation completes the first phase of a program that improves the walk-ability of downtown and that can be expanded throughout downtown.

(2020)  
August

## DLBA Vision 2020 Strategic Plan - April 2021 Update

- Fabrication has begun for the frames of the pedestrian signs. Permits are nearly finalized after a brief pause in the project.

March

- Shop drawings complete and engineering approved by the City. Permit in progress.  
(2019)  
November

- Engineered shop drawings in progress. Material sample approved.  
August

- Finalizing material sample/ insurance/ and contract with designer and contractor  
- Auditing graphic layout with the designer  
July

- Sign Age - Finalizing engineered shop drawings  
- Selbert Perkins - Verifying drawing graphics  
June

- Kick off/ site walk complete. 12 locations verified and marked. Engineered shop drawings in progress.  
May

- Sign Age selected as the contractor. Design finalized. DLBA to schedule final site walk and kick off meeting with city, Sign Age and Selbert Perkins (designer).  
March

- DLBA reviewed final proposal by Sign Age. Continued conversations about MOU with the City.  
(2018)  
August

- Phase 1 RFP released for the fabrication/installation of 12 signs.  
March

- City reviewing DLBA RFP for Phase 1 installation of 12 pedestrian signs.  
(2017)  
December

- DLBA contributes funding for design of pedestrian signage; City funds design of vehicular signs, gateway monuments, and beach access  
- First phase of ped signage installation expected in first half 2018  
- Pedestrian Wayfinding design completed  
(2016)  
June

- DLBA and City agreed to develop comprehensive wayfinding program in DTLB.

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5 B1.5. Continue to support the Civic Center redevelopment and the activation of new open spaces

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
February

- Met with Alma Castro and Marilyn Surakus from LB Parks and Rec to discuss partnership opportunities

(2020)  
March

- Studio111 to present to Public Realm Committee on Civic Center activation grant and recommended physical improvements

(2019)  
December

- Met with Craig Beck to review schematic design of park and discuss potential funding options

(2018)  
April

- Submit IDA "A Practical Guide to Great Urban Parks"  
- Introduced Levitt Foundation to City

(2017)  
September

- Participated in Lincoln Park workshop on July 23, 2017

---

6 B1.4 Advocate for a redesign of Victory Park/ Santa Cruz Park that aligns with the desires of the Downtown Community

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

FY 18/19 PR Working Group A  
(2019)  
November

- City Staff to presented to Public Realm Committee on November 21st regarding city's outreach efforts and community meeting.  
August

- Corresponded with new project manager, Alex Muldrow. The City has yet to begin their outreach but they agreed to notify the DLBA when they anticipate our involvement.  
July

- Spoke with Chris Koontz; City is beginning 10-12 month outreach program to stakeholders, City is open to partnering with the DLBA on outreach efforts  
June

- Connecting with the city to learn about their outreach efforts to begin at the end of the summer.  
May

- Draft of physical and digital survey complete. Draft of stakeholder list complete.  
March

- Working on developing outreach to stakeholders.

FY 17/18 PR Working Group A - Action Plan  
(2018)  
April

Public Realm Working Group A Action Items:

- Meet with City - Update to Victory Park Design Guidelines will coincide with City's update to Open Space Plan (March 2018)

- Identify DLBA Role - DLBA will support outreach related to visioning  
February

- City to initiate update to guidelines in late 2018 as part of update to City's Open Space Element.

### Comments (1)

Broc Coward (2020-03-26 08:28 AM)

FY19/20 activity - PR committee hosts city staff presentation on this subject? DLBA assists with outreach?

---

7 B1.3. Advocate for the transformation of Shoreline Drive into a more pedestrian and bicycle friendly road while still facilitating mobility for automobiles and ensuring the continued presence of the Grand Prix of Long Beach as stated in the ULI TAP study

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2018)  
August

- DLBA Waterfront Working Group (Ryan Altoon, Alan Pullman, John Waldron) and Staff met with Mayor Garcia to discuss developing a broader vision for the Waterfront area that includes the LA River.

---

- 8 B1.2. Work with the City and relevant agencies to ensure the redesign of West Shoreline Drive and Golden Park provides for integration with the Downtown fabric and more direct pedestrian and bicycle access to the Los Angeles River

Description

Downtown Waterfront and LA River Visioning  
FY18/19

- Waterfront Task Force effort to coordinate efforts related to ULI TAP, 8 By 28, and LA River Master Plan Update Steering Committee.

Shoemaker Bridge (Refer to B1.1)  
(2016)  
June

- DLBA Shoemaker Bridge recommendations submitted to the City

---

- 9 B1.1. Work with the City and relevant agencies to guide the redevelopment of the Shoemaker Bridge into a unique community space

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2019)  
October

- Draft Environmental Impact Report released. Public comment to close on November 12th.
- Attended Public Hearing on Environmental Impact Report

July

- KOA Consulting contacted DLBA to schedule meeting to gain feedback on Shoemaker Bridge project
- Met with Traci Gleason and KOA team. Project is still in the Design Development phase. Environmental Impact Report is currently in preparation. A community meeting is expected in the Fall.
- DLBA received call from Traci Gleason (KOA Consulting) the project managers for the City's Public Works Department on the Shoemaker Bridge Replacement. Hoping to gather people to gain feedback on some of the changes being proposed south of Ocean BLVD near Golden Shore. They are hoping to schedule meeting with our staff/ other partners in the next few weeks.

(2018)  
May

- Josh Hickman provided the Public Realm Committee an update on the Shoemaker Bridge project at its May 17 meeting. The City will be releasing a project Draft EIR later this year.
- April

- LA River Master Plan Update Steering Committee established.

March

- At the Metro Board Meeting held on March 1, 2018, the Metro Board selected Alternative 5C as the Locally Preferred Alternative for the I-710 Corridor Project. This Board action recognized the need for immediate investment in the corridor by prioritizing implementation of local interchange and arterial road upgrades, new pedestrian and bike crossings, and support in identifying funds for the purchase of near-zero and zero emission trucks that operate in the I-710 corridor until funds for larger corridor improvements become available. All recommendations for mainline freeway widening projects in the future will be presented to the Metro Board for review and approval.

### Comments (1)

Mariah Hoffman (2020-03-24 03:13 PM)  
<https://app.asana.com/0/1146667005260683/list> you can use this task as an example for transferring the data from Teamwork to Asana

---

## 03 B2. Develop strategic streetscape improvement and activation programs: 10

- 1 B2.9. Work with the City and the Long Beach Bike Share operator to encourage system use and expansion

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)  
August

- Micro-mobility re-deployed after being removed due to COVID-19 pandemic. Working with the City to discuss locations for bike/ micro-mobility parking along Pine Avenue (1st - 3rd) which has been closed for safe outdoor dining and pedestrian access.

(2018)  
May

- Released new Downtown by Bike map on May 13. The map incorporates bike share info and locations. Refer to B3.5)

(2017)  
September

- Met with City Mobility and Livability Programs Officer, Michelle Mowery, to discuss opportunities for DLBA to support bicycle initiatives

2 B2.8. Develop a Downtown street furniture plan in cooperation with the City

Description

Inventory new litter receptacles, tree plantings, wayfinding signage, newsracks, and banners

(2018)  
September

- Completed inventory of street furnishings (litter receptacles, news racks, banners, street trees, mutt mitts, wayfinding signage)  
July

- Conducted joint Public Safety/Public Realm Walk Audits in March, May and July 2017. Findings and recommended improvements forwarded to property owners and City.

Coordinate with Public Works on installation of 32 new Presidio litter receptacles  
(FY18/19)

- Continued maintenance of Presidio litter receptacles  
(2017)  
November

- Coordinated removal of concrete receptacles and delivery and installation of 32 new Presidio receptacles to replace existing concrete receptacles.

3 B2.7. Develop play areas as well as experiential art along sidewalks and in overlooked spaces

Description

FY 18/19 Working Group 2 - Sidewalk Decal Surveying  
(2019)

## DLBA Vision 2020 Strategic Plan - April 2021 Update

August

- Public and business survey went live on website. Began face-to-face business surveys.
- Online survey drafted. Business surveys to be conducted around the footprint of the existing decals.

July

31/50 decals installed. Install on-hold from the City. Re-submitted to be able to install the final 19 decals.

May

- 31/ 50 decals installed. Final installation stopped by the city. Survey drafted and finalized by working group. Surveyors to be scheduled for June.

March

- Explore DTLB Sidewalk Decals begin installation. See below.
- Installation has begun. 21/50 decals installed thus far. Remaining to be installed over the next 2 weeks. Outreach initiated to adjacent business owners.

FY 17/18 Working Group B - Sidewalk Decals  
(2018)

August

- Installation of 50 decals to occur in September 2018.

April

- Call for Artists released April 16

May

- Received 14 applications for Explore DTLB Sidewalk Decal program. Installation to occur in July.

(2017)

December

- Developed project to place whimsical and clever decals on sidewalks at strategic locations throughout DTLB to encourage exploration and connectivity between neighborhoods (Complete)

Timeline:

Jan/Feb - Refine project scope, timeline, and budget (Complete)

March - Finalize scope, timeline, and budget; Develop Call for Artist/Designers (Complete)

April - Develop marketing campaign (Complete)

April - Release Call for Artists (Complete)

June - Select preferred concepts; Approve final design

July - Install and Launch

Placemaking Grants

(2017)

April

- Step Back viewers installed at three locations in DTLB as part of Placemaking Community Grant program. Refer to B1.9.

(2016)

December

- Promenade Square Playground grand opening which was partially funded by a Placemaking Community Grant. Refer to B1.9.



## DLBA Vision 2020 Strategic Plan - April 2021 Update

- 4 B2.6. Identify and develop opportunities for additional tactical urbanism initiatives such as temporary park spaces, pop-up retail, food truck events, and other temporal uses of space throughout Downtown

Description

(2021)  
January

- Committee Members split up into 2 working groups that will each focus on a different location within downtown that is in need of activation and improvements. The locations are Marina Green Park and Elm Street Between 1st and 3rd Street. The groups plan to identify and make recommendations for short-term activation opportunities that may be tested this summer, depending on the health order and related restrictions.

Initiate Programming at the Loop  
(2019)  
May - October  
Live After 5 programmed at the Loop

(2018)  
February

- Initiated monthly third Thursday activation of the Loop in partnership with Live After 5 programming.  
(2017)  
September

- Initiated weekly Lunch at the Loop music series which ran from Sept thru December

Support and Sponsorship of PowWow outdoor mural festival  
(2018)  
March

- Committed \$10,000 to sponsor PowWow 2018  
(2017)  
July

- \$10,000 sponsorship of Pow Wow. Two murals previously proposed at the Loop were painted as part of the festival.  
April

- Provided Pow Wow organization a list of potential mural sites including two located at the Loop.

Initiate Interactive Mobile Chalkboard  
(2019)  
July

- Designed and began fabrication of mobile, flat-pack chalkboard to be used for public space activation. Chalkboard will rotate through questions to glean public opinion on Downtown spaces. Chalkboard will be debuted during the Pow!Wow! closing party with KCRW at the Promenade parking lot on July 27.

Coordinate Parking Day Activation(Refer to B1.6)

## DLBA Vision 2020 Strategic Plan - April 2021 Update

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5 B2.5. Develop creative infrastructure approaches and partnerships to making the public realm more appealing and livable

Description

Initiated partnership with City in June 2016 on comprehensive wayfinding update  
See B1.7

Partner with City on Pine Ave alley improvements  
(2019)  
July

- City installed new sconce lighting and stencil art in Roble Way.  
June

- Corresponded with Brian Polivka of Public Works regarding Pine Ave alleys and which would be best for potential activation.  
(2018)  
August

- Improvements anticipated to occur in September 2018.  
April

- Facilitated meetings between Pow Wow, Studio 111 and City on coordinated improvements to Roble Way.

Develop, design, and install an urban furniture project to activate Pine S. of Ocean Blvd.  
(2019)  
November

- Project closed out;  
June

- Waiting on final install date from Shelby, AdHoc Collaborative  
April

- "Precious Cargo" Project - Permit for install received from the city; 5 custom furniture pieces designed, fabricated, and prepared to be installed after Grand Prix.

6 B2.4. Develop and advocate for redesigning Pine Avenue south of Ocean Boulevard into a pedestrian oriented street with active building frontages and pedestrian scale amenities

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

FY2018/19

- President/CEO has advocated to the Mayor, City Manager and Director of Development Services the need to begin visioning and updating PD-6.

FY 17/18 Working Group A Pine Ave (Convention Ctr)  
(2018)  
August

- Met with Mayor Garcia to discuss developing a vision for the Waterfront area that ties together several ongoing and future projects.  
April

- Working Group A Next Step - Stakeholder Outreach; Go/No Go decision  
February

- Working Group A selected Waterfront Task Force Priority: Advocate for improved ped environment along east side of Pine Ave along the Convention Center

FY 17/18 Working Group A - Pine Ave (the Pike)  
(2018)  
August

- Met with Mayor Garcia to discuss developing a vision for the Waterfront area that ties together several ongoing and future projects.  
April

- Next Steps: Stakeholder Outreach; Go/No Go decision  
February

- Working Group A selected Waterfront Task Force Priority: Advocate for ped improvements along the west side of Pine Ave, particularly at the corner of Pine and Shoreline

DLBA Waterfront Task Force Recommendations  
(2018)  
January

- Waterfront Task force recommendations submitted to Public Realm Committee

### Comments (1)

Broc Coward (2020-03-26 08:26 AM)

FY2018/19 President/CEO has advocated to the Mayor, City Manager and Director of Development Services the need to begin visioning and updating PD-6.

---

7 B2.3. Identify underutilized spaces and inactive frontages on an annual basis and report on their ownership and development status

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
January

- Committee Members narrowed down their focus from the original 6 locations to 2 that are in need of short-term and/or long-term activation and improvements. The locations are Marina Green Park and Elm Street Between 1st and 3rd Street. These locations will be the focus for the two working groups for the remainder of the fiscal year.

(2020)  
November

- Committee members chose 6 underutilized locations and corridors within downtown to perform a Place Assessment Survey on and discuss potential opportunities for future activation.

Vacant Storefront Activation  
March

- ED and Placemaking Interns completed audit of vacant storefronts in DTLB and tracked in Salesforce database

FY19/20: Working Group 2 - Place Assessments  
January - March

- Coordinated volunteers for audit  
- Completed round #1 of place assessment  
- Compiled data from round #1  
October - Dec

- Walked the district  
- Identified locations to access  
- Drafted schedule for assessment

Conduct walk audits to identify underutilized spaces and inactive frontages  
(2018)  
August

- Public Realm Committee conducted visual survey of alleys in East Village, North Pine and Pine & Promenade.  
July

- Conducted joint Public Safety/Public Realm Walk Audits in March, May and July 2017. Findings and recommended improvements forwarded to property owners and City.

### Comments (2)

Mariah Hoffman (2020-03-26 08:29 AM)  
@broc yes, I need to finish updating my Public Realm section today

Broc Coward (2020-03-26 08:27 AM)  
Isn't this occurring at some level right now with Stephanie/Brice and to a degree with your PR committee working group?

## DLBA Vision 2020 Strategic Plan - April 2021 Update

8 B2.2. Identify DLBA's "Next Big Thing" in public realm improvements to continue the positive momentum built by the Loop project

Description

(2021)  
March

- Getting quotes and timelines for improving The Loop structure installation and bringing it into a new and possibly final phase prior to future development on the site.

(2020)  
August

- Developing strategies and timelines for phasing-out of The Loop structure installation.

March

- Continued updated database of Placemaking and Public Space Activation grants  
- Continuing to research case studies in placemaking and public space management and exploring "Virtual Placemaking"

(2019)  
June

- Research for next big Public Realm activation in progress.

9 B2.1. Develop a prioritized list of streets and open spaces to focus public realm efforts on, including landscape, wayfinding, pole banners and lighting

Description

(2021)  
March

- Performed an updated Street Banner audit to identify missing banners and hardware. Updated Salesforce data.  
- 12 Pedestrian Wayfinding Signs were installed at the end of March. This installation completes the first phase of a program that can be expanded throughout downtown to improve pedestrian wayfinding.

January

- Committee Members narrowed down their focus from the original 6 locations to 2 that are in need of short-term and/or long-term activation and improvements. The locations are Marina Green Park and Elm Street Between 1st and 3rd Street. These locations will be the focus for the two working groups for the remainder of the fiscal year.

(2020)  
November

- Committee members chose 6 locations and corridors within downtown to perform a Place Assessment Survey on and discuss potential opportunities for future activation.

March

- Completed audit of existing street pole banners and traffic signal wraps and input data into new Salesforce database

## DLBA Vision 2020 Strategic Plan - April 2021 Update

February

- Completed development of custom Salesforce database to catalog DLBA managed Public Assets
- Continue to maintain

(2019)

March

- City staff ask Operations for cost estimates associated with assisting in identifying, tagging and removing newsracks.

February

- As part of Prop A discussion with city, Operations proposes to take over newsrack process in DTLB

(2018)

November

- Operations engaged PW staff about DLBA assisting with broken/unused newsrack inventory, tagging and removal.

September

- Completed inventory of street furnishings (litter receptacles, news racks, banners, street trees, mutt mitts, wayfinding signage)

August

- Updated newsrack inventory

April

- Installed new street pole banners along Broadway, 3rd St, Long Beach Blvd, 4th St, 7th St, and Alamitos Ave. Refer to D4.2..

(2017)

September

- Completed inventory of street furnishings (litter receptacles, news racks, banners, street trees, mutt mitts, wayfinding signage).

July

- Conducted joint Public Safety/Public Realm Walk Audits in March, May and July 2017. Findings and recommended improvements forwarded to property owners and City.
- 

10 B2.10. Orchestrate lighting and holiday decoration programs

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)

- Coordinated installation of holiday decorations along Pine Avenue, The Promenade, Broadway, and East Village

(2019)

- Coordinated installation of holiday decorations along Pine Avenue, The Promenade, Broadway, and East Village

(2018)

- Coordinated installation of holiday decorations along Pine Avenue, The Promenade, Broadway, and East Village

(2017)

- Coordinated installation of holiday decorations along Pine Avenue, The Promenade, Broadway, and East Village

(2016)

- Coordinated installation of holiday decorations along Pine Avenue, The Promenade, Broadway, and East Village

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### 04 B3. Promote programs and policies that encourage pedestrian activity: 9

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1 B3.9. Work with the City to ease regulations for street performers and mobile food vending in Downtown

Description

(2017)

September

- Tracking busker ordinance study being conducted by City and researching best practices

August

- Attended City led community forum on August 9

---

2 B3.8. Utilize technology to enhance the public realm experience for visitors, residents, and office workers

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

Virtual Placemaking Event  
(2020)  
March

DLBA Grant - Augmented Reality at Harvey Milk Park  
(2019)  
May

- Harvey Milk Equality Park grand opening and re-dedication complete.  
March

- Final demo of Augmented Reality completed, Grand Opening set for May 14th  
(2018)  
April

- Augmented Reality for Harvey Milk Park to debut May 17  
(2016)  
December

- Demonstration completed in Dec 2016

Vamonde App  
(2018)  
August

- Researching the benefits of creating a "channel" on Vamonde, a smart phone app that bill itself as the Netflix of city exploration

---

3 B3.7. Continue to support active transportation throughout and across the city



## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

Pedestrian Wayfinding Sign Program  
(2021)  
March

- The 12 Pedestrian Wayfinding Signs were installed at the end of March and into the first couple of days in April. This installation completes the first phase of a program that improves the walk-ability of downtown and that can be expanded throughout downtown.

Walkability/ Bikeability  
(Refer to B3.4, B3.5)

Safer Streets Initiative  
(2019)  
July

- Attended first organizing meeting regarding an organized bike/ pedestrian coalition to support multi-modal safety in Long Beach, namely with the new bike lanes along Broadway/ 3rd St. Meeting was organized by Propel Bikes and Pedal Movement.

E-Scooters  
(2018)  
August

- Assess the e-scooter program and submit recommendations to City at the conclusion of the pilot period on October 30.

4 B3.6. Advocate for requirements specifying that new development be oriented towards public spaces and the street to provide "eyes on the street"

Description

(FY18/19)

- Ongoing support for the Downtown Plan

5 B3.4. Advocate for improved transit opportunities and multi-modal connections

Description

Multi-modal Advocacy  
(2019)  
November

- Participated in the Mayor's Mobility Summit  
August

- Participated in the Mayor's Urbanist and Transit Round Table discussion

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Bicycle Master Plan  
(2017)  
February

- Submitted letter of support for City Bicycle Master Plan

FY 17/18 Working Group C - Downtown Shuttle  
(2020)  
March

- Completed Market Assessment (Phase 1) of the Feasibility Study. Met with key stakeholders one-on-one to brief on project. Preparing for focus group discussion with key stakeholder

(2019)  
August

- Proposal from consultant approved. Kicked off Downtown Circulator Feasibility Study project with DLBA, LB Transit, and Nelson-Nygaard.
- Participated in Mayor's Urbanist and Transit Round Table discussion

May

- Proposal reviewed, redlined revision received. Need to send to potential partners.

March

- Proposal received for feasibility study

(2018)  
August

- Collaborating with LB Transit on developing stakeholder outreach program to engage potential partners.

April

Working Group B Actions: Develop recommendations for the introduction of commercial district visitor shuttle/connector in DTLB.  
Timeline:

- December – Establish goals and timelines (Complete)
- January – Research; Contact potential partners; Develop survey (In progress)
- February – Research: Release survey; Visit Frontline All-Stars (In progress)
- March – Develop draft recommendations
- May – Coordinate with Long Beach Transit on Feasibility Study

Safer Streets Initiative  
(2019)  
July

- Attended first organizing meeting regarding an organized bike/ pedestrian coalition to support multi-modal safety in Long Beach, namely with the new bike lanes along Broadway/ 3rd St. Meeting was organized by Propel Bikes and Pedal Movement.

---

6 B3.3. Support new sidewalk dining regulations that enhance the pedestrian experience and a streamlined public walkway occupancy permit process that supports business expansion

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
Refer to B1.6

(2020)  
Refer to B1.6

(2019)  
March

- Supporting the Sidewalk Dining permit progress of Michael's Pizza on the Promenade

(2018)  
August

- DLBA and Studio 111 met with Public Works to review proposed standards. Awaiting response to request for clarification.  
May

- May 25 - City of to present its proposed recommendation to update sidewalk dining and parklet regulations to COBA on June 6.

(2017)  
June

- June 9 - DLBA Recommendations concerning sidewalk dining permitting and standards submitted to City. Recommendations developed after conducting business surveys and receiving input from DLBA's Economic Development and Public Realm Committees.

---

7 B3.2. Support efforts to update City regulations affecting the public realm

Description

Victory Park Design Guidelines update to be initiated by the City (Refer to B1.4)

DLBA Recommendations concerning sidewalk dining permitting and standards submitted to City (Refer to B3.3.)

---

8 B3.1. Collaborate with DLBA's Economic Development staff and the City to support a Downtown Parking Management and Development Plan

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

- Review parking meter data and assess existing rates, locations and hours:  
(2020)  
March
- Continuing to collect monthly parking meter revenue and utilization data from the City  
(2019)  
July
- Received draft parking meter revenues for multi-space meters along 3rd/ Broadway from April Walker.  
May
- Due to 3rd/ Broadway Streetscape, meters to be replaced to multi-space meters in May/ June.  
(2018)  
August
- DLBA requested additional data and information related to parking meter usage and expenditures.  
March
- City provided parking meter revenue by corridor.  
(2016)  
October
- DLBA submitted recommendations to City regarding DTLB parking. See attached.
- Provide input on Downtown/ Alamos Beach Parking Study:  
(2018)  
March
- City released survey to Downtown/Alamos Beach stakeholders  
(2017)  
December
- Met with Parking Study consultant

---

9

B3.5. Produce biking and walking guides for Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2019)  
August

- Bike/ Walking Maps continuing to be distributed during special events and with the ambassadors.  
March

- Downtown Fold Up Map completed in March and ready to distribute

(2018)  
December

- Developed Downtown Map as part of wayfinding project  
May

- New Downtown by Bike map and guide to be released in May for Bike Month

### 05 B4. Increase funding for improvements in the public realm: 3

---

#### 1 B4.3. In coordination with the City, continue to explore the use of the DDC in managing and programming public spaces in Downtown

### Description

(2020)  
March

- Loop lease extension renewed at City Council (for up to an additional 2 years)

(2019)

- Continued to develop ongoing programming at the Loop  
- DDC changed entity name to Long Beach Economic Partnership (LBEP)  
- LBEP transferred ownership of Loop lease to DLBA

#### 2 B4.2. Explore public infrastructure financing mechanisms

### Description

(2017)  
Fall

- Began researching Enhanced Infrastructure Financing Districts (EIFD's)

## DLBA Vision 2020 Strategic Plan - April 2021 Update

3 B4.1. Actively pursue grant funding from state and national programs as well as sustainability-oriented non profits

Description

(2021)

January

- Port of Long Beach Tree Planting and Landscape Grant - Application submitted

(2018)

December

- Port of Long Beach Sponsorship - Live after 5 At the Loop: Received \$1,000 grant  
April

- AARP Placemaking Grant: Submitted proposal in April 2018. Not selected in August 2018.

(2017)

February

- ArtPlace America - Shoreline Dr Demo (Lead): Grant application submitted

(2016)

December

- Just Transit - DTLB Ride Share (Lead): Submitted grant application  
- Southwest Airlines - Waite Court (Partner): Submitted grant application  
- Knight Foundation - Populated Parklets: Partner

September

- Knight Foundation - Busker Booth: Partner

### 06 B.5 Promote strategies and programs that address parking opportunities and misconceptions: 5

1 B5.5. Advocate for the incorporation of transit and bicycle friendly amenities and programs in new development projects

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2019)

- Ongoing support for the Downtown Plan

(2018)

- Ongoing support for the Downtown Plan

(2017)

- Ongoing support for the Downtown Plan

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- 2 B5.4. Advocate for a "park-once strategy" that incorporates shared parking arrangements, employee parking programs, demand based parking meter rates, and other programs that utilize Downtown's existing parking supply to the fullest

Description

Refer to B3.1 and B3.4

---

- 3 B5.3. Work with City to implement technologies for guiding drivers to available on-street and City-owned structure parking spaces

Description

(2017)

- City updating parking structures to include capacity counters at entrance for drivers.  
- Began tracking City's DMS project and signage upgrades at 5 DTLB parking structures

---

- 4 B5.2. Advocate for improved parking security and public safety around parking areas using lighting and other public safety tools

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)  
August

- Coordinated with Public Works to repair damaged or out of service fixtures along existing Pine Avenue festoon lighting

(2019)  
January

- Public Safety (Operations) worked with City Prosecutor and LBPD South to develop the No Trespassing Program

(2018)  
Summer

- City transition to LED lighting has improved safety in areas of DTLB

July

- Conducted joint Public Safety/Public Realm Walk Audits in March, May. Findings and recommended improvements forwarded to property owners and City.

(2017)  
July

- Conducted joint Public Safety/Public Realm Walk Audit

---

5 B5.1. Work with City to implement a comprehensive wayfinding system that helps drivers find parking

Description

(2016)  
June

- Initiated partnership with the City on comprehensive wayfinding update (Refer to B1.7)

## C. Public Safety : 20

01 C1. Research and advocate for cutting edge solutions to social services, homelessness and aggressive street behavior: 5

---

1 C1.3. Play a leadership role in developing strategies to address unwanted nightlife behavior



## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
March

- The Pine Patrol Ambassador (PP) was brought back in March of 2021 as a deterrent to reports of unwanted street behavior on Pine Avenue and the Promenade. The PP Ambassador is tasked with preventing negative interactions between individuals and diners at outdoor patios and street dining.

February

- At February Public Safety Committee, hosted Promenade stakeholders and Health and Safety partners in a discussion of the challenges, impacts and opportunities in addressing homeless encampments along the pedestrian corridor. Action items included encouraging property owners/management to file Private Persons Arrest forms in response to illegal activities, assignment of a Pine/Promenade Ambassador route, confirmation of police surveillance cameras on Promenade, an inquiry into increasing lighting, connecting with The Streets security team and meeting with City Attorney/City Prosecutor reps which revealed the potential for the Streets sidewalks/streets being considered private property enabling security to request individuals to leave.

(2020)  
August to November

- As part of DLBA's effort to support the Open Streets Initiative, an additional two Ambassador routes, named the Pine Patrol was initiated to address camping and quality of life issues on patios, parklets and on-street patios

July - ongoing

- DLBA recruits businesses/property owners to the No Trespassing Program using its business newsletter and direct contact with businesses. In 2018, DLBA worked with the City Prosecutor and LBPD to create a No Trespassing registration program for businesses experiencing vandalism and overnight camping outside of business hours in their patios, parklets and private property. DLBA is encouraging businesses and property owners to sign up for the Program, which gives the Long Beach Police Department (LBPD) the authority to engage a trespasser and/or make a trespassing arrest when a business owner or property owner is not present.

March

- DLBA launches Empower People social media, A-Frame and collateral campaign designed to support local homeless service providers while discouraging panhandling. Rite Aid, The Ordinarie and Walgreens agree to host an A-frame sign.

(2019)  
August

- DLBA Public Safety scrubs prior designs and revisits design ideas for signage with new graphic designer.

March

- DLBA Public Safety working with graphic designer to create signage for use at area businesses.

January

- DLBA staff reviews suggested concepts.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

(2018)  
September

- DLBA researches concepts for signage encouraging customers to contribute to community partners assisting those experiencing homelessness.

August

- Communicated and scheduled meetings with the owner of 7-Eleven and owner of 152 Pine Avenue building to discuss quality of life issues impacting Pine and Broadway. 7-Eleven owner committed to action items designed to discourage loitering (music and signage) and encourage customer support for community partners assisting individuals experiencing homelessness or mental illness.

2

3 C1.1. Continues to work with the City and social service providers to ensure that individuals in need of services receive help

### Description

(2021)  
February/March

- Coordinated the distribution of over 500 socks donated by Rotary International to Christian Outreach in Action, the Long Beach Rescue Mission, St. Luke's and the City's Multi-Service Center and several hundred pounds of pancake mix to Christian Outreach in Action and the Long Beach Rescue Mission.

March

- Alleybusters returned to the Courts and Ways in Long after a hiatus due to COVID. All persons will follow proper COVID protocol regarding safety equipment and written policies.

(2020)  
Ongoing

- Continue to take a leadership role in the Continuum of Care as Board member and current co-chair. Attends general and board meetings as a Board member of the Long Beach Homeless Coalition.

December 2020

- Participated in the Homeless Count ad hoc planning committee. The committee recommended to DHHS to not initiate a count of unsheltered persons in 2021 due to the global pandemic.

March 2020 - March 2021

Feb - July

- DLBA Public Safety Committee working group developed a bath towel and personal hygiene donation campaign to support the Long Beach Rescue Mission, Multi-Service Center and St. Lukes. These organizations have confirmed the ongoing need for these items. Donation campaign expected in FY20/21.

Jan 2020 - December 2020

## DLBA Vision 2020 Strategic Plan - April 2021 Update

- DLBA Community Outreach Manager takes part in the Continuum of Care Governance Committee and works with fellow members and DHHS staff to revise the bylaws to clearly define the role of the CoC Board and other CoC entities.

Jan - Ongoing

- Community Outreach Manager is asked to sit on HSAC ad-hoc committee formed to update the policies and procedures for organizations requesting money from the Mayor's Fund for Homelessness. The completed document was sent to the city for review and implementation, which will help homeless service providers obtain much needed funds.

Ongoing

- Co-chair of the Long Beach Continuum of Care.

- Former President and current board member of the Long Beach Homeless Coalition

(2019)  
July

- Community Outreach Manager participating in planning around MHA's Under the Toque Gala

June

- DLBA met with MHA to discuss additional opportunities to partner on job training and employment of their members with Clean and Safe Team.

(2018)  
December

- Everyone Home Task Force completes its recommendations, which include a commitment to a rigorous outreach plan. Funding and timeline for implementation remain.  
July

- Community Outreach Manager has worked with City staff (DHHS) to develop public education outreach plan and proposed budget.

(2017)  
October

- Community Outreach Manager serves on Continuum of Care board as BID representative; serves as president Long Beach Area Coalition for the Homeless

### Comments (2)

Broc Coward (2020-04-20 06:46 AM)  
<https://app.asana.com/0/1146667071937470/list> - Be sure to add your membership in these organizations above using the same format/language. Thanks.

Steve BeCotte (2020-04-01 07:45 PM)  
2020 Board Member Long Beach Homeless Coalition

2020 Board Member, Long Beach Continuum of Care

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### 4 C1.4. Establish a protocol for tracking the scope and impact of DLBA public safety and social services programs

#### Description

(2021)

May

- Plans to re-launch the Public Safety Online Survey

October 2020 to September 2021

- The DLBA Public Safety Committee chose to create a Mystery Shopper program for stakeholders to evaluate the work of the Ambassadors, Clean Team and Pressure Washers. Estimated rollout is June 2021

(2020)

March

- Launched the 4th Annual Public Safety Perception Survey.  
- NOTE: Suspended the survey given COVID-19 activities and focus

(2019)

June - August

- Public Safety conducts and releases results of DLBA's 3rd annual online Public Safety Perception Survey.

February

- Public Safety pens a story on DLBA Homeless Outreach Specialist for Downtown Scene newsletter and pushes on social media.

January

- Public Safety relaying more "success" stories of assisting individuals experiencing homelessness to social media. Stories meeting with audience approval.  
- Public Safety works with Safety Ambassadors and Homeless Outreach Specialist to provide greater detail in Smart system profiles of those experiencing homelessness.

(2018)

October

- Developed an online public safety survey with Research and Policy that can be distributed annually to measure public perception of Clean, Safe and Homeless Outreach efforts.

August

- Included Homeless Outreach Specialist and Clean Team activities in the BBB Smart System tracking efforts for more robust and accurate reporting to the public

January

- Switched from Eponic to BBB Smart System tracking of ambassador (and hopefully clean team) efforts for more robust and accurate reporting to the public

## DLBA Vision 2020 Strategic Plan - April 2021 Update

- 5 C1.2. Perform an evaluation of and report on national best practices for Business Improvement Districts and community partners addressing homeless, mentally ill and street populations while managing illegal activities, and work with social service agencies and groups to apply relevant best practices to Downtown Long Beach

Description

Develop a report of findings (PS Committee)

(2020)  
August

- DLBA revisiting the subject of best practices found in business improvement districts throughout the nation in dealing with persons experiencing homelessness.

(2018)  
November

- Public Safety staff met with DHHS staff to discuss more meaningful info being included in daily "Incident Reports" as a means of better monitoring the health and well-being of individuals experiencing homelessness.

October

- Findings being organized into a report of recommendations for Public Safety staff to consider.

### 02 C2. Work with the City and local agencies to coordinate public safety efforts: 9

- 1 C2.2. Advocate for LBPd to enforce existing regulations governing illegal behavior affecting the quality of life in Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
March

- DLBA COO Broc Coward and Steve Be Cotte met with City Attorney Sarah Green and City Prosecutor to discuss community concerns surrounding quality of life issues and illegal activities in the public space. The meeting was helpful in defining the rule of law for private streets and current enforcement of QOL crimes in Downtown.

(2020)  
August

- Public Safety requests LBPD support efforts to re-open businesses on Pine Ave through the Open Streets initiative. To date, four officers on OT and two bike patrol units have been assigned to the core.

- Provided LBPD with pictures and descriptions of chronic nuisance behavior requiring a coordinated approach with LBPD, DHHS, Public Works and DLBA.

March

- Public Safety requested information related to enforcement of the "No Loitering" signs on The Promenade from Sgt. Matusak. "Code on signs is seldom enforced." It appears the signs are mostly a bluff.

(2019)  
June

- Public Safety requests health inspections of street vendors with DHHS and LBPD after receiving feedback from restaurants on Pine Ave of unsafe conditions and practices. As many as 4 street vendors are removed over a two week period due to conditions.

Collapse Description...

(2018)  
June

- Public Safety provided sections of the city code to LBPD South Division to encourage more assertive enforcement of "camping" in the public right of way. LBPD South Division recognizes that personal items and "shelters" constitute camping rather than a lengthy list of items being present, normally associated with a portion of City Code saved for more traditional camping at the beach and in parks.

April

- Public Safety requested clarification on the definition and enforcement of "overnight camping" from LBPD South Division in collaboration with the City Prosecutor and City Attorney.

(2017)  
November

- Public Safety details locations of encampments and individuals posing a "grave danger" to the public and/or themselves at monthly Commander meetings.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Comments (1)

Kelsey Mader (2021-03-23 01:34 PM)  
<https://app.asana.com/0/1146667071937470/list> what is this for? it looks like it may be in the wrong place?

### 2 C2.8. Support safety and security measures on the Blue Line, including ensuring that all passengers pay their fares

Description

(2021)  
March

- DLBA informed by South Division that recent lawsuits involving Metro have restricted fare evasion citations by LBPD Metro team, limiting their activity to ensuring public safety on A-Line platforms only or supporting Metro admins looking to cite for fare evasion. DLBA will approach Metro contacts and Mayor Garcia (former Metro Board Member) about this issue and the current protocol of forcing all riders off the last A-Line train of the night at First Street platform.

(2017)

July

- LBPD takes over contract to patrol the Blue Line resulting in a dramatic decrease in crime. From LBPD Press Release: In the last year, through ongoing outreach and enforcement efforts, the LBPD has reduced Part 1 crime by 50% and Part 2 crime by 80% within the eight station platforms and trains that fall under the City's jurisdiction. The presence of officers in and around the platforms has reduced assaults against train operators by 30%, and achieved an average Priority 1 response time of 2.38 minutes. These significant decreases are a direct result of the partnership between the Los Angeles County Metropolitan Transportation Authority (Metro) and the dedication of LBPD personnel.

### 3 C2.3. Collaborate with the Community Prosecutor Program in protection of public and private property

Description

(2021)  
March

- DLBA COO Broc Coward and Steve Be Cotte met with City Attorney Sarah Green and City Prosecutor to discuss community concerns surrounding quality of life issues and illegal activities in the public space. The meeting was helpful in defining the rule of law for private streets and current enforcement of QOL crimes in Downtown.  
February

- City Prosecutor Dean Vescera announced the creation of a special email, [DLBimpact@cityprosecutordoughaubert.com] (mailto:DLBimpact@cityprosecutordoughaubert.com) for downtown that he will personally read, investigate and coordinate resources for action.

Ongoing

- City Prosecutor Dean Vescera regularly attends the DLBA's Public Committee and continues to be a resource for the DLBA concerning the city's role in prosecuting quality of life and street crimes.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

(2020)  
August

- Requested assistance with chronic nuisance locations on 4th/Frontenac and 7-Eleven from the Deputy City Attorney, Dean Viscera, as part of the Downtown Neighborhood Prosecutor Program

January

- Downtown Community Prosecutor, Dean Viscera, regularly attends the Public Safety Committee and was invited to make a presentation.

(2019)  
August

- DLBA renews its partnership and support of the Neighborhood Prosecutor Impact Program for 2019/20 with \$18,000 commitment.

April

- Over 125 businesses in Downtown have been added to the No Trespassing Program list for LBPD South Division and City Prosecutor to protect and monitor.

February

- DLBA was notified by City Prosecutor Doug Haubert that its Public Safety team (Operations/Safe Team/Public Safety Committee) were being recognized with the IMPACT Award for our efforts to improve Downtown and Long Beach.

January

- Operations is working with the City Prosecutor and LBPD South Division to enroll property/business owners in a pilot program (No Trespassing Program) enabling LBPD to serve as the property owner's agent when engaging trespassers. Thus far, more than 75 businesses/property owners have enrolled.

August

- Operations and Neighborhood Prosecutor Vescera discussed quality of life issues outside of 7-Eleven. Vescera will monitor cases coming across his desk to determine if stay away orders may be imposed.

July

- Neighborhood Prosecutor Vescera informed the Public Safety Committee that the City Prosecutor's office has restructured protocol of administrating cases so that all those involving downtown are routed to Vescera. As a result, Vescera is able to track repeat offenders more closely and as a result, has successfully submitted 87 Stay Away Orders in DTLB.

January

- City Prosecutor Doug Haubert attended Public Safety Committee to introduce new Neighborhood Prosecutor, Dean Vescera.

(2017)  
December

- Developed a Letter of Agent template with City Prosecutor and LBPD for use with property owners willing to name DLBA as a representative in cases when there's loitering on their property during after-hours.



## DLBA Vision 2020 Strategic Plan - April 2021 Update

### 4 C2.1. Maintain a strong partnership with the Long Beach Police Department (LBPDP)

#### Description

(2021)  
March

- Attended a public safety agency meeting with Walgreens management to discuss homelessness and vandalism occurring around 600 LB Blvd property.

January

- The DLBA welcomed Gerardo Prieto in his new role as South Division Commander. Commander Prieto began his career with the Long Beach Police Department as an officer in 1994 and was promoted to Sergeant in 2007 and to Lieutenant in 2018.

-

(2020)  
June

- Hosted LBPDP staff responsible for enforcing ABC and Entertainment District ordinances to speak at the Public Safety Committee.

February

- DLBA Public Safety staff was asked to attend a meeting requested by Walgreens (LB Blvd) ownership with PD to discuss nuisance issues. DLBA staff discussed multiple ways we are and could be of service to the property and business.

- LBPDP asked DLBA for assistance in collecting business contact info in the Downtown core, which was provided.

(2019)  
August

- DLBA shared the results of its online Public Safety Perception Survey with LBPDP South Division.

June

- Over 125 businesses committed to No Trespassing Program. Public Safety working with LBPDP South Division and Public Safety Committee to address e-scooters on sidewalks.

March

- Over 100 downtown businesses committed to No Trespassing Program. More than 10 RVs in the Broadway block parking lots disappeared after DLBA Public Safety staff shared the program with owners and signs were posted.

February

- Public Safety invites LBPDP Commander to address Board of Directors at bi-monthly meeting.

January

## DLBA Vision 2020 Strategic Plan - April 2021 Update

- Operations is working with the City Prosecutor and LBPD South Division to enroll property/business owners in a pilot program (No Trespassing Program) enabling LBPD to serve as the property owner's agent when engaging trespassers. Thus far, more than 75 businesses/property owners have enrolled.

(2018)  
July

- LBPD South Division Commander (Lewis) informed DLBA that "Letters of Agent" can now be filled out between the owner and LBPD (instead of a private citizen or DLBA). This streamlines the process and removes DLBA from any potential liability.

January

- LBPD South Division staff and DHHS staff speak with Downtown Safety Alliance members about homeless services and laws. Received feedback from hotels about the increased presence of homeless inside their hotel.

- DLBA's Safe Team hears LBPD South Division Commander talk about his division operations and city structure.

October

- LBPD South Division attends every Public Safety Committee and Downtown Safety Alliance meeting hosted by DLBA and its Commander meets with DLBA Operations staff on a monthly basis.

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5

C2.9. Support efforts to increase safety in parking lots, structures and garages

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)

October 2020 - Ongoing

- Clean and Safe Manager coordinates with Allied Universal security in an attempt to proactively address Quality of Life issues at City Place/The Streets and inside Harvey Milk Park.

(2020)

June - Ongoing

- Clean and Safe Manager coordinates with Platt Security supervisor around issues at the Streets and Harvey Milk Park.

February

- Public Safety staff and Clean and Safe Program Manager emphasize coordination with Platt Security - private security in The Streets parking structure.

(2019)

October

- Public Safety staff coordinates enforcement of encampments in City lots off of Long Beach Blvd.

August

- Public Safety renewing interest in placing info signs for DLBA's Friendly Safety Escort service in parking structures/lots.

April

- Public Safety staff work with private property developer, Onni, to discourage RV overnight camping at s/e corner of LB Blvd and 3rd St.

January

- Implementation of the No Trespassing Program has contributed to a reduction in vandalism and loitering on private properties in Downtown.

6 C2.7. Identify safety concerns in public spaces in Downtown and with the City, property owners and Public Realm to address situations that would warrant CPTED review

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)  
August

- Public Safety Committee is almost finished with more than 15 walk audit routes in Downtown focused on lighting. Non-operational lighting is reported through GoLongBeach while lighting recommendations will be submitted to Public Works, Placemaking Manager and Council Districts 1 & 2.

March

- Public Safety Committee schedules walk audits to identify non-operational lights and areas where additional lighting is needed. Due to COVID 19, walk audits groups will be broken up into single person walk audit routes to complete goal as time and government edicts allow.

(2019)  
October

- Public Safety Committee selects lighting in Downtown as a goal

July

- Public Safety Perception Survey reveals shifting priorities among stakeholders resulting in lighting being placed in the top 3 issues of concern and perhaps an opportunity for the Public Safety Committee to revisit DTLB audits.

January

- Public Safety Committee working groups considered and ultimately rejected a second walk audit focused on lighting and alleys. A Dog Walking Community Watch was also proposed but rejected. DLBA staff plans to develop idea in 2019.

(2018)  
January

- Met with Art Cox (Public Works) in January (2018) to go over the master Downtown Walk Audit list and determine timelines for evaluation and completion of concerns.

7 C2.6. Advocate for the incorporation of Crime Prevention through Environmental Design (CPTED) principles such as natural surveillance, territorial enforcement, lighting and maintenance

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
March

- DLBA COO Broc Coward requested the City of Long Beach increase the luminosity of the lights on the Promenade to discourage camping and illegal activity

(2020)  
March

- Sharing info about DLBA Covid-19 Resource page with Downtown Safety Alliance (large property security and operations teams)

(2019)  
January

- Introduced CPTED concept to Downtown hotels at the January (2018) Downtown Safety Alliance meeting and created a Best Practices Working Group (Pam Ryan, lead) among alliance members based on the CPTED concepts.

(2018)  
March

- Working group met and will share their discussion with the larger group.

---

8 C2.5. Expand the use of a new information kiosk staffed by Downtown Safety Ambassadors to increase visibility while offering directions and services to pedestrians

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
March

- As COVID restrictions are being lifted, DLBA is researching ways to make the kiosk information 'virtual' while still maintaining the presence of a uniformed Ambassador to assist with questions.

(2020)  
August

- With the closure of Pine Ave between 1st and 3rd, Public Safety is considering use of the kiosk along with a Safety Ambassador to promote the Dine and Shop DTLB campaigns.

Summer

- Info Kiosk suspended initially with budget reductions and cancellation of special events.

(2019)  
Summer

- Info kiosk is used to assist with DLBA Board elections by distributing collateral and offering an iPad for those who wish to vote online.  
- Info kiosk and Safety Ambassador are used by Metro to pass out collateral at the Downtown LB station..

(2018)  
Summer

- Info kiosk is used to assist with DLBA Board elections by distributing collateral and offering an iPad for those who wish to vote online.  
- Info kiosk and Safety Ambassador are used by Metro to pass out collateral at the Downtown LB station..

(2017)  
March

- Began scheduling the info kiosk in several high-traffic pedestrian corridors 3-4 days per week during the spring and summer months to increase visibility and offer services.

9 C2.4. Support broadening the video camera surveillance program in Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
March

- DLBA COO reached out to City Staff and asked them to provide nearby camera locations and camera angles to determine if any installed units covered space where ongoing suspected drug activity is occurring.

(2019)  
May

- Requested update on the project. CLB Technology and Innovation Deputy Director Cason Lee indicated the following: DTLB camera project was completed.

April

- DLBA asks Jason Campbell (Bureau Chief, Admin Bureau) for update on surveillance camera restoration/installation and receives the following: "The DLBA camera project is moving ahead in earnest with all hands-on deck. As previously envisioned, it is a complete redesign comprised of many individual upgrades. The modernization is not solely a 1:1 retrofit, but also an effort to improve the functionality and utility of the system. For example, where many intersections previously only had 2 or 4 views, they are being upgraded to include 5 views. At this time, we are estimating completion of the DLBA camera system by late-May to early-June. As we approach the estimated completion date, we will be in a better position to offer a complete outline of the camera modernization progress/outcome."

May

- Track city's efforts with regular check-ins for status.

(2018)  
April

- Received an update from Jason Campbell: 53 of 86 cameras are functioning in Downtown. During the past year, the Technology and Innovation (T&I) Department has been leading an effort to modernize and consolidate the City's Network Camera systems. This effort is near the end of the first year of its two-year camera modernization plan. The first year of the modernization plan has been focused to address the backend camera infrastructure technologies, including the network systems, fiber optics, servers, data bases. As we draw near to FY19 the focus will shift and will bring needed attention to addressing existing malfunctioning hardware. Downtown has been slated as a priority project for both T&I and PD during FY19. Accordingly, 48 cameras have been identified and slated for a complete redesign during this time period.

March

- Received email from Jason S. Campbell, Bureau Chief, Administration Bureau Long Beach Police Department that information will be provided by March 28.

February

- Requested the following info from City's Technology and Innovation Department (Cason Lee, Infrastructure Services Bureau Manager) overseeing cameras (2/12/18)  
- Total number of cameras in Downtown?  
- Total number of functioning cameras?  
- Plans and timelines for repair/replacement of malfunctioning cameras?  
- Funding source – committed or not?  
- Office or bureau responsible for review of camera footage?  
- Specs for a business installing a camera system and wishing to link up to LBPD?

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### 03 C3. Increase and publicize community engagement around public safety and quality of life issues in Downtown Long Beach: 3

#### 1 C3.2. Work with owners of nighttime establishments to better manage patron behavior outside of clubs, bars and restaurants

##### Description

(2021)  
March

- Ambassadors resumed taking pictures of outdoor dining that does not adhere to current health orders.

(2020)

- Ambassadors began taking video of outdoor dining on Pine Avenue and the Promenade and reviewed the footage for issues such as overcrowding, loud music over the legal limit and drinking in public.

August

- Public Safety staff renewing effort to organize restaurants, bars and property owners/management companies around a communications app (Slack).

(2018)  
July

- Introduced bars and restaurants to Group Me app, a means of communicating about troublesome patrons.

(2017)  
June

- Received lackluster response to staff demonstrations and requests for bar and restaurant security/management staff to sign up at the last DDED meeting (June, 2017)  
- DLBA brought over 30 Restaurants and Bars together for meetings with LBPD South/Vice, Business Licensing and DLBA Operations

(2016)  
June

- DLBA brought over 25 Restaurants and Bars together for meetings with LBPD South/Vice, Business Licensing and DLBA Operations

#### 2 C3.3. Work with small merchants and commercial property owners to increase collective security



## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
Ongoing

- Continue the promotion of the No Trespassing Program, and initiated contact with DHHS, LBPD and council offices on hot spot areas where the impacts of persons living on the streets negatively affected the quality of life for businesses and residents

(2020)  
October 2019 - March 2020

- Public Safety staff participating in Homeless Ally program designed to educate businesses on homelessness and mental health awareness, and how they can be part of the solution.

(2019)  
February

- Promotion of the No Trespassing Program, continued contact with DHHS re: health and safety concerns of DTLB's Top 5 individuals experiencing homelessness and connections made during Downtown Safety Alliance meetings have resulted in reduced safety issues downtown.

(2018)  
February

- Safety Ambassador promotion of DLBA Friendly Escort service has resulted in increased requests for escorts during early evening hours by retail and commercial businesses.

(2017)  
October

- Created a DLBA Clean/Safe/Homeless Outreach contact info brochure, which is shared by ambassadors, porters and outreach during conversations with merchants and owners.

3 C3.1. Educate residents, business owners, employees and visitors about what is being done in Long Beach to improve safety, and how they can help

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)

October 2020- Ongoing

- DLBA's Public Safety Committee initiated a project with the goal of increasing the operability, and usage of the Go Long Beach app. The Go Long Beach app is a city-designed tool for residents and businesses to report issues through the app as opposed to reaching out to city staff.

(2020)

Spring - Ongoing

- Public Safety launches Empower People campaign at four businesses in Downtown (Rite Aid, 7-Eleven, The Ordinarie, The Hubb) to remind pedestrians to make the most of their donations to end homelessness. Marketing included social media and newsletter, as well as outreach to specific businesses with chronic panhandling.

(2019)

August - December

- Re-launched homeless resource card and Empower People collateral. Social media campaign highlights employees of the quarter, no scooters on the sidewalk and Go Long Beach app.

August

- Public Safety and Economic Development developing a business workshop to educate stakeholders on the issue of homelessness, methods of support as well as procedures for identifying unsafe situation and reporting illegal activity.

July

- Social media campaign completed and expected to be implemented again in support of topics raised in the Public Safety Perception Survey 2019 and Public Safety Committee Working Groups, including: Safety Escorts, GoLongBeach, e-scooters on sidewalks, lighting needing replacement, addressing illegal behavior in public.  
- Public Safety Committee working group developing a Volunteer Docent program for events and other instances when outreach and education about DTLB would be beneficial.

January

- Public Safety rolled out a social media and collateral campaign aimed at informing stakeholders and visitors about DLBA's efforts to improve safety and well-being in DTLB, based on the annual Public Safety Online Survey results from 2018. Topics include: Homeless Outreach, jump starting cars, Safety Escorts and other elements of Clean and Safe.

### 04 C4. Improve the quality of life and public safety of Downtown by maintaining the public space in a clean an orderly manner: 3

- 1 C4.3. Further increase security and community pride by keeping the Downtown streetscape free of litter, stickers and graffiti

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)

- Since the beginning of the Pandemic Shutdown, the DLBA has seen a massive 30% increase in the amount of trash and debris picked up from the previous year. Several reasons for this are persons working from home and disposing of trash that would normally be discarded in the workplace, increase of bulk food containers, delivery boxes that are empty but take up space and residents and businesses using public trash cans for waste disposal.

(2020)

October

- Public Safety Committee chooses GoLongBeach promotion to residents and businesses to assist in keeping downtown clean and promote community pride and buy-in. Ongoing

- DLBA Clean and Safe remove more than 200 stickers and graffiti from public infrastructure each week.

(2019)

July

- Public Safety explored opportunities to work with POW!WOW! and building owners to protect murals with a form of anti-graffiti solvent from Urban Restoration. UPDATE: Costs to protect murals shouldered by the property owner make the program infeasible at this time.

April

- DLBA Clean and Safe remove more than 200 stickers and graffiti from public infrastructure each week. DLBA Public Safety working with City Attorney's office to determine whether "stickers" need to be added to existing LBMC section 21.44.090, which governs signs in the public right of way and has been used as the basis for progressive fines against the companies/candidates whose names are on the signs. Perhaps the same can be extended to stickers.

- City Attorney's office (Amy Webber) responded to DLBA's request with the following: "We have done a little checking on this and stickers present different issues than signs in the public right of way, so I don't think the administrative citation process would work here. They are treated like graffiti and handled by the City Prosecutor under PC section 594."

-

March

- Anti-sticker message is part of Public Safety's social media roll out.

February

- Provided CVB with language from city code.

January

- Social Media message concerning stickers has been developed. Next steps involving making a short video to support the message.

(2018)

November

- BC met with Convention and Visitors Bureau about certain conventions introducing more stickers to the Downtown. Requested CVB communicate concern with those conventions. CVB requested language in city code to reference when engaging the conventions.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

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2 C4.2. Partner with the City and property owners to plant and maintain tree wells medians

Description

(2020)  
February

- Placemaking working with National Arbor Society to schedule tree planting around Arbor Day with the organization supplying trees, volunteers and funding. DLBA to coordinate.  
NOTE: Tree planting cancelled with COVID-19 regulations.

(2019)  
July

- Placemaking tentatively scheduling tree plantings in the fall/winter of 2019.

February

- Public Realm set aside funding but manager left position. New manager begins in March 2019, so there will be an opportunity to discuss plantings before Summer 2019. Tree planting is also on the capital projects list of the Development Plan with BBB and DLBA.

(2018)  
November

- Operations worked with Public Realm to plant trees in multiple DTLB locations.

(2017)

- Worked with Public Works to identify and remove tree stumps in DTLB to prepare for future tree planting.  
- Developed a letter from DLBA to property owners/businesses where there are empty or unkempt tree wells to encourage partnership with DLBA

---

3 C4.1. Identify and advocate for the elimination of trip-and-fall hazards in public spaces

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020)  
September

- Anticipated completion of 15 walk audit routes focused on improving lighting in Downtown through reporting of non-operational lighting and places where lighting is needed. Results of walk audits will be turned over to Public Works and Council Districts 1 & 2.

January

- Public Works completes installation of tree grates on Pine Avenue.

(2019)  
October

- Public Safety Committee working group takes up the lack of lighting in the public space or locations requiring replacement as a means of addressing trip-and-fall hazards and safety.

August

- Advocate for a 2019/20 Public Safety Committee working group to take up the lack of lighting in the public space or locations requiring replacement as a means of addressing trip-and-fall hazards.

March

- Plans will be developed for Public Realm and Public Safety committees to perform an audit of DTLB in the Winter, 2019.  
- Reports of failing city infrastructure has been enabled on the C&S Smart System, automatically sending email to the Placemaking Manager.

(2018)  
January

- Met with Art Cox (Public Works) in January (2018) to go over the master Downtown Walk Audit trip-and-fall list and determine timelines for evaluation and completion of concerns.  
- Shared trip-and-fall list with CD 1 & 2.

(2017)

- Public Safety Committee performed walk audits of DTLB to identify trip-and-fall hazards in the public right of way, prioritize the hazards in a single spreadsheet and inform the Department of Public Works and Council Districts 1&2.

## D. Marketing and Communications: 18

### 01 D1. Publicize Long Beach's appeal and promote local events and businesses: 4

- 1 D1.2. Develop and distribute a map of the neighborhoods in Downtown and local points of interest including restaurants, shopping, art, architecture and event spaces in collaboration with Public Realm's wayfinding efforts

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
February

- The Black-Owned Businesses map was created to promote the Black business community in Downtown Long Beach. Businesses are organized by sector and it is styled in a similar format as the Dine Out DTLB map.

(2020)  
July

- The Dine Out DTLB online map was launched to show residents and visitors which restaurants in Downtown are open and what services they are currently providing. The map is mobile friendly and is being distributed/advertised through paid digital advertising, signage in Downtown, the Downtown Scene Newsletter, and social media.

April

- Signal wraps, kiosk and other Downtown signage were updated to reflect DLBA's COVID-19 assistance efforts, such as the gift card giveaway and online resource page, and to promote best health and safety practices.

January

- The Marketing and Communications team updated signal wraps, kiosks, the box at The Loop and the transit kiosk with new dates promoting the upcoming year of DTLB events.

(2019)  
October

- The Marketing and Communications team updated signal wraps, kiosks, the box at The Loop and the transit kiosk with new dates promoting the last DTLB events of the year.

May

- Stakeholder feedback campaign placed on hold due to the City suspending installation of decals on the basis of design guidelines.

April

- Providing communications support for Public Realm's Explore DTLB Sidewalk Decal program by promoting the pilot program on our digital channels as well as providing information to the DLBA website. From April 2019 - October 2019 there will be a digital campaign to gain feedback from businesses and the public. We are producing a Newsletter story for April 2019 to inform our readers of the pilot program.

March

- Worked with a designer to create 8 new traffic signal wraps to bring awareness to DTLB summer events  
- Completed Downtown Map for pedestrians and bicyclists

(2018)  
October

- Working in conjunction with Broc and consult with Sean. The project may be transitioning to a new design team per discussion with Broc.  
- Designed 8 new traffic signal wraps for fall/winter 2018-2019 events

## DLBA Vision 2020 Strategic Plan - April 2021 Update

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### 2 D1.3. Develop a more interactive website presence

#### Description

(2021)  
March

- DLBA has completed Phase 1 of its website update. Phase 1 included a complete reorganization of the site including the renaming of key tabs and pages.

(2020)  
October

- DLBA added buttons to all newsletter articles, press releases, and events that allow users to share the content directly to their social media feeds.

August

- DLBA created a new interactive shopping directory that allows users to search and peruse Downtown retailers.

July

- DLBA launched Dine Out DTLB, an interactive online map that allows users to search and scroll through restaurants open for outdoor dining, takeout, and delivery. Each entry contains photos, hours of operations, and details about current services.

June

- DLBA created a business resource page to:  
- Connect business owners to our DLBA Storefront Recovery Grant Program  
- Share active GoFundMe's with community members  
- Connect business owners with volunteer needs to local volunteers

May

- DLBA launched a Virtual Taste of Downtown webpage for community members to be able to learn about the event and watch content from past events.

March-Present

- The COVID-19 resource web page was developed and launched to provide Downtown stakeholders with up to date information related to the pandemic and Stay at Home Order. It provides informational, economic assistance, and technical assistance resources organized by Downtown stakeholder group (i.e. Businesses, Residents, Seniors, etc.). This page is frequently updated.  
- The Open for Business page was launched to serve as an interactive directory of Downtown businesses and ways consumers could support them (i.e. order take-out, purchase gift cards, sign-up for virtual services, etc.).

(2019)  
March-April

- Connected interactive map to Salesforce/CRM with updated additional information on listed businesses

## DLBA Vision 2020 Strategic Plan - April 2021 Update

January

- Moved registration forms for Economic Development workshops/events to the DLBA website rather than other websites/google forms to gain that additional web traffic rather than push to 3rd party sites. Includes: Winter Workshop 2019, Google Workshop 2019, 1 Million Cups RSVP 2019, Education Series 2019

(2018)  
October

- Launched an interactive map that includes DTLB businesses and public assets such as mutt mitts, bike share stations, bust stops  
- Launched new DLBA website  
- Continuously updating SEO tags for any new web pages to increase traffic to DLBA website as well as efficiently direct traffic to appropriate pages.  
- Working on moving the squarespace web pages onto the DLBA website.

August

- Introduced beta weblink for the new website set for a soft launch 9/4/18 and an official launch on 9/6/18  
- Entered contract with Commune to refresh the DLBA website to better engage and establish a more cohesive navigational flow for various site visitors.  
- DLBA team has reviewed wireframes to date. Sitemap under final review with Commune's comments. Next steps is the design phase. Launch target is August for going live.

3 D1.1. Encourage broader exploration of Downtown by tourists and conventioners by developing or supporting the development of materials articulating Downtown Long Beach's value and amenities

Description

(2021)  
February

- The Black-Owned Businesses map was created to promote the Black business community in Downtown Long Beach. Businesses are organized by sector and it is styled in a similar format as the Dine Out DTLB map.

(2020)  
August

- The Shop DTLB online interactive directory was created to allow residents and visitors to peruse or search Downtown shopping offerings by retail type and to view current services, websites, and hours of operation.

July

- The Dine Out DTLB online interactive map was created and launched. The map illustrates where residents and visitors can dine outdoors or order delivery/takeout from Downtown businesses. The map includes images, business services, and links to menus and websites.

February

- The Marketing and Communications Committee finalized the topics for the video segments to be created promoting various aspects of Downtown.

(2019)  
December

- DLBA Marketing and Communications finalized a letter on behalf of Public Realm to DTLB stakeholders regarding the future installation of pedestrian wayfinding signs that encourage movement throughout Downtown.



## DLBA Vision 2020 Strategic Plan - April 2021 Update

### November

- Marketing and Communications designed "Explore DTLB" tote bags to be handed out to passersby at the Democratic Convention taking place at the Convention Center.

### October

- The new DLBA Marketing and Communications Committee chose to create videos to encourage broader exploration of Downtown as one of their committee goals.

### July

- DLBA Marketing and Communications worked with the DLBA Public Realm department to promote and distribute a survey to Downtown stakeholders located near the various sidewalk decal locations to gauge the impact of the decals and public sentiment.

### May

- We began distribution of the Bike Maps including handing them out at DLBA kiosks around Downtown.
- DLBA worked with the Public Realm Department to inform the public of the new sidewalk decals encouraging exploration of the various Downtown neighborhoods.

### April

- Staff reconfigured the DLBA Interactive Map webpage to connect to the new Salesforce CRM and allow for automatic updates of new businesses update to be complete by April 2019.
- Provided recommendation on media inventory and co-op potential. Kraig determined that we will not continue in the Clear Channel program. Our contract will then automatically cancel in April 2018.
- Bike Map project with Public Realm; map completed May 7: distribution plans include letter to bike shops/bike rentals and hotels with bike maps, as well as requesting CVB to link to digital map and supply at CVB kiosks
- Worked with Public Realm on Sidewalk Decal program to encourage exploration from one DT neighborhood to others. Call for Artists concluded. Entering review stage of submissions.
- Realigned website layout to better position exploring Downtown content. Name may change, but presently this content will reside under a home page tab called VISIT.
- Additionally, new maps are being incorporated that are more interactive to better locate desired filter searches.

### March

- Completed Downtown Long Beach Map with Clean and Safe; Map completed and has been distributed to the bike station, hotels, and will be distributed to CVB/conference attendees.

### January-February

- Produced cross-promotional materials (Quarter page flyers) for Events & Clean and Safe that was distributed to Downtown Long Beach Hotels.

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4 D1.4. Publicize and support private sector leadership and investment in Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
(press releases and their month)

(2020)  
July

- DLBA issued a [press release] ([https://downtownlongbeach.org/wp-content/uploads/Press-Release\\_Zwift-Expands-DLBA-Grant-Program.pdf](https://downtownlongbeach.org/wp-content/uploads/Press-Release_Zwift-Expands-DLBA-Grant-Program.pdf)) announcing a \$20,000 donation by Zwift, a Downtown-based online cycling firm, which doubled the giving capacity of the Storefront Recovery Grant Program (see below entry for June for more details on this program).

June

- DLBA issued a [press release] ([https://downtownlongbeach.org/wp-content/uploads/Press-Release\\_DLBA-Launches-Storefront-Recovery-Grant-Program.pdf](https://downtownlongbeach.org/wp-content/uploads/Press-Release_DLBA-Launches-Storefront-Recovery-Grant-Program.pdf)) announcing a \$20,000 donation by Waterford Property Company and Panattoni Development Company, which funded the Storefront Recovery Grant Program. This program provided emergency financial assistance to Downtown businesses affected by theft and damage during the night of unrest on May 31. The donation and program was also publicized via social media and in the Downtown Scene Newsletter.

March

- DLBA issued a [press release] (<https://downtownlongbeach.org/dlba-and-farmers-merchants-bank-provide-emergency-micro-grants-to-small-businesses/>) announcing Farmers & Merchants Bank's commitment of \$30,000 for emergency microgrants to help Downtown businesses struggling due to COVID-19.  
- Marketing and Communications worked with the Economic Development Department to promote the partnership with Farmer's and Merchants Bank who dedicated \$90,000 over a 3 year period to provide grants to Downtown business owners and start ups.

February

- DLBA attended and promoted the grand openings of Pike Park and KLBP.

January

- DLBA attended and promoted the grand openings of Burger Daddy, Atomic Basement Comics and Ficklewood Ciderworks.

(2019)  
Summer

- Celebrated the culmination of P3 projects - LB Civic Center and Billie Jean King Main Library.  
- Developed DLBA Downtown Scene newsletter articles around new developments contributing to Downtown

### 02 D4. Update and integrate DLBA brand: 3

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1 D4.3. Incorporate the new brand into a pedestrian wayfinding system in collaboration with Public Realm

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
April

- Press release and marketing video for wayfinding signage

(2020)  
August

- Beginning with the Pine Avenue Closure area from 1st-3rd streets, the Marketing and Communications team is working with Placemaking to design and install marketing and pedestrian wayfinding signage under the Dine Out DTLB and Shop DTLB campaigns. The signage will indicate that Pine Avenue remains open for business, and encourage pedestrians to walk through the area and explore shops and dining options.

(2019)  
March

- Placemaking Manager is working on details of wayfinding system installation. Monitoring this process and mock ups closer to production.

(2018)  
August

- DLBA brand has been approved for use in the wayfinding sign system being sponsored by DLBA.

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2 D4.2. Develop and promote a complete suite of branded materials featuring the new DLBA brand, logo and website

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020/2021)  
July-present

- On the heels of the Dine Out DTLB campaign, which is branded with a new logo depicting significant structures in the Downtown skyline, DLBA is developing a suite of related logos under the broader "Support DTLB" campaign. Each feature the same skyline image, but with text specific to sub-campaigns; for example, "Shop DTLB," "Dine Out DTLB," "Workout DTLB," etc.

(2019)  
August

- Adding social media channels to business cards.

(2018)  
November

- Completed new staff signatures that points to DLBA website and social channels - JA

October

- Completed DLBA folders to display meeting materials or other DLBA collateral - CM/JA

(2017)  
August

- Using brand guidelines, the following pieces need to be created: Billboards, Email Signatures, Eblast templates, Office signage, Street pole banners, Office stationary, SWAG, Operations collateral

(2016)  
Fall/Winter

- Develop and promote a new logo and style guide to rebrand DLBA
- Develop and promote DLBA brand (1.38 Un-Square Miles)
- Integrate tagline into street banners - via Public Realm project
- Integrate tag into signal wraps - Public Realm Project

3 D4.1. Develop and promote a new logo and style guide to rebrand DLBA

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2016)  
Fall/Winter

- Develop and promote a new logo and style guide to rebrand DLBA
- Develop and promote DLBA brand (1.38 Un-Square Miles)
- Integrate tagline into street banners - via Public Realm project
- Integrate tag into signal wraps - Public Realm Project

### 03 E1. Publicize DLBA's initiatives and successes: 3

#### 1 E1.3. Work to broaden the definition of "Downtown" to include nearby neighborhoods

Description

(2018)  
June

- Working on establishing a network of contacts (businesses/services) in nearby neighborhoods to leverage activities/events to develop a DT connection that can expand to include these neighborhoods.
- Exploring collaboration with Tessa Cavenah on a historical project that connects Downtown and Rancho Los Cerritos.

#### 2 E1.2. Publicize DLBA's public safety efforts and successes

Description

(2021)  
March

- Public Safety's Mask Up Campaign has been shared via Facebook, Twitter, and Instagram to publicize that Safety Ambassadors are offering free face masks to those without.

(2020)  
August

- The Downtown Scene Newsletter featured an article about the Clean & Safe Team employees of the quarter.
- DLBA informed business stakeholders about the No Trespassing Program and how to sign up by including information in the weekly Business Resource Newsletter.

May

- The May Downtown Scene Newsletter featured an article about the Clean & Safe Team employees of the quarter.

April

- Published and disseminated PSA videos featuring Clean & Safe team members using best health and safety practices related to COVID-19.

March

## DLBA Vision 2020 Strategic Plan - April 2021 Update

- Worked with Public Safety to develop short video clips reinforcing C&S services during COVID-19 while using sanitary best practices.

(2019)

October - December

- Redesigned homelessness and Empower People collateral with Public Safety.  
- Publicize Clean and Safe services and team members through Downtown Scene newsletter articles.

Summer

- Produced Clean and Safe posters outlining responsibilities and services for storefront window, signal wraps and restroom host kiosk.

January-April

- Publicized monthly alerts of pressure washing services on social media  
- Promoted friendly Safety Escort and Vehicle Jump services on social media.

(2018)

September

- Produced short video clips that highlight Clean & Safe accomplishments as well as services.

June

- Included the Clean & Safe team transition in the June newsletter.  
- Promoted Public Safety survey accessible via the DLBA website through social channels, roundup and June newsletter.

February

- Utilized weekly roundup to share stories such as the letter received from a gentleman who had car trouble.

January

- A Public Safety Digital Campaign promoted the various services Clean and Safe team provides to the Downtown

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3 E1.1. Clearly communicate DLBA's vision for Downtown overall and in each of the goal areas to DLBA stakeholders

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020)  
June

- DLBA issued a statement, "Time to Build and Rebuild," outlining its commitment to racial equity in the Downtown community, how the organization intends to address equity internally, and how DLBA will foster dialog to support needed change in this area.

March

- DLBA issued a letter to the community explaining how in light of the pandemic the organization would work to keep its stakeholders informed, mitigate fear, and build a path to recovery.

Spring/Summer

Expansion of programming dashboard to include accomplishments in strategic plan goals using infographics.

(2016-2019)

- Promote and support through video and social media, DLBA's Celebrate Downtown event.

(2017)

- Distributed and promoted DTLB Vision 2020 to stakeholders.  
- Use of programming committee/department dashboard

### 04 E2. Serve as the primary source for news and information about Downtown Long Beach: 5

#### 1 E2.1. Highlight Downtown successes for media distribution

### Description

(2021)  
March

- DLBA issued a press release announcing the third year of the Entrepreneur Education Series and Small Business Grant program in partnership with F&M Bank and Institute for Innovation & Entrepreneurship at CSULB.

(2020)  
December

- DLBA issued a press release for Q4 Survey of continued impacts of COVID-19 on Long Beach businesses in partnership with the City's Economic Development Department, Long Beach Area Chamber of Commerce and Council of Business Associations.

November

- DLBA issues a press release for recipients of Women-Owned Business Accelerator (WOBA) Grant Program including 3 Women, Burke Mercantile, and Modica Deli. Funded by F&M Bank and presented in partnership with the Institute for Innovation & Entrepreneurship at CSULB.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### October

- DLBA issued a press release for the Third Quarter (Q3) Snapshot Report's in-depth look at the retail sector and the impact of the pandemic on ground floor retail pricing and occupancy.

### July

- DLBA issued press releases on the following DLBA initiatives and news: the DLBA Quarterly Snapshot Report; a \$20,000 donation by Zswift to DLBA's Storefront Recovery Grant Program; and the launch of the Dine Out DTLB campaign/interactive online map.  
- The July Downtown Scene Newsletter highlighted the following DLBA accomplishments/news: the effort to preserve Downtown murals painted on boarded storefronts following May 31; the Storefront Recovery Grant Program; DLBA's new pressure washing truck.

### June

- DLBA issued a press release on the June Virtual Taste of Downtown.  
- June's Downtown Scene Newsletter highlighted the following DLBA successes/efforts: the COVID-19 iteration of the new Downtown Discussions Webinar Series, DLBA's public policy and advocacy efforts, the daily gift card giveaway, an Open Streets demonstration on Pine Avenue, June 1 clean up efforts following a night of civil unrest, and DLBA's resolution/statement regarding its role in equity in the Downtown community.

### May

- May's Downtown Scene Newsletter highlighted the following DLBA successes/efforts: the new Virtual Events Calendar, the Downtown Walk Audit, and the completion of two DLBA internships.  
- DLBA publicized the citywide COVID-19 Economic Impact Survey -- a joint effort by DLBA, the Long Beach Economic Development Department, COBA and the Long Beach Area Chamber of Commerce -- by issuing a joint press release and including an article about the survey in the May Downtown Scene Newsletter.  
- DLBA issued a press release announcing the first-ever Virtual Taste of Downtown, sponsored by the Long Beach Post and the Hi-lo.

### April

- DLBA issued a press release announcing Emergency Microgrants for Downtown small businesses thanks to a \$30,000 donation by F&M Bank.

### (2019)

#### October

- Regularly posted original content in the form of articles, photos, press/media alerts on [downtownlongbeach.org](http://downtownlongbeach.org), as well as social media.

#### (December 2018 - July, 2019)

- Ensured press releases and media alerts have an attached graphic or photo/s to increase the likelihood of coverage

2 E2.4. Communicate with local media on at least a quarterly basis about new business openings, new office leases and business awards



## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(FY20/21)

- President and CEO meeting regularly with LB Post (and LBBJ) editor. DLBA collaborating with LB Post on Virtual Taste of Downtown, 2020 CD2 City Council candidate forum, Downtown Discussions Webinar Series and Black Experience/Business promotion.

(2019)  
January

- Attended LB Post open house to strengthen media relationships
- In constant communication with LBBJ on new DTLB business grand openings
- Purchased marketing space from LBPost to promote DTLB stories.

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3 E2.2. Ensure that community members not monitoring social media can easily access information on Downtown happenings

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
Ongoing

- Our Virtual Taste of Downtown has been advertised on a monthly basis at the convention center's electronic billboard and the Edison Theatre marquee.

(2020)  
October

- We developed a new email resource called Downtown Advisories, which is designed to update residents on important and timely changes or notices within the Downtown.  
Ongoing

- At the start of each month, issue a new edition of the Downtown Scene Newsletter via email to the 14,000+ subscribers. This newsletter highlights DLBA accomplishments and initiatives as well as news about Downtown.

- Beginning in March, on a weekly basis issue the Business Resource Newsletter to the 600+ subscribed businesses. This newsletter includes information about government regulations and actions, economic and technical assistance, and DLBA programs.

April

- Updated signal wraps on Pine Avenue with information about COVID-19 resources, including the new DLBA web page, the ongoing gift card giveaway, and other details.  
March

- Created the COVID-19 resource web page for residents, businesses, seniors and other Downtown stakeholders to access information about government regulations and various forms of assistance related to the pandemic.

February

- Recreated signature events collateral for FY19/20  
- Send out monthly newsletter - Downtown Scene

(2019)  
January

- Maintained fresh content on the News section of the website  
- Added and updated content on website (news, press, events).  
- Use of posters in storefronts for events and Clean & Safe responsibilities.  
- Used Celebrate Downtown video at DLBA Info Kiosk

(2018)  
October

- Reached out directly to the business email list to encourage involvement in DLBA initiatives, programs, and events  
- Consistently distribute press releases and media alerts to media contacts for potential press coverage

4 E2.5. Secure at least one annual regional news feature on positive events and progress made in Downtown Long Beach

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020)  
August

- KPCC and Telemundo each interviewed DLBA staff and featured stories about the closure of Pine Avenue to vehicles for expanded outdoor dining and pedestrian use.

July

- The Grunion Gazette ran a brief story on Zwiift's \$20,000 donation to DLBA's Storefront Recovery Grant Program.

June

- Following the night of civil unrest on May 31, multiple news outlets interviewed DLBA staff about positive community news that followed, including the June 1 Downtown clean up and the effort to preserve murals on boarded storefronts. The most prominent were featured in the Los Angeles Times and Wall Street Journal. Other coverage included KTLA 5, NBC 4, the Press-Telegram, the Signal Tribune, and the Grunion Gazette.

May

- KNX 1070 News Radio featured two stories on DLBA efforts: one on the new Virtual Taste of Downtown series, and one on the citywide COVID-19 Economic Impact Survey.

- The Press-Telegram featured a story about the DLBA's new Downtown Discussions Webinar Series, which began in May with a slate of COVID-19-specific topics.

- Random Lengths News included a rundown of DLBA's COVID-19 related efforts in an article about how BIDs were adapting to the pandemic.

March

- The Long Beach Post published a news item on DLBA's and F&M's Emergency Microgrant Program for small businesses.

(2019)

December

- Annual Focus on Downtown Long Beach featured in Long Beach Business Journal.

5 E2.3. Ensure that social media managers at DLBA and the City are well connected and working to efficiently promote events and distribute information

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020)  
Ongoing

- Sharing timely Long Beach Health Department updates on COVID-19
- Collaborating with Mayor's office, Councilwoman Zendejas, Councilwoman Pearce, the Convention Center, and community groups to promote Virtual Taste of Downtown in newsletters, on City billboards, etc.
- Sharing relevant road closures and "No Parking" notices from Long Beach Special Events and Filming

May

- Connected with LBPD to advise Downtown businesses about a planned protect on May 31 and request that they bring in loose objects and furniture.

(2019)

- Consistently communicate with Long Beach City Manager's Public Affairs Team on cross-promotional opportunities.
- Social media tagging across organizations
- Sharing relevant road closures and "No Parking" notices from Long Beach Special Events and Filming

(2018)

October

- Consistently communicate with Long Beach City Manager's Public Affairs Team on cross-promotional opportunities. Utilized Electronic billboards to promote DLBA events. Contributed DLBA content for the #GoLongBeach Newsletter.

January

- Established line of communication with Courtney Chatterson, Communications Specialist for Office of Sustainability. Assisting in the promotion of Go Green Long Beach.
- Established line of communication with Mayor's office and DT district councilmembers offices.
- Established line of communication with the Long Beach City Manager's Public Affairs Team
- Coordinating with Anabell Chavez, the Digital Medial Specialist within the Public Affairs, team to cross promote relevant content

### 05 E3. Work to establish a new generation of advocates for Downtown and urban vitality: 3

#### 1 E3.1. Develop and implement an outreach and engagement plan

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)

COVID marketing and communications outreach plan

(2020)

June

- A communications strategy was created to guide Marketing & Communications efforts related to the recovery phase of the COVID-19 pandemic.  
March

- The organization put in place a COVID-19 Communications Strategy designed to guide all communications during the pandemic, including stakeholder outreach.

(2018)

October

Congrats letter drafted for businesses with anniversaries to remind them about DLBA and provide direction for resources.

June

Welcome letter drafted for new businesses to introduce DLBA and provide direction for resources. Process being established in tandem with Research & Policy and Administration.  
Expanded outreach to be explored for residential/property owners.

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2 E3.2. Develop messaging on the challenges and advantages of urban living, adapting to urban living and the direction Downtown Long Beach is moving

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
January

- The Downtown Scene featured an article on a new micro-units pilot program designed to provide more affordable housing.
- On social media we shared Human-IT and the City of Long Beach's collaborative effort to provide access to technology for low-income households.
- Our Downtown Discussions topic for the month of January was focused on COVID-19 and the Digital Divide.

(2020)  
June

- Following the murder of George Floyd and a period of civil unrest in Downtown Long Beach, the broader community, and across the nation, DLBA issued a statement on its role in addressing racial equity and the path forward.

(December 2018-March 2019)

- Provided construction updates and roadwork impact on Gerald Desmond Bridge, 3rd and Broadway, and Metro Blue line. Available on the Downtown Scene Newsletter, the News section of the website, and social media platforms
- Pushed out text message alerts on upcoming construction activity: Includes Blue Line, Gerald Desmond Bridge, and 3rd and Broadway

#### Roadwork / Construction / Updates

- Sent information in advance of street work through social platforms
- Created permanent category on Instagram story to keep followers informed

#### Broadway Construction Project

- Staff created a marketing plan with the input of Public Realm and Social Media
- Public Realm communicated with Public Works to get project updates
- Sponsored social media posts were created to promote the businesses impacted by the project
- Social Media created an infographic poster for the storefront of each business with information to learn more about the project as well as receive project updates via a text sign-up program.
- Promoted impacted businesses through social media contests utilizing gift cards/ certificates for those businesses
- Communicated with the impacted businesses to help amplify promotions
- Created Instagram story tours of new development in downtown
- Created Instagram story tours of new businesses in downtown

3 E3.3. Convene community meetings to discuss issues of urbanization

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)

Promenade Quality of Life, mention of East Village quality of life

(2018)

October

- Promoted 3rd and Broadway Project Community meeting that was coordinated by Public Realm
- Solicited participation from stakeholders on the topic of housing and addressing zoning that would foster citywide housing development.
- Assisted in facilitating multiple stakeholder meetings for Shoreline businesses on issue of Downtown events with the City.

### Comments (3)

Samantha Mehlinger (2020-09-30 03:02 PM)  
<https://app.asana.com/0/1146350565622397/list> They certainly can, but we haven't had any on that topic yet.

Monica Morrill (2020-08-28 09:14 AM)  
<https://app.asana.com/0/1169493049742684/list> - should webinars count as a means of holding "community" level discussions around urbanization and inclusiveness?

Samantha Mehlinger (2020-08-25 02:29 PM)  
<https://app.asana.com/0/1113233166696261/list> This hasn't been updated in awhile and I do not have anything for it. Downtown Discussions Webinar Series will tackle a couple related issues but it's not solidified yet.

## E. Events: 5

### 02 D2. Produce events that bring energy and positive attention to Downtown: 3

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- 1 D2.1. Expand and grow signature events to encourage patronage of local businesses and activation of the public/ private space while exposing a new audience to Downtown Long Beach

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020-2021)

March - September

- DLBA Events cancelled due to COVID-19

January

- The Marketing and Communications team updated signal wraps, kiosks, the box at The Loop and the transit kiosk with new dates promoting the upcoming year of DTLB events.

(2019)

October

- The Marketing and Communications team updated signal wraps, kiosks, the box at The Loop and the transit kiosk with new dates promoting the last DTLB events of the year.

June - September

- Entered into an agreement with KCRW Summer Nights, POW! WOW! Long Beach and Summer and Music series.

March

- Entered into an agreement with freelance writer to assist departments with copy for Downtown Scene Newsletter and other related assignments.

(2018)

December

- Produced another successful set of articles with LBBJ featuring Downtown businesses, transportation, nightlife and DLBA's ED Dept efforts in a Downtown December issue

October

- Regularly posting original content in the form of articles, photos, press/media alerts on downtownlongbeach.org, as well as social media.

December 2018 - July, 2019

- Ensure press releases and media alerts have an attached graphic or photo/s to increase the likelihood of coverage

- Regularly posting original content in the form of articles, photos, press/media alerts on downtownlongbeach.com, as well as social media.

2 D2.2. Support local businesses in their efforts to create new or expanded existing events to bring people Downtown



## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2020-2021)  
May - present

- DLBA Special Events supported businesses during the COVID-19 pandemic by coordinating monthly Virtual Taste of Downtown events which were open to all business types.

(2019)

March - November

- DLBA Marketing/Communications supported businesses participating in the nationwide Shop Local Saturday event.
- Production of event posters for all signature events distributed Downtown
- Events and notables included on website (event, news, press/media pages)

January

- Maintaining fresh content on the News section of the website - JA Adding and updating content on website (news, press, events).

(2018)

October

- Reaching out directly to the business email list to encourage involvement in DLBA initiatives, programs, and events-
- Consistently distribute press releases and media alerts to media contacts for potential press coverage

3 D2.3. Continue to host an annual event to honor local leadership and individuals who have contributed to the success of Downtown

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2021)  
Spring/Summer

- Tentative cancellation of most events while monitoring health orders and events industry protocol for possible abbreviated events such as Taste of Downtown, Buskerfest and KCRW/POW WOW LB in late summer/early fall.

(2020)  
Spring/Summer

- Cancelled all events due to COVID-19.  
- Transitioned Taste of Downtown to a virtual event. Three virtual Taste of Downtown events have been held via Facebook Live featuring restaurants, retail and services.

(2019)  
Summer

- Held another successful season of Taste of Downtown with record numbers of participating restaurants, inclusion of retail businesses and surplus revenue stemming from a new revenue sharing formula with participants and DLBA.  
- Held Live After 5 monthly events with the Loop serving as the Hub for two open air shuttles covering DTLB, stopping near participating businesses. Experienced an increase in businesses (over 40) participated in the monthly live performance event, taking advantage of DLBA marketing and social media promotion.

April

- Held a very successful Celebrate Downtown at At the Top with departments/committees staffing stations that included storyboards with strategic goals and call to action items for participants to express their preference for priorities.

(2018)  
October

- Consistently communicate with Long Beach City Manager's Public Affairs Team on cross-promotional opportunities. Utilized Electronic billboards to promote DLBA events. Contributed DLBA content for the #GoLongBeach Newsletter.  
- Established line of communication with the Long Beach City Manager's Public Affairs Team.  
- Coordinating with Anabell Chavez, the Digital Medial Specialist within the Public Affairs, team to cross promote relevant content

January

- Established line of communication with Courtney Chatterson, Communications Specialist for Office of Sustainability. Assisting in the promotion of Go Green Long Beach. - CM  
- Established line of communication with Mayor's office and DT district councilmembers offices.

### 03 D3. Work to increase sponsorships and increase revenue from events: 2

1 D3.2. Utilize sponsorship and ticket sales revenue to enhance events and develop new marketing opportunities

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2019)  
October

- Established Special Events and Sponsorships Committee, separate from the Marketing and Communications Committee
- Working with Special Events and Sponsorships Committee to update and organize deck.

March

- Made webinar presentations to restaurants encouraging participation in Taste of Downtown. Proposed profit-sharing arrangement and conveyed the value of DLBA's social media reach.

(2018)

October Sponsorship deck created with Marketing and Communications Committee

2 D3.1. Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorship and ticket sales

Description

(2019)  
August

- Taste of Downtown series restaurant participation and revenue dramatically increases and ultimately ends in surplus due to a new revenue sharing formula with participating businesses (1 TOD = 60/40, 2 TOD = 55/45, All 3 TOD = 50/50)

March

- Created a Taste of Downtown sponsorship presentation to encourage participation by restaurants. Created a new profit sharing model and shifted East Village date to May.

(FY18/19)  
New Year's Eve

- Sponsorship: \$10,000
- Ticket/Vendor Revenue: \$3,000
- Expense: \$51,000

Live After 5

- Sponsor/Vendor
- Ticket Revenue:
- Expense: \$43,000 (8 mos)

Taste of Downtown series

- Sponsorship: \$3,000
- Ticket Revenue: \$60,000
- Expense: \$103,000

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Summer & Music

- Ticket Revenue: \$27,000
- Sponsorship: \$10,000
- Expense: \$105,000

(FY 17/18)

### New Year's Eve

- Sponsorship: \$13,500
- The FY17/18 New Year's Eve event was scaled down and did not include the Pine Ave event. The family-friendly Waterfront event raised \$13,500 in sponsorship exceeding the \$7,000 goal. However this was a decrease 66% from the previous year. The majority of sponsorship dollars raised in FY16/17 were attributed to the Pine Ave event.

### Live After 5

- Ticket Revenue: Feb - Aug \$5,011.79 + Sept \$300
- The FY17/18 Live After 5 music series has generated \$5,011 in ticket/beer sales so far. With one more event remaining, the additional event is anticipated to generate another \$300 in revenue.

### Taste of Downtown

- Ticket Revenue: East Village \$22,149.70 + Pine Ave - \$44,500 + Waterfront - \$36,000
- Sponsorship: \$2,500
- The FY17/18 Taste of downtown has generated \$66,649 in ticket sales so far. With one event remaining (Waterfront), the additional event is anticipated to generate another \$36,000 in revenue. Currently, Taste of Downtown is projected to generate 17% less revenue from ticket sales than FY16/17. However, Taste of Downtown has also raised \$2,500 in sponsorship revenue, exceeding the \$1,000 goal. No sponsorship dollars we raised in the previous fiscal year

### Summer & Music

- Ticket Revenue: FKA720 - \$5,589.61 + Twisted at the Pike - \$9,635.29 + Bicycle Drive In \$1,678.57 + Buskerfest - \$16,000
- Sponsorship: \$19,400

- The FY17/18 Summer & Music series has generated \$16,903 in total ticket sales so far. With one event remaining (Buskerfest), the additional revenue expected to be generated from the event is another \$16,000. Currently, Summer & Music is projected to bring in 62% more revenue from ticket sales than in FY16/17. Summer & Music has raised \$19,400 in sponsorship revenue which exceeded the \$10,000 goal. However this is 50% less than sponsorship goal in FY16/17.

## F. Advocacy, Civic Leadership and Engagement: 12

### 02 F1. Develop an advocacy, partnership and policy development strategy: 1

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- 1 F1.1. Conduct appropriate studies and analyses to inform DLBA and City decision making

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2020 September - 2020 October)

- Conducted a COVID-19 Q4 Economic Impact survey in partnership with the City of Long Beach and Council of Business Associations. Survey data were compared with baseline data collected in Q2 to gauge how well businesses were doing and if businesses witness an improvement. Furthermore, the survey provided insight into which businesses were able to access federal, state, and local financial assistance.

(2020 March - 2020 June)

- The DLBA lead the effort providing feedback impacts of COVID-19 on the business community. In partnership with Long Beach Chamber of Commerce, City of Long Beach Economic Development Department, and the Council of Business Association. The survey received over 500 responses and helped to guide advocacy efforts for necessary resources for small businesses.

(2019 August - 2020 January)

- The DLBA lead the effort providing feedback on the City's proposed inclusionary housing policy. The DLBA hired Beacon Economics to provide an analysis on the local market and the impacts of an inclusionary policy, which led to DLBA developing policy recommendations. In partnership with community organizations such as the Chamber, Commercial Real Estate Council, and Building Industry Association the DLBA championed policies that would help in the meaningful production of affordable housing but not constrain future and existing development.

(2017 December - 2018 February)

- Initiated a housing policy taskforce to advise on appropriate actions regarding the City's 29 housing policy recommendations. Activity engaged the City and community partners in the discussion around the Land Use Element. The DLBA granted funds to the Downtown Development Corporation to contract with Beacon Economics. Beacon Economics examined the proposed new Land Use Element maps and assessed the maps impact on housing production and economic vitality in the City.

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### 03 F2. Work closely with the City to be a strong advocate for and expert on Downtown: 4

1 F2.3. Build a stronger partnership with the City that addresses issues of homelessness and the street population

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2018)

November

- The DLBA in partnership with the City of Long Beach and County of Los Angeles pushed for Governor Brown to declare a State of Emergency and release additional resources for crisis surrounding individuals experiencing homelessness

January - May

- Everyone In Task Force is convened by Councilman Rex Richardson to address the issues of equity and economic inclusion. The DLBA served as one of the task force members to help develop issues for entrepreneurship, homeownership, and access to capital to underserved populations in Long Beach

July - December

- Everyone Home Long Beach (Everyone Home LB) is established to address the statewide homelessness crisis and its effects on Long Beach. Everyone Home LB is designed to build on the efforts already underway by the Long Beach City Council, the Long Beach Health Department, the Continuum of Care, and the Homeless Services Advisory Committee into a larger initiative, which will include participation from CEOs and community leaders from the city's major institutions.

- Everyone Home Task Force completes its recommendations, which include a commitment to a rigorous outreach plan. Funding and timeline for implementation remain.

2 F2.2. Work with the City and other agencies to resolve planning questions involving large infrastructure such as PD-6 and Shoemaker Bridge

Description

(2019)

October

- City Council approved the recommendation to initiate a visioning effort for the Downtown Shoreline Planned Development (PD-6) zoning district as the framework for a Downtown Shoreline Specific Plan that updates current development regulations and facilitates re-positioning of existing uses and resources in the Downtown Shoreline area

3 F2.1. Coordinate a facilitated discussion and brainstorming session with the City and the community members to connect, define existing conditions, challenges and opportunities, and share ideas for executing the Downtown Plan and developing other Downtown improvements

4 F2.4. Support implementation and timely updates of the Downtown Plan and General Plan

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2019)  
October

- The Mayor announced during the Building A Better Long Beach development forum the reassessing of the Downtown Plan and the desire to increase the number of allowable units under the Plan's programmatic EIR. The programmatic EIR currently anticipates a total of 5,000 units built in the Downtown, while the number of units in the pipeline exceeds more 6,000. The Downtown Plan update is expected to occur over 2020 and finish by January 2021.

(2018)

- Long Beach Housing Policy: Recognize need to serve in leadership capacity to form position on citywide housing strategy and monitor recommendations made by City Council.

### 04 F3. Be a leading advocate and stakeholder representative on planning, design and development issues in the Long Beach community: 7

1 F3.3. Form strong partnerships with neighborhood organizations

Description

(FY19/20)

President & CEO has setup reoccurring meetings with representatives from the NPNA, PARA, ORCA, and EVA.

(FY 18/19)

DLBA sponsored various neighborhood association events in Willmore, East Village, and the Promenade area.  
Community Outreach Manager regularly attends NA meetings and meets separately with NA presidents about specific matters of mutual interest.

(FY 17/18)

President and CEO met with the Downtown Residential Council president on a monthly basis.  
DLBA sponsored various neighborhood association events in Willmore, East Village and Promenade area.  
Community Outreach Manager regularly attends NA meetings and meets separately with NA presidents about specific matters of mutual interest.

2 F3.7. Strengthen code enforcement throughout Downtown

3 F3.6. Support efforts to improve Long Beach School performance

4 F3.4. Leverage community pride to increase decisive community action

5 F3.2. Develop corporate partnerships

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2019)

March

- Undergoing a needs assessment of marketing, communications, events and client development functions to better align staff structure to organization needs.

(2018)

April

- Created an Events and Client Development Manager position with the task of fostering corporate sponsorship opportunities across every department.

6 F3.1. Articulate a proactive position on the increased development and evolution of Downtown into an ever more vibrant urban center

Description

(2017 - 2020)

- To date the DLBA has issued over 15 letters of support for housing development in Downtown Long Beach, equating to more than 1,800 units approved by Planning Commission and City Council.  
- The DLBA has taken the position to meet with developers and encourage them to push to the height limits allowed within zoned areas of the Downtown Plan  
- The DLBA took a pro-density position during the Land Use Element discussion and supported up zoning across most of the City, especially along commercial and transit corridors  
- The DLBA has taken a position on the City's Inclusionary Housing Policy that would encourage the meaningful production of affordable housing units without constraining the existing and future development.

7 F3.5. Advocate for elimination of blank walls in new development projects

Description

(2018 - 2020)

- The DLBA continues to partner with POWWOW! Long Beach and the Arts Council of Long Beach to identify property owners willing to allow public street murals to be designed and painted on their walls. As of today, Downtown has more than 40 POWWOW! murals.

## G. Organizational Development : 21

02 G1. DLBA will use dashboard or snapshot reports at the Board, Programming Committee and staff levels that graphically display key indicators of success associated with Vision 2020: 3



## DLBA Vision 2020 Strategic Plan - April 2021 Update

- 1 G1.2. Programming Committees (Public Safety, Public Realm, Marketing & Events and Economic Development) will use a community dashboard that combines staff information (budget, data, events, advocacy, and initiatives) with progress on their three objectives.

Description

(2021)

Spring/Summer

- Goal established to expand existing dashboard layout to include strategic plan goals/tasks.

(2020)

January

- Continued to make stylistic changes to finance, goals and metric elements of Dashboard to improve understanding.

- Committed to creating an expanded dashboard with infographics detailing other department/committee strategic plan accomplishments and metrics for public consumption.

(2019)

- Per EC and Bd. feedback, made changes to background color and other elements to make the Dashboard easier to read/understand.

(2018)

October

- Revised the design of previous dashboard.

(2017)

October

Initiated programming department and committee dashboard with finance, committee goals, highlights and department stats.

- 2 G1.1. The Board will maintain a community dashboard that displays and utilizes meaningful infographics drawn from administrative & standing committees as well as staff

- 3 G1.3. Staff will use a management dashboard to track their progress towards achieving strategic plan goals.

### 03 G2. The DLBA Board Meeting is positioned as a "learning" and "activity" hub for the advancement of modern progressive urbanism in downtown Long Beach: 5

- 1 G2.1. Board meeting agendas will be reorganized to maximize learning, engagement and accountability in pursuit of strategic plan goals.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(FY20/21)

- Guest speakers include members of the Long Beach Police Department and City of Long Beach elected officials who update the Board on current events, especially as it relates to the COVID-19 pandemic.

- The DLBA Board invites other members of the community to access information such as the March presentation of the Long Beach Recovery Act by Mayor Robert Garcia.  
(FY19/20)

- Guest speakers related to area of EC/Board interest invited to speak; videos segments and webinars also considered options for learning.  
(FY18/19)

- Guest speakers related to organization/department goals invited to present at Board meetings.  
(FY17/18)

- Guest speakers related to programming department/committee goals invited to present at Board meetings.

(2017)  
October

- Introduced a "consent agenda" with Minutes and Finance reports to DLBA Board of Directors meeting

- Board meetings center on a DLBA Vision 2020 focus area with a special guest speaker in the related subject discipline, committee chair and staff update followed by a roundtable discussion with DLBA board members

2.1.1. Build the agenda of each board meeting around one of the key focus areas of Vision 2020

- Board meetings center on a DLBA Vision 2020 focus area with a special guest speaker in the related subject discipline, committee chair and staff update followed by a roundtable discussion with DLBA board members.

2.1.2. Host a guest speaker of significant community stature to speak to the focus with online streaming, facilitated discussion and future online retrieval

2 • 2.1.1. Build the agenda of each board meeting around one of the key focus areas of Vision 2020

3 • 2.1.2. Host a guest speaker of significant community stature to speak to the focus with online streaming, facilitated discussion and future online retrieval

4 • 2.1.3. Use a "Consent Agenda" to summarize routine reporting

5 • 2.1.4. Use a community dashboard to provide each board member with a snapshot of key indicators of the organization's health related to Financial. Fundraising, Impact/ Advocacy/ Partnerships and Communications/ Report on Organization

04 G3. Further enhance the roles and responsibilities of the current Administrative Committees of the board to provide adequate oversight and well as support to the implementation of Vision 2020: 3

## DLBA Vision 2020 Strategic Plan - April 2021 Update

- 1 G3.2. Empower the Executive Committee to be the primary body responsible for closely monitoring the implementation of VISION 2020 which will allow the full board to direct its attention to strategic discussion in key focus areas.

Description

(2021)  
March

- Entire Executive Committee is on the Strategic Plan Steering Committee for its renewal at the end of this fiscal year.
- Dashboards are now linked into the agenda approximately one week prior to the Committee meeting, allowing for adequate review of all programming committees' status. Dashboards continue to be presented at meetings.

(2017)  
October

- Programming committee chair and department staff attend EC meeting early in the fiscal year to share committee goals.
- Dashboards added to EC agendas/presentations for review and monitoring

- 2 G3.1. Refocus the "Board Development Committee" into a "Governance Committee" which will be responsible for the ongoing development of the board and the incremental review of the infrastructure development of the organization.

Description

(FY20/21)

- Year-round recruitment, interview, and/or appointment for Board and committee candidates (FY18/19)

- Year round recruitment and application process for Board candidates created by committee

(FY17/18)

- Board Development Committee converted into Governance Committee

- 3 G3.3. Enhance the reporting of the Finance Committee to offer specific metrics to be included in an overall community dashboard of key organizational indicators.

### 05 G4. Create and maintain a standard of accountability throughout the organization: 3

- 1 G4.1. The Governance Committee will conduct an annual board assessment that tracks the achievements of the board, gathers perceptions about board proceedings, and profiles the interests of each board member. The Committee is responsible for presenting the results with a set of recommendations to advance continual quality-improvement in board proceedings and board member's experiences.

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2018)

August

Board and committee members are surveyed to learn about their satisfaction with participation and suggested improvements for their respective programming committees throughout the year.

(2017)

August

All Committee members were surveyed to learn about their satisfaction with participation and suggested improvements for their respective programming committees throughout the year.

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- 2 G4.3. Utilize the management dashboard to evaluate staff performance consistent with the goals and objectives of Vision 2020 and the work plans of each program committee

Description

(2020)

April

CEO and COO to use Asana Project Management Program report to assist in evaluating staff performance.

(2017)

August

CEO and COO began using Teamwork Project Management Program report to evaluate staff performance.

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- 3 G4.2. Identify a method for each committee to annually evaluate its effectiveness, participant satisfaction, and areas for improvement.

Description

(2018)

August

Board and committee members are surveyed to learn about their satisfaction with participation and suggested improvements for their respective programming committees throughout the year.

(2017)

August

All Committee members were surveyed to learn about their satisfaction with participation and suggested improvements for their respective programming committees throughout the year.

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06 G5. Each program committee is charged with reviewing VISION 202, in concert with professional staff, to recommend an infrastructure to carry out their responsibilities: 4

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- 1 G5.3. Committee chairs, liaisons and other interested members of the Board will be given the opportunity to participate in ongoing professional development to help assure consistent messaging about DLBA's mission, values, and strategic goals to stakeholders

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2021)  
Ongoing

- Board and Committee members are invited to COBA, Special Board and DLBA Webinar discussions to reinforce organizational goals and communications.

(2017-2020)

- Board and Committee members are invited to DLBA meetings and conferences around related DLBA topics and goals.

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- 2 G5.2. Program Committee chairs, vice-chairs and professional staff will be provided with an orientation on the expectations and accountabilities associated with their leadership positions and provided facilitation training to support outcome-based goals

Description

(2021)  
October

- Held orientation and breakout session for Chairs/Vice Chair and committee members that included goal setting.

(2017-2020)  
October

- Held orientations with committee chairs and vice chairs and contracted with a consultant to provide organizational development.

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- 3 G5.1. Each current program committee is provided a set of board directives that outline the board's expectation that each will:

## DLBA Vision 2020 Strategic Plan - April 2021 Update

### Description

(2017-2020)

October

5.1.1. Create and carry-out 3 programming objectives that are consistent with the goals of Vision 2020 to be evaluated and reviewed with the Executive Committee

- Requested programming committees identify 3 goals from Vision 2020 along with metrics for the committee, Executive Committee and public to monitor progress.

5.1.2. Develop a set of metrics that will report their progress in fulfilling objectives associated with Vision 2020

- Requested programming committees develop metrics for the committee, Executive Committee, Board Members and public to monitor progress

5.1.3. All Board members must serve on at least one committee

- Implemented a policy that all board members must serve on at least one committee

5.1.4. All programming committees will have a board member serve as "vice chair" to create a succession planning approach for the key areas of DLBA's programs

- Implemented a policy to include a vice chair position on all programming committees to be filled by a board member

5.1.5. Each Program Committee is responsible for providing an annual report to the Board on their respective area of focus

- At the Board Chair's discretion, programming committee chairs and staff will be scheduled to present at a regularly scheduled or special meeting of the Board of Directors.

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- 4 • 5.1.1. Create and carry-out 3 programming objectives that are consistent with the goals of Vision 2020 to be evaluated and reviewed with the Executive Committee
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### 07 G6. Identify the optimal synergy between the Downtown Development Corporation (DDC) and the DLBA and its VISION 2020 strategic plan: 3

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- 2 G6.1. It is recommended that DLBA further separate from DDC by ensuring that a majority of representatives on the DDC board not come from the DLBA board.
-

## DLBA Vision 2020 Strategic Plan - April 2021 Update

Description

(2019)  
July

- Long Beach Economic Partnership (LBEP) holds its first meeting and establishes its Board and officers.

January - April

- Engaged a consultant team (MIG & TurningWest) to help develop a strategic plan and organizational structure governing document to identify the next steps for the DDC to become a separate entity. Process is anticipated to be finalized in June.

(2017)  
May

- Created a DDC visioning task force to identify mission and goals as well as DDC board make up and responsibilities.

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