Develop a community outreach program to increase awareness of the GoLongBeach app among Downtown Stakeholders.

**MONTHLY HIGHLIGHTS (AS OF 03/31/2019)**
- DLBA’s Clean & Safe team members logged over 1,000 contacts with Downtown businesses in March alone.
- Motorized Scooters are illegal on sidewalks, but can be ridden in Downtown’s bike lanes.
- The DLBA has released an updated walking map of Downtown -- be sure to ask a Clean and Safe ambassador for a copy!
- Next Public Safety Committee Meeting: April 24th @ 4pm

**DEPT. FINANCIAL HEALTH**
*DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019*

<table>
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<tr>
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<th>YTD ACTUAL</th>
<th>ANNUAL BUDGET</th>
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<tr>
<td>SPENDING</td>
<td>$526,946</td>
<td>$1,178,869</td>
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<td>REVENUE</td>
<td>$127,060</td>
<td>$394,272</td>
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**ANNUAL GOALS**
1. **DLBA DOCENT PROGRAM**
   - Create a Docent Volunteer Program for stakeholders interested in sharing information about Downtown and DLBA programs

2. **PEDESTRIAN SAFETY**
   - Develop an outreach campaign coordinated with enforcement agencies to address bicycles and scooters on sidewalks in the Downtown.

3. **GO LONG BEACH APP**
   - Develop a community outreach program to increase awareness of the GoLongBeach app among Downtown Stakeholders.

**C E A N & S A F E S T A T S (DEC 18’-MAR 19’)**

- **GRAFFITI STICKER REMOVAL**
  - DEC: 248
  - JAN: 353
  - FEB: 342
  - MAR: 422

- **STREET PERSON CONTACTS**
  - DECEMBER: 16
  - JANUARY: 10
  - FEBRUARY: 22
  - MARCH: 1129

- **SAFETY AMBASSADOR ASSISTANCE**
  - DECEMBER: 230 DIRECTIONS, 135 PUBLICATIONS HANDED OUT
  - JANUARY: 197 DIRECTIONS, 111 PUBLICATIONS HANDED OUT
  - FEBRUARY: 403 DIRECTIONS, 105 PUBLICATIONS HANDED OUT
  - MARCH: 433 DIRECTIONS, 95 PUBLICATIONS HANDED OUT