



**DOWNTOWN
LONG BEACH
ALLIANCE**

December 13, 2018

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

Dear Mayor Garcia and Members of the Long Beach City Council:

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the Long Beach City Council meeting scheduled for Tuesday, December 11, 2018, our support for the initiatives and goals outlined in the “Everyone Home Long Beach Policy Recommendations.”

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. The DLBA Serves as one of the leading voices for the Downtown community and like many of our communities, Downtown is not without its share of individuals experiencing homelessness. As a community organization we have made combatting homelessness through prevention and connection to resources, a key initiative in our Vision 2020: Strategic Plan. As such, we were happy to play a supporting role in this process through our participation on the taskforce.

While we understand these policies are not final and may change over the course of the next year, we are pleased at the comprehensive approach taken by the taskforce members under the Mayor’s leadership. The Mayor’s taskforce assembled many individuals across various sectors of our community, who are engaged and committed to addressing this complex issue. And we believe that these policy proposals are a good first step in combating homelessness.

As we collectively move forward in the next stage of this process, we ask that the Council takes the following into consideration to make the goals outlined in this proposal truly achievable.

First, we ask that the city partner with stakeholders such as the Long Beach Homeless Coalition, business and neighborhood organizations and faith-based groups to produce a long term, comprehensive communications plan to address resident and business community concerns, especially the need for education and opportunities to partner in solutions through involvement. Secondly, develop a prioritization matrix of the recommendations into short, middle, and long-term goals or identifying the appropriate timeline when goals should be met and cost considerations based upon evaluation of similar programs. Finally, as many of these goals fall under the purview of more than one department or organization, we ask that they be added to the matrix and that one entity be made responsible for ensuring consistency in program formation, as well as measuring progress and efficacy while moving many of these initiatives forward.

As funding and plans for implementation are identified, we urge you to push for a comprehensive communications plan, prioritization of initiatives and identification of a single entity responsible for overseeing and evaluating progress, to help ensure that these recommendations are measurable and achievable. We know that tackling homelessness in our communities will require a comprehensive and concerted approach. The DLBA is committed to playing a role as a community partner and working extensively with City staff and others to address all aspects surrounding homelessness and how it impacts the quality of life for all members in our community.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read "Kraig Kojian". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Kraig Kojian

President & CEO