

# Tasks Report

## A. Economic Development — Downtown Long Beach Alliance

**Project Start Date:** Jun 15 2016 **End Date:** Jan 31 2020

**Generated:** Apr 05 2019

Development in Downtown Long Beach has advanced greatly in the past several years, including the creation of new residential, commercial and retail space, as well as the reuse of existing buildings. DLBA has accelerated its economic development efforts and issued its Annual Report and Quarterly Snapshot, which documents Downtown's successes and market profile for potential investors.

Economic development in the Downtown core remains a focal area for future action. Attracting and retaining quality retail, dining and business employment will continue to solidify the local economy and position Downtown as a destination for residents and visitors.

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

#### Active Tasks

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

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.

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).

- Work with City of Long Beach Planning to support the entitlement process for 100E Ocean. Discussion with city staff is ongoing.

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

2017

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

2018

The City's Innovation Team has changed it 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.

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

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.

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 .

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 .

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

- Potential Elephant lot visioning process initiated.

## A2. Track and evaluate economic and development trends Downtown

Milestone: 2018 Economic Profile (Due: 20 April 2018)

### Active Tasks

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

2016

July

Developed and established 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

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

## 2.1 cont'd

2018

January

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

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

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

April 2018

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

June 2018

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

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

## Completed Tasks

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- A2.1. Conduct a detailed market profile documenting local purchasing and preference patterns  
2017 Annual Economic Profile
- A2.1. Conduct a detailed market profile documenting local purchasing and preference patterns  
Downtown USER and RESIDENT Survey
- A2.2. Evaluate and track progress made on the City's Downtown plan, including changes catalyzed by the plan  
2016 Downtown Plan Update
- A2.3. Collect input from current businesses as well as those moving into or out of Downtown Long Beach  
Conduct Annual Business Survey in coordination with CSULB's Office of Economic Research
- A2.3. Collect input from current businesses as well as those moving into or out of Downtown Long Beach  
CSULB OER 2017 DTLB Business Survey
- A2.3. Collect input from current businesses as well as those moving into or out of Downtown Long Beach  
Develop 2018 Downtown Business Survey
- A2.3. Collect input from current businesses as well as those moving into or out of Downtown Long Beach  
Conduct 2017-18 Annual Business Survey with CSULB Office of Economic Research
- ISA to conduct phone banking of survey responses from Downtown businesses
  - CSULB Office of Economic Research to analyze responses from Downtown businesses
- Publish results of business survey with 2018 Economic Profile

## Completed Task cont'd

- A2.4. Develop a system for inventorying and tracking office and ground floor retail tenants Downtown  
Established annual ground floor office and retail tenant audit (Fall 2016)
- A2.4. Develop a system for inventorying and tracking office and ground floor retail tenants Downtown  
Conduct ground floor retail & office space audit (Fall 2017)

## A3. Promote Downtown housing developments and bring more residents Downtown

### Active Tasks

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A3.1. Identify housing developers interested in developing Downtown

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](http://DTLBbusiness.com)

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

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.

### 3.1 cont'd

- Submitted letter of support for Pacific-Pine Project
- Assemble Private Property Parcels & Identify Developer for Housing Units in North Pine Neighborhood

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 2018  
Sept - Oct 2018

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 & Alamitos Beach Parking Study the City is currently undergoing. The recommendations from the study were presented to City Council November 2018 .

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

- City of Long Beach Sidewalk Dining Standards & Regulations

August 2018:  
Ongoing to talks with the City as they look to complete the new regulation standards

A3.4. Support Downtown residents' desires for additional grocery choices at either new or existing grocery stores  
Spring 2017

Resident request quantified in DTLB Resident survey and submitted to Sprouts and Whole Foods tenant broker reps Winter 2019  
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.

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

## Completed Tasks

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A3.1. Identify housing developers interested in developing Downtown New Year's Eve Investor & Developer Mixer

A3.1. Identify housing developers interested in developing Downtown Attended Mayor's Development Forum

A3.1. Identify housing developers interested in developing Downtown Attracted & Attended Bisnow Long Beach

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  
Met with L&R Group re Parking Management Opportunities

## A4. Support existing businesses and attract new businesses to Downtown Long Beach

### Active Tasks

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

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

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

2019

January - February

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

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

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.

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

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

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

#### 4.3 cont'd

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 program s and services that support economic inclusion in the City of Long Beach. Currently plan a site visit by the Forward Cities team.

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

2017

April

Released 2017 Economic Profile July

Released 2017 Q2 DTLB Snapshot: Office Report October

Released 2017 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

2019

April

Developing 2019 Economic Profile

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

Published Downtown Long Beach Employment Report Launched DTLB pedestrian sensor system

2018

Expanding pedestrian sensor system program to include South of the Waterfront

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

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.

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

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

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).

A4.8. Consider developing an incubator space for entrepreneurs 2017

April - May

Launched Entrepreneur & ; Small Business Education Series : 85 participants, 62% women entrepr eneurs

Launched Small Business & Job Creation Grants : 11 participants, 6 awardees, 83% women entrepreneurs, 67% minorit y 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

2018

March

Supported the established of the LBCC, City of Long Beach and Blanksp aces partnership to develop the Shaun Lumachi Innovation Center

April - May

2nd Entrepreneur & ; Small Business Education Series : 56 participants, 58% women entrepr eneurs

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 applicant s.

August - September

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

2017 - 2018 : Total grants distributed \$60 ,000 of which \$34,500 went to minorit y-owned businesses, \$46,000 to women-owned businesses

2017-2019

Ongoing

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

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



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

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.

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

See A4.8

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

Launch eCommerce Education Workshop

## Completed Tasks

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Launched Entrepreneurship Education Series

Launched Small Business & Entrepreneurship Grants

Launched Google Adwords Education Workshop

Launched Entrepreneurship Ecosystem Program (1 Million Cups Long Beach)

Launched Woman Owned Business Accelerator

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

Conduct Annual Business Survey in coordination with CSULB's Office of Economic Research

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

Developed and distributed 2016 Q3 & Q4 Snapshots, 2017 Economic Profile, and 2017 Q2 Snapshot

A4.5. Be the leading site-selection data resource for potential and existing stakeholders Developed quarterly and annual economic reports

A4.5. Be the leading site-selection data resource for potential and existing stakeholders Developed and launched interactive Downtown Development Map

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

Provided 2016 Q3 & Q4 pedestrian counts, 2017 Q2 pedestrian counts, and annual pedestrian counts

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

Launched Spring 2017 Entrepreneur & Small Business Education Series

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

Virtual "toolkit" launched Spring 2017 at [www.DTLBbusiness.com](http://www.DTLBbusiness.com)

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

Launched Spring 2017 PitchFest

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

Launched Spring 2017 Small Business & Job Creation Grant

# Tasks Report

## B. Public Realm — Downtown Long Beach Alliance

**Project Start Date:** May 31 2016 **End Date:** Sep 29 2020

**Generated:** Apr 05 2019

Urban design and the form of the public realm play significant roles in shaping Downtown Long Beach. Connections between streets, amenities such as sidewalks and street furniture, access to transit, and the visual appearance of Downtown all affect how likely retailers and other businesses are to locate Downtown. They also influence stakeholders' security and how likely residents and visitors are to frequent area businesses. DLBA and Downtown have made significant positive public realm improvements over the past several years, including The Loop (a temporary park and art installation), new bike lanes, a bike share program, public art and parklets. There are many additional opportunities to activate and improve the public realm. The Waterfront and other key Downtown corridors continue to be overly auto-oriented and underutilized, and present strong opportunities to build upon a Downtown vision that draws businesses and visitors from across the region. The redevelopment of Shoemaker Bridge also offers a major opportunity for increasing access to open space and the Los Angeles River.

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

#### Active Tasks

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B.1.1 Work with the City and relevant agencies to guide the redevelopment of the Shoemaker Bridge into a unique community space

May 2018

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 2018

LA River Master Plan Update Steering Committee established.

March 2018

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.

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

- DLBA Shoemaker Bridge recommendations submitted to City June 2016
- Downtown Waterfront and LA River Visioning

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

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.

August 2018

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.

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

February 2018

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

- FY 17/18 PR Working Group A - Action Plan

April 2018 Public Realm Working Group A Action Items:

- 1) Meet with City - Update to Victory Park Design Guidelines will coincide with City's update to Open Space Plan (March 2018)
- 2) Identify DLBA Role - DLBA will support outreach related to visioning

- FY 18/19 PR Working Group A

(March 2019) Working on developing outreach to stakeholders

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

- Provide input into design and management of new Lincoln Park

March 2019 No update

April 2018

Introduced Levitt Foundation to City

April 2018

Submit IDA "A Practical Guide to Great Urban Parks" (September 2017) Participated in Lincoln Park workshop on July 23, 2017

B1.6. Support the development of public and private parklets May 2018 City of to present its proposed recommendations to update sidewalk dining and parklet regulations to COBA on June 6 . Also refer to B3.3

- FY 17/18 Provide support to businesses seeking to develop parklets

B1.7. Improve pedestrian and vehicular wayfinding Downtown in cooperation with the City

June 2016

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

August 2018

RFP released for Phase 1 Pedestrian Signage .

October 2018

Sign Age selected as contractor

March 2019

City developing MOU. DLBA to finalize/ approve bid from Sign Age and verify locations.

## B1.7. cont'd

- Ped signage installation

August 2018

Phase 1 RFP released for the fabrication/installation of 12 signs. (March 2018) City reviewing DLBA RFP for Phase 1 installation of 12 pedestrian signs.

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

August 2018

DLBA meets with City to discuss changes to Broadway and Third Street including switching bike lanes to other side to better align with changes/addition of a bike lane to Broadway corridor outside of Downtown.

- Track project in development ( Alamos Bike Lanes & Broadway/3rd St. Separated Bike Lanes)

March 2019

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

August 2018

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

April 2018

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

August 2017

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

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

- Completion of funded grant projects

Update August 2018

Urban Furniture - Fabrication completed; Expected installation September 2018 Harvey Milk Park Augmented Reality - Underway; Expected completion December 2018 East Village Alley Murals - Underway; October 2017 Broadway Tree Planting - March 2017 Step Back Viewfinders - March 2017 Promenade Square Park Playground - Dec2016

## Completed Tasks

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### B.1.1 Work with the City and relevant agencies to guide the redevelopment of the Shoemaker Bridge into a unique community space

DLBA Recommendations submitted to City June 2016

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 Waterfront Task Force recommendations

(Task force Recommendations submitted to Public Realm Committee January 2018

RECOMMENDATION : Build upon studies conducted by ULI and City Fabrick to identify the feasibility of restriping and redirecting traffic along Shoreline Drive to allow for reduced number of vehicular lanes while facilitating the continued presence of the Grand Prix of Long Beach .

## Completed Tasks cont'd

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.

Evaluation of Grand Prix agreement with the City of Long Beach

(December 6, 2017) City Council approves agreement with LBGPA through 2023.

- Review Grand Prix RFP
- Review exclusive negotiating agreement w/ Grand Prix Association
- Present findings at Executive Committee (8/3)
- Draft DLBA position recommendations for City Council (8/8)

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.

Art Place America grant submission for Shoreline Drive temporary activation project

(February 2017) Submitted application and video to Art Place America for funding of a 3 week project titled reCREATE Shoreline Drive with the purpose of activating a portion of the ROW with art, music, and other community programming.

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

Project underway. DLBA tracking.

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

Provide recommendations to City regarding permit process for parklets (Update April 2018) City to begin outreach to business districts in May 2018

(June 2017) Submitted recommendations to City regarding streamlining of permit process for parklets and sidewalk dining.

(December 2016) Conducted interviews and surveys of business owners regarding sidewalk dining.

B1.7. Improve pedestrian and vehicular wayfinding Downtown in cooperation with the City

Initiated partnership with City in June 2016 on comprehensive wayfinding update. December 29, 2017

DLBA contributes funding for design of pedestrian signage

City funds design of vehicular signs, gateway monuments, and beach access Design completed November 2018

First phase of ped signage installation expected in first half 2018

B1.7. Improve pedestrian and vehicular wayfinding Downtown in cooperation with the City

Design phase to be completed

November 2017) Pedestrian Wayfinding design completed

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

Submit Letter of Support for Adoption of City's Bike Master Plan Update February 2017) Submitted letter of support for adoption of Bike Master Plan.

## B2. Develop strategic streetscape improvement and activation programs

### Active Tasks

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

July 2017

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

September 2017

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

August 2018

Updated newsrack inventory.

November 2018

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

February 2019

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

March 2019

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

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

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

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

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

February 2018

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)

August 2018

Met with Mayor Garcia to discuss developing a vision for the Waterfront area that ties together several ongoing and future projects. (April 2018) Working Group A Next Step - Stakeholder Outreach; Go/No Go decision

April 2018 Next Steps: Stakeholder Outreach; Go/No Go decision (February 2018) 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

August 2018

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

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

- Partner with City on Pine Avenue alley improvements

August 2018

Improvements anticipated to occur in September 2018.

April 2018

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.

April 2019

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

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

- Initiate programming at the Loop

September 2017

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

February 2018

Initiated monthly third Thursday activation of the Loop in partnership with Live After 5 programming.

March 2019 Assisted with Live After 5 at the Loop

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

December 2016

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

April 2017

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

May 2018

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

March 2019

Explore DTLB Sidewalk Decals begin installation

- FY 17/18 Working Group B - Sidewalk Decals

(March 2019) Installation has begun. 21/50 decals installed thus far. Remaining to be installed over the next 2 weeks. Outreach initiated to adjacent business owners.

(August 2018) Installation of 50 decals to occur in September 2018. (April 2018) Call for Artists released April 16

(December 2018) 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

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

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

September 2017

Met with City Mobility and Livability Program s Officer, Michelle Mowery, to discuss opportunities for DLBA to support bicycle initiatives (May 2018) Released new Downtown by Bike map on May 13. The map incorporates bike share info and locations. Refer to B3.5)

September 2017

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

## Completed Tasks

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B2.10. Orchestrate lighting and holiday decoration programs

- Install 2016 Holiday Decorations
- Install 2017 Holiday Decorations
- Install 2018 Holiday Decorations

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

Prioritized lists developed for pole banners, wayfinding, tree plantings, and litter receptacles

(September 2018) Completed inventory of street furnishings (litter receptacles, news racks , banners, street trees, mutt mitts , wayfinding signage)

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

Identify locations for new street pole banners

(April 2018) Installed new street pole banners along Broadway , 3rd St, Long Beach Blvd, 4th St, 7th St, and Alaamitos Ave . Refer to D4.2.

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

Conduct walk audits to identify underutilized spaces and inactive frontages

(August 2018) Public Realm Committee conducted visual survey of alleys in East Village, North Pine and Pine & Promenade .

(July 2018) Conducted joint Public Safety/Public Realm Walk Audits in March, May and July 2017. Findings and recommended improvements forwarded to property owners and City.

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 Waterfront Task Force recommendations

(January 2018) Waterfront Task force recommendations submitted to Public Realm Committee

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

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

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

Support and sponsorship of Pow Wow outdoor mural festival (March 2018) Committed \$10 ,000 to sponsor Pow Wow 2018

July 2017 \$10,000 sponsorship of Pow Wow. Two murals previously proposed at the Loop were painted as part of the festival.

April 2017 Provided Pow Wow organization a list of potential mural sites including two located at the Loop .



## Completed Tasks cont'd

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

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

(September 2018) Completed inventory of street furnishings (litter receptacles, news racks , banners, street trees, mutt mitts, wayfinding signage)

(July 2018) Conducted joint Public Safety/Public Realm Walk Audits in March, May and

July 2017 . Findings and recommended improvements forwarded to property owners and City.

B2.8. Develop a Downtown street furniture plan in cooperation with the City Coordinate with Public Works on installation of 32 new Presidio litter receptacles

(November 2017) Coordinated removal of concrete receptacles and delivery and installation of 32 new Presidio receptacles to replace existing concrete receptacles.

## B3. Promote programs and policies that encourage pedestrian activity

### Active Tasks

---

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

October 2016

DLBA submitted recommendations to City regarding DTLB parking. See attached.

- Review parking meter data and assess existing rates, locations and hours

(August 2018) DLBA requested additional data and information related to parking meter usage and expenditures.

(March 2018) City provided parking meter revenue by corridor.

- Provide input on Downtown/Alamitos Beach Parking Study

(March 2018) City released survey to Downtown/Alamitos Beach stakeholders (December 2017) Met with Parking Study consultant

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

- Victory Park Design Guidelines update to be initiated by City

Refer to B1.4

- DLBA Recommendations concerning sidewalk dining permitting and standards submitted to City

Refer to B3.3

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

(March 2019)

Supporting the Sidewalk Dining permit progress of Michaels Pizza on the Promenade

(May 25, 2018)

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

### B.3.3 cont'd

June 2017

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.

- DLBA review of proposed ordinance changes

August 2018

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

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

- FY 17/18 Working Group C - Downtown Shuttle

April 2018

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

August 2018

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

March 2019

Proposal received for feasibility study

### B3.5. Produce biking and walking guides for Downtown (March 2019)

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

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

- Ongoing support for Downtown Plan

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

- Develop recommendations for e-Scooters in Downtown

August 2018

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

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

- DLBA grant to Augmented Reality at Harvey Milk Park project

September 22, 2017

Attended City led community forum on August 9, 2017

## B3.8. cont'd

April 2018

Augmented Reality for Harvey Milk Park to debut May 17 (December 2016) Demonstration completed in Dec 2016

August 2018

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

March 2019

Final demo of Augmented Reality completed, Grand Opening set for May 14th at 10am

- Curating experiences in DTLB using Vamonde app

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

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

## Completed Tasks

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

Submit recommendations concerning sidewalk dining permitting and standards to City

B3.4. Advocate for improved transit opportunities and multi-modal connections Submit letter of support for City Bicycle Master Plan

B3.4. Advocate for improved transit opportunities and multi-modal connections Submit letter supporting Downtown TOD and Pedestrian Plan

B3.5. Produce biking and walking guides for Downtown Develop Downtown map as part of wayfinding project (December 2018) Map completed

B3.5. Produce biking and walking guides for Downtown Produce new Downtown by Bike map and guide

April 2018

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

B3.7. Continue to support active transportation throughout and across the city Submit letter in support of City Bicycle Master Plan

B3.7. Continue to support active transportation throughout and across the city Submit letter in support of Downtown TOD and Pedestrian Plan

B3.7. Continue to support active transportation throughout and across the city Produce new Downtown by Bike Map

Refer to 3.5

## B4. Increase funding for improvements to the public realm

### Active Tasks

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

B4.2. Explore public infrastructure financing mechanisms

- Research Enhanced Infrastructure Financing Districts (EIFD's)

## Active Tasks cont'd

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

- Develop ongoing programming at the Loop

September 2017

Weekly event Lunch at the Loop launched Sept 8, 2017

February 2018

Monthly Live After 5 at the Loop launched February 15

March 2019

Live After 5 hosted at the Loop on March 21st, 2019

## Completed Tasks

---

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

Knight Fndn - Busker Booth (Partner)

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

Knight Fndn - Populated Parklets (Partner)

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

Southwest Airlines – Waite Court (Partner)

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

ArtPlace America – Shoreline Dr Demo (Lead)

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

Just Transit – DTLB Ride Share (Lead)

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

Port of Long Beach Sponsorship - Live After 5 at Loop (December 2018) Received \$1 ,000 grant

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

AARP Placemaking Grant

August 2018

Submitted proposal in April 2018. Not selected.

## B5. Promote strategies and programs that address parking opportunities and misconceptions

### Active Tasks

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

- Initiated partnership with City in June 2016 on comprehensive wayfinding update

Refer to B1.7

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

Summer 2018

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

January 2019

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

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

2017

City updating parking structures to include capacity counters at entrance for drivers .

- Track City's DMS project and signage upgrades at 5 DTLB parking structures

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

Also refer to B3.1 and B3.4

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

- Ongoing support for Downtown Plan

### Completed Tasks

---

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

Conduct Downtown walk audits

July 2018

Conducted joint Public Safety/Public Realm Walk Audits in March, May and

July 2017

Findings and recommended improvements forwarded to property owners and City.

# Tasks Report

## C. Public Safety — Downtown Long Beach Alliance

**Project Start Date:** Oct 01 2016 **End Date:** May 29 2020

**Generated:** Apr 05 2019

Public Safety concerns include both actual and perceived safety. How safe do residents and visitors feel as they navigate streets or travel to Downtown? Strategies to address public safety include coordination with social services and law enforcement, shifting the tenant mix to make Downtown a destination for a wide range of visitors at different times of day, and design approaches that ensure that Downtown spaces are well-lit and feel physically secure. Each of the proposed actions across all four program service areas contribute to enhancing the social fabric that connects Downtown businesses, visitors and residents to create a safe, vibrant Downtown Long Beach.

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

Milestone: Homelessness Summit (Due: 31 January 2017)

#### Active Tasks

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

October 2017

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

July 2018

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

December 2018 Update:

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

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

Develop a report of findings (PS Committee)

October 2018

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

November 2018

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.

C1.3. Play a leadership role in developing strategies to address unwanted nightlife behavior August 2018 Update

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 .

September 2018

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

January 2018

DLBA staff reviews suggested concepts.

March 2019

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

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

October, 2018 Update:

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 .

January, 2018 Update:

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

August 2018 Update:

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 2019

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 .

February 2019

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

## Completed Tasks

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

Develop Categories (PS Committee)

Research BIDs via internet, phone interview and local BID field visit (PS Committee) January, 2018 Update: Created a Google doc with links to national BID programs for homeless outreach and shared it with working group and Public Safety Committee

February 2018

Working group developed a draft list of questions . Staff communicated with Hollywood BID about a visit, but they are going through renewal and are without an operations manager currently. A phone interview and visit to Santa Monica may be a better choice.

March 2018

Working group was unable to meet . Daniel requested a meeting with staff to review questions and protocol for making calls. NOTE : Consider whether working group or staff make the phone calls

May 2018

Group elected to send questions via email and follow up where appropriate with phone calls. Emailed questions from working group to operations staff in major nationwide BIDs .

## Completed Tasks cont'd

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

Organize Findings (PS Committee) July 2018 Update

Replies have been provided to working group members for review and organizing. Working group members have scheduled a meeting.

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

Coordinated meeting with LBPD Vice and South Division and Downtown restaurants and bars

Extended Safety Ambassador schedule to 3:00 am on Fridays and Saturdays in response to requests from Downtown restaurants and bars for the Friendly Escort Program

- Promote extended service to bars and restaurants
- Review bar, restaurant and patron use of extended friendly escort service

February 2018

Evaluation of extended hours revealed very few calls from restaurants and bars for friendly escort service. However, an increase in calls has been experienced during afternoon and early evening hours.

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

Encouraged restaurant and bar security and operations managers to use GroupMe app to communicate patron safety concerns to each other

Fall 2017

DLBA hosted LBPD Vice and South Division command staff and restaurants/bars from Downtown (75 invited/20 attended ) to discuss several issues related to security and operations. DLBA staff informed businesses of the Group Me app and how to register .

January 2018

Thus far, no registrations from this group. However, hotel staff from the Downtown Safety Alliance have expressed interest.

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

Community Outreach Manager served on planning committee of Community Connections for Homeless Solutions Conference and ensuing working groups

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

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

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

Community Outreach Manager served on planning committee for MHA fundraising event, "Under the Toque", which raised over \$50,000

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

Community Outreach Manager serving on planning committee for MHA fundraiser "Under the Toque 2017"



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

### ACTIVE TASKS

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C2.1. Maintain a strong partnership with the Long Beach Police Department (LBPd) October 2017  
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.

January 2018

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.

July 2018 Update

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 2019 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.

February 2019

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

March 2019

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.

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

November, 2017 Update:

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

April 2018 Update:

Operations requested clarification on the definition and enforcement of "overnight camping" from LBPd South Division in collaboration with the City Prosecutor and City Attorney.

June 2018 Update:

Operations 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.

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

December 2017 Update:

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.

January 2018

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

July 2018 Update:

Neighborhood Prosecutor Vescera informed the Public Safety Committee that the City Prosecutor's office has restructured protocol of administering 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.

August 2018 Update:

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.

January 2019 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.

February 2019 Update:

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.

April 2019

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.

C2.4. Support broadening the video camera surveillance program in Downtown February 2018 Update:

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?

March 2018

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

April 2018

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, databases. 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.

May 2018

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

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

January 2018 Update:

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 .

March 2018 Update

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

January 2019 Update

Need to re-engage working group for upcoming quarterly meeting

April 2019

Organizing meeting of Downtown Safety Alliance with large property security and operations teams.

- Develop an outreach strategy with commercial, business and residential property owners offering to arrange for LBPD security review of property

June 2018

Identified the opportunity of using the new business welcoming letter for offering LBPD safety evaluations of building/property.

April 2019

Including LBPD safety evaluation opportunity with ED Dept meeting support materials and making mention of Public Safety resources in new business greeting letters.

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

January 2018 Update:

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.

January 2019 Update:

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.

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

March 2018

SP+ parking management is no longer operating city parking structures. DLBA staff reached out to LAZ management and have been introduced to LAZ staff locally (Will Walker)

Finalize signage and order signs (using deferred funding)

- Work with parking management and private security companies (e.g. SP+ & Platt Security) to share information, strategy and contractual opportunities

March 2018

DLBA hosted the Downtown Safety Alliance meeting with security, operations and management staff across Downtown properties, including parking structures/lots, to discuss timely issues and best practices. Created a Hospitality Working Group from Downtown Safety Alliance (Jan 2018) members that will partly address and serve as a template for future conversations around this goal.

October 2018

Developed social media messaging to encourage greater use of the program

January 2019

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

- Developing Friendly Escort signage for posting in public or private parking lots in Downtown PBID

January 2019

Clean and Safe (C&S) reports an increase in calls requesting a friendly safety escort.

## Completed Tasks

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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

- Established a three-day per week schedule of kiosk during events, conventions and high pedestrian periods.

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

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

- Worked with Public Realm to create a "Downtown Walk Audit" noting trip-and-fall and safety concerns along the public right-of-way.
- Schedule walks with neighborhood associations, city staff and committee members
- Develop walk audit form with map
- Create issue tracking spreadsheet and classify issues noted during walk audits
- Draft correspondence to private property owners regarding issues
  - Schedule meeting with Public Works Department and share walk audit lists with council offices

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

Develop walk audit form

C2.1. Maintain a strong partnership with the Long Beach Police Department (LBPD)

Established monthly meeting with South Division Commander and monthly updates at Public Safety Committee

C2.1. Maintain a strong partnership with the Long Beach Police Department (LBPD)

Schedule briefing with LBPD South Division and DLBA Safety Ambassadors during their regular training session

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

Worked with DHHS to address concerns from stakeholders regarding winter homeless shelter pick up. Subsequently, requested Mayor's Fund for Homeless to fund Safety Ambassador assistance at Downtown pick up location.

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

Requested assistance enforcing illegal activity in front of 7-Eleven from LBPD South Division commander and staff

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

Requested CPP assistance (Ryan Sanders) with illegal activity in front of 7-Eleven

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

Developed Letter of Agent protocol with City Prosecutor and LBPD West Division

C2.4. Support broadening the video camera surveillance program in Downtown Request operational status report for existing cameras from LBPD

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

### Active Tasks

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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

January 2019

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.

- Conduct public education campaign

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

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)

- Increase membership and participation on Bar/Restaurant GroupMe app
- Schedule a Downtown Dining and Entertainment District meeting with LBPDSouth, Business Licensing Bureau, LBPD Vice and (possibly) Health Department.

DLBA brought over 25 Restaurants and Bars together in 2016 and 2017 for meetings with LBPD South/Vice, Business Licensing and DLBA Operations.

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

October 2017 Update:

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

February 2018

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

February 2019

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.

### Completed Tasks

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- 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

Public Safety Committee working group to conduct online survey to measure baseline safety knowledge/concerns and develop outreach campaign

- Developed and launched public safety survey

- Analyze survey results and provide overview to Public Safety Committee

- 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

Public Safety Committee working group to develop potential topics for a public education campaign

- 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

Completed Task cont'd

DLBA staff to develop messaging and methods for public education campaign with sign off from Public Safety Committee

January 2018 Update:

Working group met with Christina Mancebo to discuss public info campaign messaging.

March 2018

Working group finalized campaign draft notes and will provide them to PS staff and Christina Mancebo .

June 2018 Update

Working group identified the following : 1) Posters and social media explain Clean and Safe services, 2) Condense Clean and Safe phone numbers (2) into one number, 3) Update Whose Job Is It? City Services sheet and include Clean and Safe as well as Go Long Beach issues , 4) create a video campaign around certain public safety topics, 5) create a decision making tree for stakeholders to know who/when to call for services around individuals experiencing homeless and/or mental illness.

August 2018 Update

Working with Marketing and Communications and Digital and Social Media to develop posters and messaging; updated and redesigned Whose Job Is It sheet.

Increase membership and participation on Bar/Restaurant GroupMe app

Presented GroupMe app and its purpose to bars/restaurants/hotels at meeting with LBPD

- 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

Develop a public education campaign budget (PS Committee)

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

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### Active Tasks

C4.1. Identify and advocate for the elimination of trip-and-fall hazards in public spaces January 2018 Update:

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.

March 2019

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.

- Related to actions taken under C2.7 walk audits
- Follow and track resolution of walk audit findings
- Schedule an evening walk with Public Safety Committee members to evaluate safety lighting on annual basis.

Completed in FY16/17 and tentatively scheduled in June, 2018.

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

August 2018 Update

Operations is working with Public Realm to schedule tree planting in November 2018.

February 2019 Update

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.

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

- Implement and track (partner w/NA's, businesses and City Departments) (PS Committee)

November 2018 Update

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.

January 2019 Update

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

February 2019 Update

Provided CVB with language from city code.

March 2019

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

April 2019

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.

## Completed Tasks

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- C4.1. Identify and advocate for the elimination of trip-and-fall hazards in public spaces Submitted database of 2017 walk audit findings to Public Works (Art Cox)

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

Worked with Placemaking to identify open tree wells in Downtown and used Clean Team Special Projects staff to plant and water trees.

- C4.2. Partner with the City and property owners to plant and maintain tree wells and medians Work with city staff (Sean Crumby & Art Cox) to remove tree stumps in identified locations

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

Develop a letter from DLBA to property owners/businesses where there are empty or unkempt tree wells to encourage .partnership with DLBA

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

Develop a campaign slogan/logo (PS Committee)

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

Develop outreach campaign (PS Committee) March 2018

Working group has developed a logo. Marketing and Communications has selected Kalo as the graphic designer of the logo. Group has discussed use of short videos for campaign message.

June 2018 Update

Working group/staff have recommended the following: 1) Develop FACT sheet that explains the cost and impact of sticker removal to stakeholders and contributing factors to vandalism in the public space ; 2) Develop social media messaging around the FACT sheet; 3) meet with stakeholders that contribute to the problem (i.e. convention center, skateboard shops), 4) consider other community partners (e.g. LBUSD - PSA video/poster contest);

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

Develop budget for campaign (PS Committee) November 2017 Update:

Budget limit = \$1,000

# Tasks Report

## D. Marketing and Communications — Downtown Long Beach Alliance

**Project Start Date:** Sep 01 2016 **End Date:** Sep 29 2020

**Generated:** Apr 05 2019

Marketing efforts contribute to greater knowledge and a stronger public perception of Downtown Long Beach. To draw more people Downtown, visitors, workers, locals and citywide residents must have a better sense of the activities and amenities. Actions to expand the public image include media, marketing, communications, and special events outreach.

DLBA Communications efforts contribute to greater knowledge and a stronger public perception of DLBA's work. Actions to expand DLBA's public image and reach include developing a communications plan and expanding audience size.

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

#### Active Tasks

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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

January, February 2019

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

March 2019

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. - JA

April 2019

Reconfiguring 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. - JA

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. - CM

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 - CM

Working 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. - CM  
Realigning 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. - CM

Website refresh to include visitor content and interactive maps



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

October 2018

Working in conjunction with Broc and consult with Sean. The project may be transitioning to a new design team per discussion with Broc . - CM

October 2018

Designed 8 new traffic signal wraps for fall/winter 2018-2019 events - JA

March 2019

Worked with a designer to create 8 new traffic signal wraps to bring awareness to DTLB summer events - JA

April 2019

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 . – JA

Acquire printing estimates

- Work with CVB, hoteliers, concierges, transit info center, convention center, etc. to design and distribute DTLB map and other visitor collateral distribution.
- Working with Operations to disseminate information requests for a map of DTLB (9/21/17-RS)

Awaiting second round draft of DT Map

D1.3. Develop a more interactive website presence

February, March, April 2019

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

October 2018

Launched an interactive map that includes DTLB businesses and public assets such as mutt mitts, bike share stations, bust stops - JA

August 2018

Introduced beta weblink for the new website set for a soft launch 9/4/18 and an official launch on 9/6/18 - CM

Entered contract with Commune to refresh the DLBA website to better engage and establish a more cohesive navigational flow for various site visitors. - CM

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. - CM  
October 2018 Launched new DLBA website October 2018 - JA/CM

Continuously updating SEO tags for any new web pages to increase traffic to DLBA website as well as efficiently direct traffic to appropriate pages. - JA

Working on moving the squarespace web pages onto the DLBA website. - JA January 2019

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 – JA

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

## Completed Tasks

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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

Evaluate Clear Channel media inventory at Long Beach Airport

Provided recommendation. Awaiting final determination on whether to forgo one year contracts or not.

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

Evaluate Clear Channel at Long Beach Airport

Evaluate Clear Channel new media inventory at the Long Beach Airport to identify opportunity .

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

Downtown By Bike Map

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

Celebrate Downtown video in rotation on Public Safety Kiosk monitor at Events

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

Design map for Kiosk table top to help direct visitors in DTLB.

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

Downtown Map Design Assigned

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

Provide Creative Brief to City Fabrick

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

Awaiting First Round Draft of DT Map

D1.3. Develop a more interactive website presence Develop and execute phase 2 of DLBA website.

D1.3. Develop a more interactive website presence Team site mapping and content review

D1.3. Develop a more interactive website presence Meeting with Commune to review team feedback 3/8

D1.3. Develop a more interactive website presence Wireframe Feedback from DLBA Team

Collective feedback provided to Commune on wireframes, including build out of Public Realm and Meetings/Agenda.

## Completed Tasks cont'd

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

Website beta link from Commune to be circulated internally for trial and feedback.

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

Work with Economic Development department on DTLB Snapshot Reports, Economic Profile, and social media promotion.

- Economic Profile 2018
- Designer assigned, data dump and photography shoot
- Quarterly Snapshot - Office Market Report

### D1.4. Publicize and support private sector leadership and investment in Downtown Promote Economic Development Initiatives

Support Economic Development 's initiatives through promotional activities: press releases, social media (paid and unpaid), weekly roundups and newsletters.

1 Million Cups, LA2050 Challenge , DLBA Small Business Grants

- Social Media Paid and Free Support
- Press Releases - LA2050, Kiva, Snapshots, Entrepreneurship Series, 1 Million Cups

## E1. Publicize DLBA's initiatives and successes

### Active Tasks

---

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

- Website Refresh - Content Positioning and Enhanced User Experience
- Downtown Scene Newsletter - monthly

#### E1.2. Publicize DLBA's public safety efforts and successes February 2018

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

June 2018

Included the Clean & Safe team transition in the June newsletter. -CM

Promoted Public Safety survey accessible via the DLBA website through social channels, roundup and June newsletter. -CM

## E1.2. cont'd

September 2018

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

-CM

January 2019

Public Safety Digital Campaign promoting the various services Clean and Safe team provide s to the Downtown - JA

January , February, March, April 2019

- Publicize monthly alerts of pressure washing services on social media
- Website Refresh to better position Public Safety

Clean and Safe will receive a home page tab on the website, which better positions its content than the current site for ease of discovery. Services will be more readily discoverable

E1.3. Work to broaden the definition of "Downtown" to include nearby neighborhoods June 2018

Working on establish ing a network of contacts (businesses /services) in nearby neighborhoods to leverage activities/events to develop a DT connection that can expand to include these neighbor hoods.

Exploring collaboration with Tessa Cavenah on a historical project that connects Downtown and Rancho Los Cerritos.

- Exploration of Historical Project

Exploring collaboration with Tessa Cavenah on a historical project that connects Downtown and Rancho Los Cerritos.

## Completed Tasks

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### Task

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

Celebrate Downtown Event

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

Advocacy Positioning: Housing/Beacon's Report

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

Posted on social media an average of three times per month dedicated to public safety Worked with press to promote Alley Busters program and roles of safety ambassadors.

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

Newsletter, Weekly Roundup and Social Media Communications Inclusion

E1.3. Work to broaden the definition of "Downtown" to include nearby neighborhoods Wrote and promoted stories of nearby neighborhoods.

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

### Active Tasks

---

E2.1. Highlight Downtown successes for media distribution December 2018, Jan, Feb, March 2019  
Ensure press releases and media alerts have an attached graphic or photo/s to increase the likelihood of coverage

October 2018

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

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

February 2018

Monthly newsletter launched in February with coverage on DLBA related activities/topics, as well as downtown relevant subjects.

March 2019

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

- In partnership with LBBJ - Downtown December issue

December 2018

Produced another successful set of articles with LBBJ featuring Downtown businesses, transportation, nightlife and DLBA's ED Dept efforts.

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

October 2018

Reaching out directly to the business email list to encourage involvement in DLBA initiatives, programs and events- JA

Consistently distribute press releases and media alerts to media contacts for potential press coverage - JA

January 2019

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

Production of event posters for all signature events distributed Downtown

Events and notables included on website (event, news, press/media pages)

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

January 2018

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 . - CM

### E2.3. cont'd

Established line of communication with the Long Beach City Manager's Public Affairs Team. - CM

Coordinating with Anabell Chavez, the Digital Media Specialist within the Public Affairs, team to cross promote relevant content - CM

October 2018

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. - JA

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

January 2019

Attended LB Post open house to strengthen media relationships - JA

In constant communication with LBBJ on new DTLB business grand openings - JA

- Need to work with Economic Development to establish a process for regular information collection and outreach

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

- Develop pitch stories in collaboration with department managers
- Exploring Urban Land Magazine story angles
- Monitor Visit California for story pitches

## Completed Tasks

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E2.1. Highlight Downtown successes for media distribution Annual Long Beach Business Journal issue: Focus on Downtown

E2.1. Highlight Downtown successes for media distribution Long Beach Business Journal - December Downtown Issue

E2.1. Highlight Downtown successes for media distribution

Mid-year economic outlook issue for Long Beach Business Journal highlighted success in DTLB retail

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

Sent out bi-monthly email newsletter

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

Worked with press to cover Downtown Happenings Created videos for operations Kiosk

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

Reached out to Mayor's office and District councilmembers

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

### Active Tasks

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E3.1. Develop and implement an outreach and engagement plan October 2018

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.

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

December 2018, Jan, Feb, 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 - JA

Pushed out text msg alerts on upcoming construction activity: Includes Blue Line , Gerald Desmond Bridge and 3rd and Broadway -JA

Roadwork / Construction / Updates

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

Broadway Construction Project

Christina M created marketing plan with the input of Sean W and Jennifer A

Sean W is communicating with Public Works to get project updates

Jennifer A will sponsor content on social to promote the businesses impacted by the project Jennifer A creating a info graphic 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.

Jennifer A promote impacted businesses through social media contests utilizing gift cards/ certificates for those businesses

Jennifer A Communicate with the impacted businesses to help amplify and promotions Create Instagram story tours of new development in downtown - JA

Create Instagram story tours of new businesses in downtown - JA

- New content to launch with website refresh that highlights urban living and DTLB's direction.
- Downtown Scene Newsletter - instrument for conveying these messages through a variety of stories.
- Interviews with new business owners that highlight the growth and evolution of DTLB.

E3.3. Convene community meetings to discuss issues of urbanization October 2018

Promoted 3rd and Broadway Project Community meeting that was coordinated by Public

Realm - JA

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.

## Completed Tasks

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E3.1. Develop and implement an outreach and engagement plan Welcome Letter

- Process established and roll-out launched

E3.1. Develop and implement an outreach and engagement plan Include Welcome page on website - refresh

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

Efforts executed to educate on Long Beach's housing crisis and DLBA's position of a citywide solution

Actions included public access to Board meetings, an op-ed by Kraig Kojian and encouraging attendance to City meetings.

## D4. Update and integrate the DLBA

### Active Tasks

---

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

August 2017

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

October 2018

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

November 2018

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

- DLBA Branded Window Clings
- Cling Installation

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

August 2018

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

March 2019

New Placemaking Manager, Mariah Hoffman, working on details of wayfinding system installation . Monitor this process and mock ups closer to production.

- Pedestrian Wayfinding Signs (x12)
- Fabrication and Installation



## Completed Tasks

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

- Develop and promote DLBA brand (1.38 Un-Square Miles)
- Integrate tag into street banners - via Public Realm project
- Integrate tag into signal wraps - Public Realm Project
- New Logo and Brand Guideline Creation

DLBA's new logo, brand look and brand guidelines were created in late 2016.

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

Billboard design

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

Street Pole Banners

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

Operations (Safety Ambassadors) general info collateral

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

Website Refresh

Website (Commune Project): Wireframes review and feedback shared with group 5/25; including new wireframes for Public Realm and Meetings & Agendas.

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

Traffic Signal Wraps

Working with Sean on traffic signal wraps (11) to be positioned throughout Downtown. Additionally, utilizing the wraps to promote DLBA events.

DLBA Branded Window Clings Feedback to creative round (7)

DLBA Branded Window Clings Acquire Print Costs

Pedestrian Wayfinding Signs (x12) Design Signs

Pedestrian Wayfinding Signs (x12)

RFP for Fabrication and Installation Disseminated

# Tasks Report

## E. Special Events — Downtown Long Beach Alliance

**Project Start Date:** Oct 01 2016 **End Date:** Sep 30 2019

**Generated:** Apr 05 2019

DLBA organizes many successful and well-attended events and has developed a strong social media presence. There is additional work to be done in capturing regional positive media attention, drawing existing residents out to enjoy their city's amenities, and refining events to optimize staff efficiency and event revenue.

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

### Active Tasks

---

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  
October 2017

This is an on-going series through September 2018 for every third Thursday of the month, with The Loop and other area(s) of the Downtown activated. Series includes shuttle around the neighborhood of focus.

October 2018

LA5 series transitions from neighborhood -specific entertainment and shuttle to all of Downtown and 2 shuttles .

April 2019

March's LA5 recorded the largest number of participating businesses (32). Greater emphasis is being paid to the promotional opportunities for businesses in partnering with DLBA.

Summer & Music 2018 Series (SAM) FKA 720

April 2018

Continue to improve upon and expand on live music event series Summer & Music .

June 2018

FKA720 June: Event was moved to Promenade parking lot and done in conjunction with POWWOW, Made by Milworks and A.Skate Foundation. In total 2,000 people attended the event generate \$42,800 in economic impact

July 2018

Twisted At the Pike (July): Hosted down at the grass lawn in front of the Pike Outlets, the event attracted 4,500 attendees and generated \$124,500 in economic impact

August 2018

Bicycle Drive In (August): A new event that brought residents and visitors to North Pine to watch Harold and Maude, attaching 1,242 attendees and generating \$31,385 in economic impact

September 2018

Buskerfest (September): A continuation of the successful live music event in the East Village, the event is expected to draw in 4 ,500 number of people.

February 2019

Working with SAM, KCRW and POW WOW LB to enhance the summer line up.

## D2.1. cont'd

### Taste of Downtown 2018 October 2018

Continuation of popular food tasting event of Downtown restaurants, showcasing three key neighborhoods (East Village, Pine Ave, and the Waterfront).

East Village: Total attendance was approximately 3,400 people with an economic impact of \$91,256. 17 businesses participated in the event

Pine Ave: Total attendance was approximately 3,500 people with an economic impact of \$95,778. 24 businesses participated in the event

Waterfront: Total attendance is anticipated to be approximately 2,000 people with an economic impact of \$91,290. Anticipate 13 businesses participating in the event

### Live After 5 2018

#### October 2017

This is an on-going series through September 2018 for every third Thursday of the month, with The Loop and other area(s) of the Downtown activated.

The monthly live music series seeks to activate various parts of Downtown including: North Pine, the Promenade, East Village, The Pike Outlets and Shoreline Village. In total approximately 6,000 people have attended the one of the six events so far with reported economic impact of \$139,850.

#### March 2019 Update:

The Loop remains the hub every third Thursday of the month, but instead of focusing on one Downtown neighbor to activate with entertainment, Live After 5 now spans Downtown wide featuring live music, art activation, strolling entertainment as well as free trolley and double decker bus service to designated stops to assist with transporting people around Downtown. Live After 5 has evolved to promotional opportunity for businesses to partner with DLBA to take advantage of our social media reach.

#### LA5 Business participation:

- November - 15 businesses
- December - 18 businesses
- January - 12 businesses
- February - 27 businesses
- March - 32 businesses

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

- Leverage Live After 5 with local businesses having events on Third Thursdays

#### March 2019 Update:

Live After 5 is the perfect opportunity to engage with Downtown employees, residents, and visitors. Every month, we encourage local businesses to partner with DLBA to take advantage of this promotional opportunity to driving traffic to their business, increase sales, and reach a very diverse and expansive audience.

#### Ways businesses can participate each month:

Stay open during the event time frame (until 9pm)

Host a live musician or artist inside or outside your business (no permit required) Host a workshop or free class for guests (cooking, cocktail making, crafting, etc) Have a special Live After 5 themed drink or dessert

Create a special give away for the visitors who visit your location Create a sample to pass out on the street

Extend their happy hour

Be a stamp stop (each month we will encourage participants to go to 5 new spots and track them in order to be entered to win a prize!)

Pop Up at The Loop

Be the sole beer/wine and/or food vendor at The Loop Get creative to what is feasible to their business

Business participation will be cross promoted on the following platforms:

- Live After 5 Website & Instagram
- Live After 5 Trolley Map
- DLBA's Event Calendar
- DLBA's Social Media Channels
  - o 51k on Facebook
  - o 24k on Instagram
  - o 15k on Twitter
- Community Calendars
  - o Long Beach Post
  - o Gazette
  - o Long Beach Convention & Visitors Bureau
  - o Facebook Event Groups
- Eventbrite Event Page

KCRW Summer Nights

March 2019 Update:

Currently discussing KCRW Summer Nights series. With POW! WOW! taking place the 3rd week in July, we are looking at DLBA, SAM, and KCRW possibly producing a closing event. SAM will be producing their own summer events but may be able to bring KCRW on to draw a wide audience.

## Completed Tasks

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

- Celebrate Downtown

Canceled event due to budgetary reasons (9/21/17-RS)

- Celebrate Downtown 2018
- Review Spirit of DT Award Nominee List and Make Final Selection
- Order Spirit of DT Awards
- Video Production
- Commune to provide production proposal

Commune is making project intro with Digital Revolution 2/20.

DTLB UNfiltered (Photo Contest)

- Create Logo
- City Council Announcement

Kraig and Griselda will be announcing the competition dates and displaying logo at 9/5 City Council Meeting. Announcement postponed to State of the Arts event on 10/5. (9/19/17 - RS)

## Completed Tasks cont'd

- Online Contest Prep
- Create Woobox.com account
- Create Facebook Event page
- Create Landing Page
- Create FAQs page
- Create Rules and Regulations
- Add details of contest and category descriptions
- Photo Contest Promotion
- Press Release
- FB Announcement
- MTG Promo Booth
- Banner printing
- Postcards
- Day of promotion - Allison
- Print Postcards
- State of the Arts Ad

Double truck centerfold ad for State of the Arts program guide. (RS) Submitted to Tokotah and Griselda - (9/22/17 - RS)

- Collection of Photo Submissions Period
- Gallery Exhibition - 421 Collaborative
- Photo Judging

Need to create list of potential judges 11/15 scheduled for judging (2hrs)

- Email request to potential judges for November 15th date
- Gallery Promotion
- FB event page
- Press Release
- Promotional Collateral - postcard, poster, flyer, etc
- Photo Printing & Mounting
- Grand Opening Event
- Food and Drink
- Book videographer
- Book photographer
- Wall decals
- MADE by Millworks display
- Transfer to MADE from 421 Gallery
- Promote with LB Artwalk

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  
Reevaluate DLBA signature events and expand event ideas & concepts to enhance customer experience.

September 2017

Updated proposed events for FY17-18: removing Promenade Beer & Wine Festival and Dogs of DTLB. Evaluating new layout /location for NYE. Continuing with Celebrate DTLB, Taste of DTLB series, and 10th anniversary of SAM series

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  
DTLB: UNfiltered (Photo Contest)

Live After 5 2018

Prep info for May LA5 Post Mortem Meeting improvements- more family/transient friendly bands  
marketing efforts- need posters with minimal info sooner so as to spread work removal of trolley stops/dates  
review of budget- over by \$481 for May (HK is confident it will even out)  
restaurant involvement & payoff- losing \$ at loop overall. need to make \$1K in F&B sales. 3  
diff proposals (no food, food truck, buy our own food & sell) Talked about flyer design for June

Live After 5 2018

Meet w' Heather & Sean for post mortem & prep for meeting w' Broc & Kraig

Live After 5 2018

Create Business Outreach Packet for June Event & Send to Heather

sent draft of business outreach to heather on 5/11. as of 5/21 , waiting on any changes 5/23 - Asked me to move participation link further up. Re-sent draft .

KCRW Summer Nights Meeting: Follow Up w' KCRW

Met with Mia & Susan to discuss Buskerfest & LA5 September involvement. Sent f/u email after meeting with general info on LA5 & SAM

KCRW Summer Nights Send response to Melanie

May 2018

Created a draft email to send to Melanie w/details of what DLBA envisions for KCRW presence

Summer & Music 2018 Series (SAM) Submit Invoices to be paid

Dave Van Patten- SKate Mural Installation- \$2500

Bearcoon - Andrea Walker- SAM Kickoff Performance- \$250

Dam Funk- Paradigm Talent Agency LLC (50% deposit - \$2K & Balance- \$2K)- mail deposit, hold balance

Keen Ramps-(50% deposit-\$4K & Balance - \$4K)- mail deposit, hold balance Johnny Jones Graphic Design- SAM artwork- Save the Date, Kick-off & 720- \$1500

Ashley Hectus - 2 of 4 Festival Management Services & ABC Reimbursement for Kick -off

\$2,525

Korey Dane Sugita SAM Kickoff \$250 Petty Cash - \$250 for FKA720

Summer & Music 2018 Series (SAM) Add FKA Event to Next Door

## D3. Work to increase sponsorships and increase revenue from events

### Active Tasks

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

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 Sponsorship:

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 anticipate d 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.

Design and distribute DLBA signature event sponsorship deck for all FY17-18 signature events.

Create overall events sponsorship deck

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

October 2018

Sponsorship deck created with Marketing and Communications Committee

## Completed Tasks

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D3.1. Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorships and ticket sales  
FY16-17: (positive) Collected \$40k in Summer and Music Series sponsorships Collected \$39k in SAM sponsorships. (9/21/17-RS)

D3.1. Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorships and ticket sales  
FY16-17 (negative) 0 NYE sponsorships and negative balance of expenses vs. revenues"

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D3.1. Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorships and ticket sales  
Identify designer to work on deck

D3.1. Reduce reliance on DLBA funding of special events by generating greater revenue through sponsorships and ticket sales  
Review sponsorship opportunities and identify associated sponsor fees  
Design and distribute DLBA signature event sponsorship deck for all FY17-18 signature events.

Assign to designer

Sponsorship Package Development

Taste of Downtown- Send content to Michelle, Kraig, Christina

Sponsorship Package Development

SAM- send content to Michelle, Kraig, Christina



# Tasks Report

## F. Advocacy, Civic, Leadership — Downtown Long Beach Alliance

**Project Start Date:** Oct 01 2016 **End Date:** Sep 30 2019

**Generated:** Apr 05 2019

DLBA stakeholders and its leadership are a vital and highly engaged part of the Downtown community and must continue to engage the City and the community to shape City policies and strengthen Downtown.

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

#### Active Tasks

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

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

#### Active Tasks

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

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

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

2018

November

The DLBA in partnership with the City of Long Beach and County of Los Angeles pushed for the 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 equity and economic inclusion . The DLBA served as one of the task force members to help develop issues for entrepreneurship, home ownership, and access to capital to undeserved populations in Long Beach

F2.3 cont'd

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.

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

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

### Active Tasks

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

2017 - 2019

To date the DLBA has issued over 10 letters of support for housing development in Downtown Long Beach , equating to more than 1,300 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

F3.2. Develop corporate partnerships April 2018

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

March 2019

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

F3.3. Form strong partnerships with neighborhood organizations FY 17-18

President and CEO met with 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.

FY 18/19

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.

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

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

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

F3.7. Strengthen code enforcement throughout Downtown

# Tasks Report

## G. Organizational Development — Downtown Long Beach Alliance

**Project Start Date:** Oct 01 2016 **End Date:** Sep 30 2019

**Generated:** Apr 05 2019

DLBA is a highly effective and impactful organization that has been a key player in Downtown Long Beach's renaissance for many years. With the approval of VISION 2020, the organization turns its attention to becoming an even more dynamic infrastructure of board members, stakeholders, and other community leaders working together to achieve a common outcome.

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

#### Active Tasks

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

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.

October 2017

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

October 2018

Revised the design of previous dashboard .

- Introduced dashboards for all programming committees
- Share dashboards with stakeholders on a regular basis

January 2019

Share dashboards with the community on a regular basis through various media and meetings as part of the organization's accountability to its stakeholders.

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

January 2017

Staff use Teamwork Project Management Program to track progress in the Strategic Plan Vision 2020, as well as individual projects outside of the plan . A report of staff's progress will be provided to the President and CEO and EC every April and October

## Completed Tasks

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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.

Continuing to change and enhance programming committee dashboards through design, graphics and layouts

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

### Active Tasks

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

2017

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;

2017

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

FY17/18

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

FY18/19

Guest speakers related to organization/department goals invited to present at Board meetings

## Completed Tasks

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### Task

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

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

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

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

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

### Active Tasks

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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.

FY17/18

Board Development Committee converted into Governance Committee

FY18/19

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

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.

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.

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

### Active Tasks

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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.

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

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 .

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.

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

August 2017

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

G5. Each program committee is charged with reviewing VISION 2020, in concert with professional staff, to recommend an infrastructure to carry out their responsibilities.

## Completed Tasks

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

- 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

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.

## G6. Identify the optimal synergy between the Downtown Development Corporation (DDC) and the DLBA and its VISION 2020 strategic plan.

### Active Tasks

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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.

2017

May

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

2019

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.