



**DOWNTOWN
LONG BEACH
ALLIANCE**

September 15, 2020

Honorable Mayor Garcia and Members of the Long Beach City Council
Civic Center Plaza
411 W. Ocean Blvd.
Long Beach, CA 90802

RE: September 15 City Council Agenda Item No.20 (Open Streets Initiative)

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

Please accept this correspondence on behalf of the Downtown Long Beach (DLBA) Board of Directors and enter into the public record for tonight's City Council meeting. The DLBA supports the extension of the Open Streets Initiative (agenda item No. 20) until at least the end of 2020 with a continued discussion regarding possible permanent installations in some areas of Downtown.

Although the Open Streets Initiative is still in its initial and temporary phases, the program has been a lifeline for business owners, employees, and the greater Downtown community. The program enables businesses to safely expand their operations and workforce while complying with public health regulations and the pedestrian right-of-way requirements. In a [survey](#) DLBA recently conducted, we found that 63% of Downtown businesses participating in the Open Streets initiative reported an increase in sales compared to the prior two months, with 84% of the same businesses supporting a permanent extension of the Open Streets Initiative.

The COVID-19 pandemic and associated public health orders have had a significant impact on our Downtown business community. Foodservice, personal grooming, retail, and similar customer-facing industries have been forced to close or severely limit their operations. According to data from the recent CSULB Quarterly Economic Forum, small businesses in Downtown ZIP codes experienced an average of 27% less revenue between March and May of 2020. During the same period, Downtown foodservice businesses surveyed by DLBA reported an average of 19 full-time employee layoffs per establishment. The Open Streets Initiative has provided much-needed relief for this sector.

The DLBA recognizes that any decision regarding street closures should address the concerns of the Downtown business and residential communities. We believe that the evaluation of the Open Streets Initiative will establish best practices regarding signage, streetscape beautification, vehicle ingress and egress, maintenance and sanitation, and quality of life services for those experiencing homelessness. Moreover, we would encourage the City Council to examine the possibility of expanding the Open Streets Initiative to other business sectors that are currently not eligible to utilize the program, such as general retail. Going forward, DLBA is eager to assist the City in improving and promoting this Initiative for Downtown and the greater Long Beach community.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kraig Kojian', with a stylized flourish at the end.

Kraig Kojian
President & CEO

Cc: DLBA Board of Directors
Tom Modica, City Manager, City of Long Beach
Eric Lopez, Director of Public Works, City of Long Beach
Tasha Day, Manager of Special Events & Filming, City of Long Beach

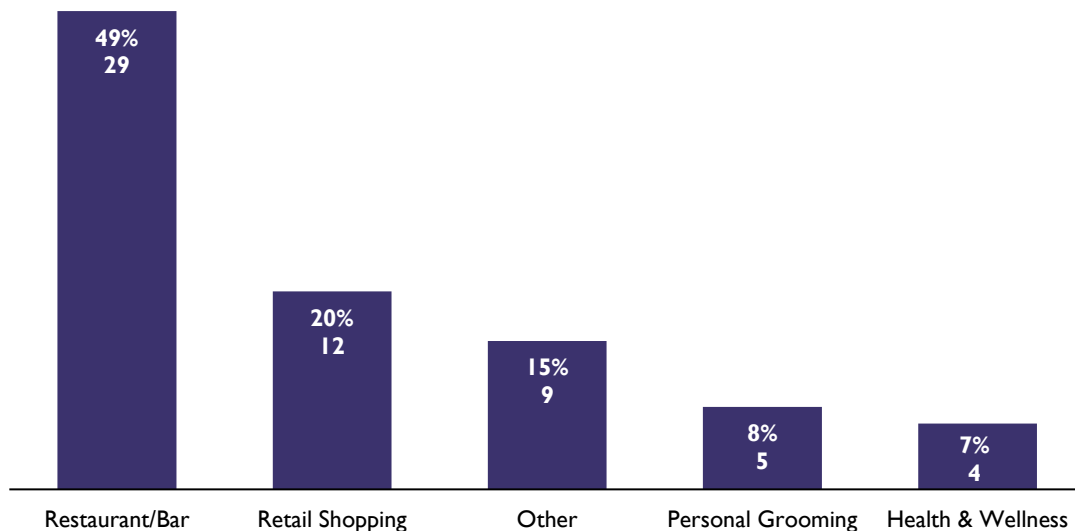
Downtown Long Beach Alliance
Open Streets Initiative: Downtown Business Evaluation
 (n=61)

On Friday, September 4th, DLBA released a survey to the Downtown business community to evaluate the current outcomes of the Open Streets Initiative. The survey was distributed via email to all eligible Downtown businesses based upon the tenant category listed on their business license. 269 total invitations were sent, composed of all Restaurant/Bars, Personal Grooming, Retail, and Health & Wellness businesses with an active email address. The survey was open until Sunday, September 13th, with a total of 61 responses (23% response rate). Questions 3-11 were posed to only those businesses actively participating in the Initiative, with questions 13 and 14 only posed to businesses not participating.

Survey Participation by Neighborhood

Neighborhood	Count	Dist.
Core	30	49%
East Village	16	26%
North Pine	10	16%
Waterfront	4	7%
West Gateway	1	2%
Total	61	100%

Q1. Please categorize your business (n=59)

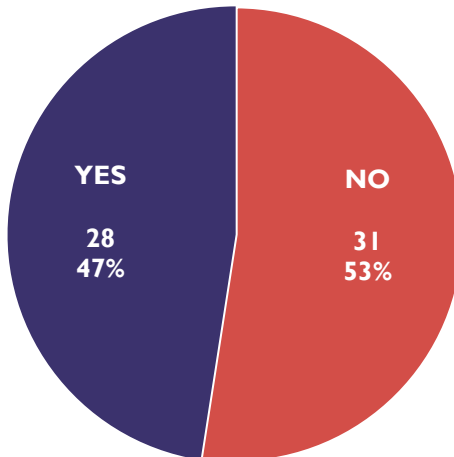


Q1. How would you categorize your business?	Health & Wellness	Other (please specify)	Personal Grooming	Restaurant/ Bar	Retail Shopping	Grand Total
Core	2	3	1	20	4	30
East Village	1	2	2	5	5	15
North Pine	1	4	2	2	1	10
Waterfront	0	0	0	2	1	3
West Gateway	0	0	0	0	1	1
Grand Total	4	9	5	29	12	59

Other (please specify) responses:

- Art Gallery
- Child Care
- Coffee Shop
- Distillery/ Restaurant
- Financial Institution
- Pet grooming
- Private training facility
- Restaurant market
- Service

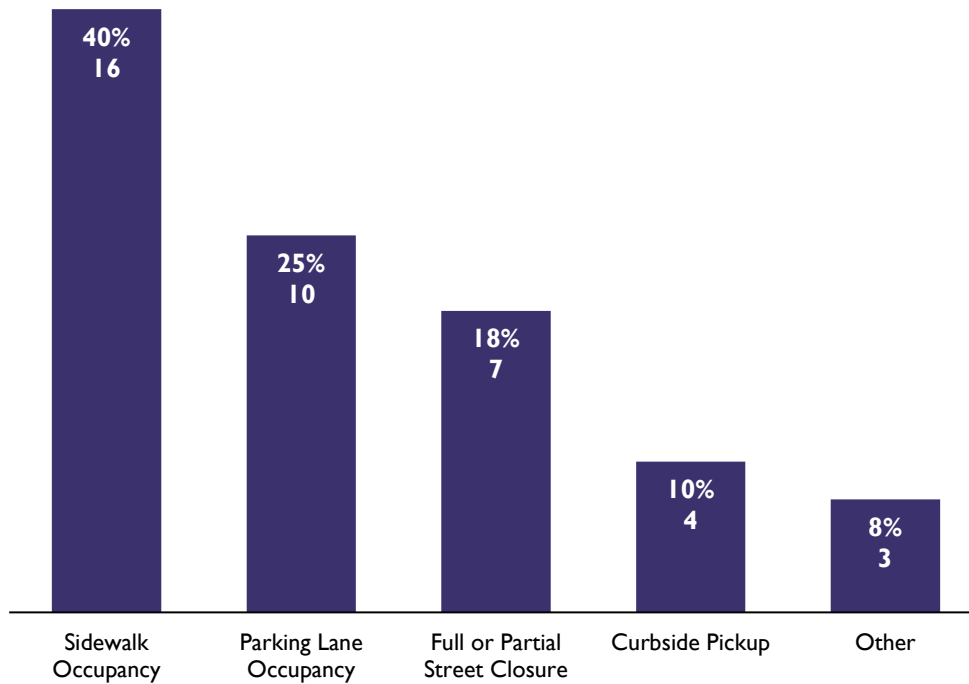
Q2. Are you participating in the Long Beach Open Streets Initiative? (n=59)



Q2. Are you participating in the Long Beach Open Streets Initiative?	Health & Wellness	Other (please specify)	Personal Grooming	Restaurant/ Bar	Retail Shopping	Grand Total
No	4	6	4	9	8	31
Yes	0	3	1	20	4	28
Grand Total	4	9	5	29	12	59

Q2. Are you participating in the Long Beach Open Streets Initiative?	Core	East Village	North Pine	Waterfront	West Gateway	Grand Total
No	12	10	7	2	0	31
Yes	18	5	3	1	1	28
Grand Total	30	15	10	3	1	59

Q3. How is your business participating in the Open Streets Initiative? (n=40)

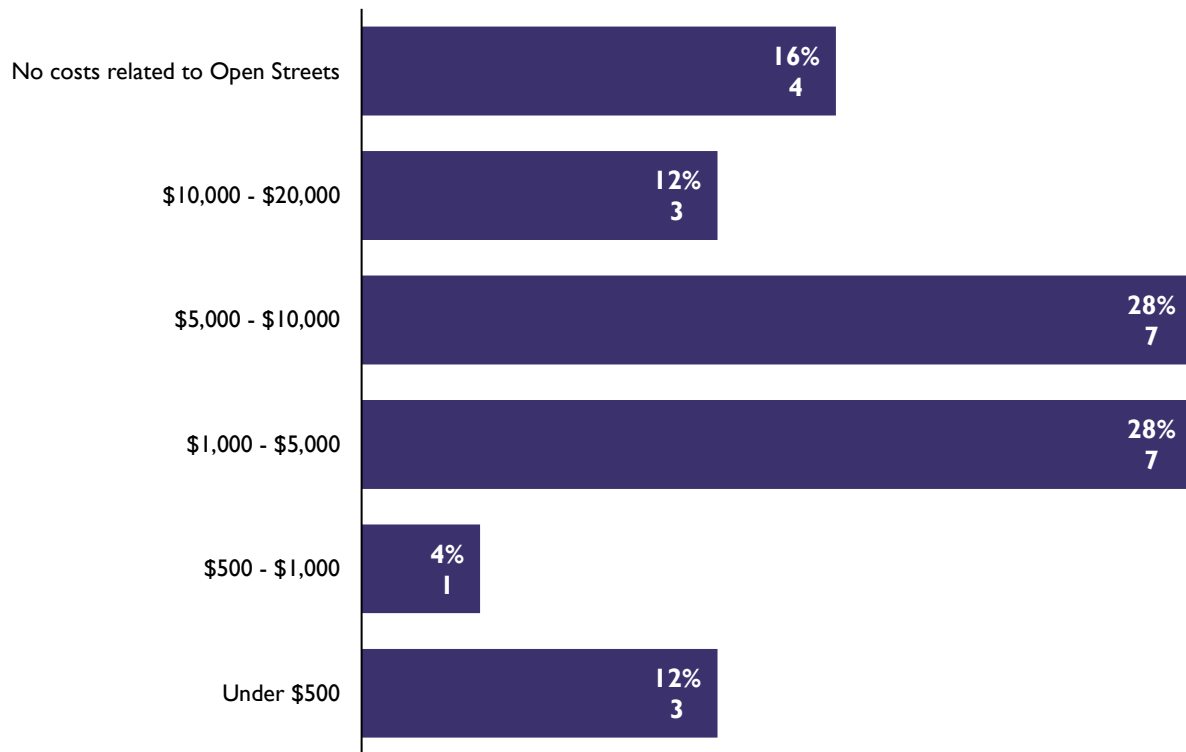


Q3. How is your business participating in the Open Streets Initiative?	Sidewalk Occupancy	Parking Lane Occupancy	Full or Partial Street Closure	Curbside Pickup	Other	Total
Health & Wellness	0	0	0	0	0	0
Other	1	1	1	0	0	3
Personal Grooming	1	0	0	0	0	1
Restaurant/Bar	14	9	6	4	2	35
Retail Shopping	0	0	0	0	1	1
Grand Total	16	10	7	4	3	40

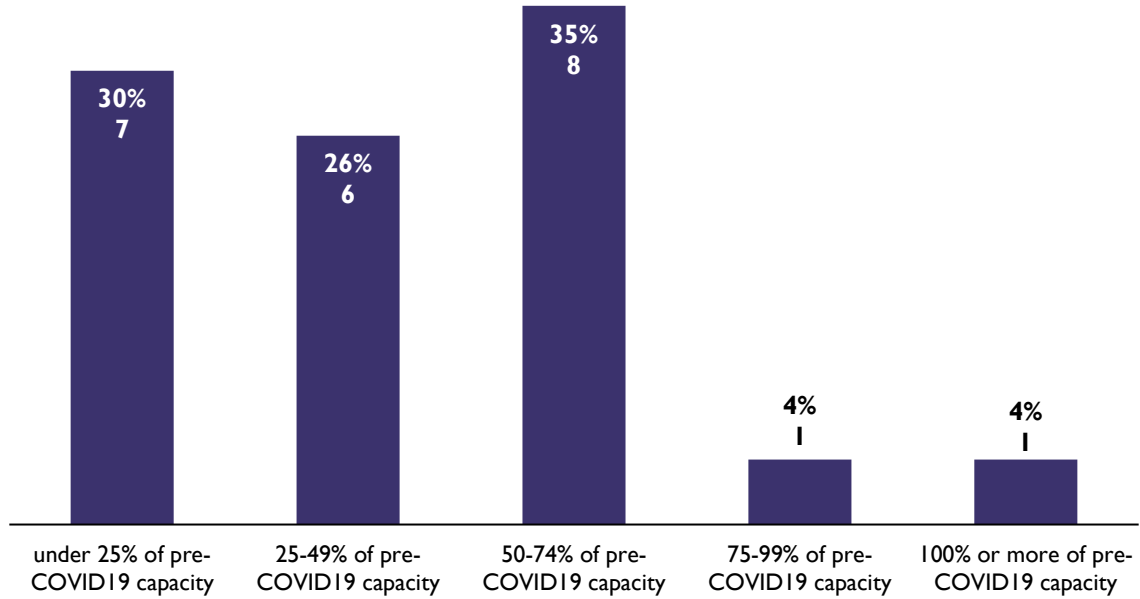
“Other” Responses:

- Parklet Patio
- We are working with Special Events to find out what we can do
- We will participate in all when we open

Q4. Approximately how much has your business invested for sidewalk operations, parklets, or street closures? (n=25)



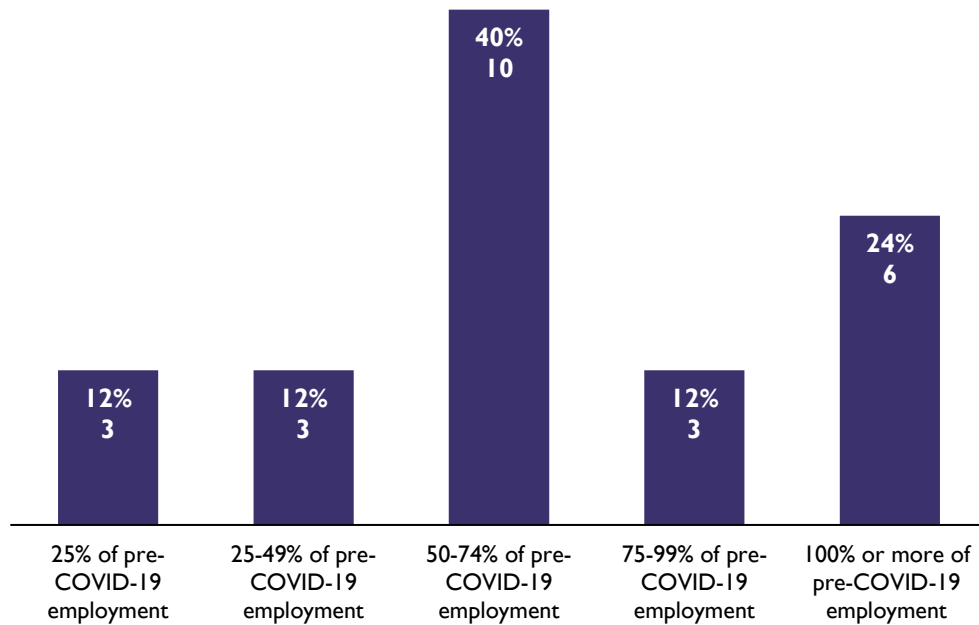
Q5. How does your operating capacity under the Open Streets Program compare to capacity before COVID-19? (n=23)



Q5. Operating capacity under the Open Streets Program compared to capacity before COVID-19	Under 25% of pre-COVID19 capacity	25-49% of pre-COVID19 capacity	50-74% of pre-COVID19 capacity	75-99% of pre-COVID19 capacity	100% or more of pre-COVID19 capacity	Grand Total
Health & Wellness	0	0	0	0	0	0
Other (please specify)	0	1	0	1	0	2
Personal Grooming	1	0	0	0	0	1
Restaurant/Bar	5	5	8	0	0	18
Retail Shopping	1	0	0	0	1	2
Grand Total	7	6	8	1	1	23

Q5. Operating capacity under the Open Streets Program compared to capacity before COVID-19	Under 25% of pre-COVID19 capacity	25-49% of pre-COVID19 capacity	50-74% of pre-COVID19 capacity	75-99% of pre-COVID19 capacity	100% or more of pre-COVID19 capacity	Grand Total
Core	5	4	4	0	1	14
East Village	1	1	4	0	0	6
North Pine	1	0	0	1	0	2
Waterfront	0	1	0	0	0	1
West Gateway	0	0	0	0	0	0
Grand Total	7	6	8	1	1	23

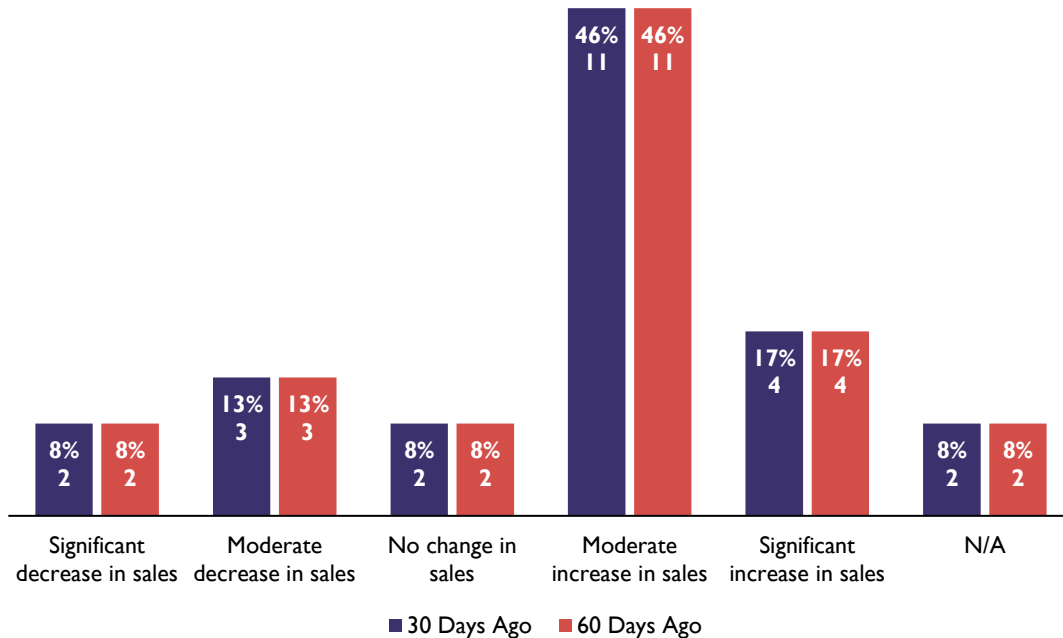
Q6. What percentage of your pre-COVID-19 workforce are you currently employing under the Open Street Program? (n=25)



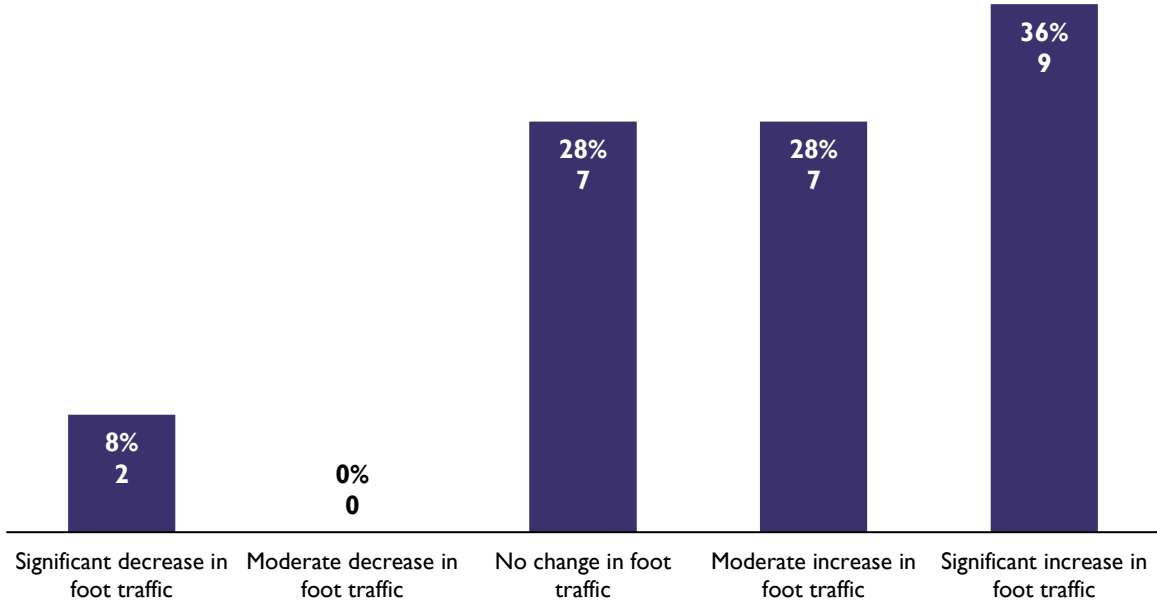
Q6. Pre-COVID-19 workforce employed under the Open Street Program?	Under 25% of pre-COVID-19 employment	25-49% of pre-COVID-19 employment	50-74% of pre-COVID-19 employment	75-99% of pre-COVID-19 employment	100% or more of pre-COVID-19 employment	Grand Total
Other (please specify)	0	0	2	0	0	2
Personal Grooming	1	0	0	0	0	1
Restaurant/Bar	2	3	8	1	6	20
Retail Shopping	0	0	0	2	0	2
Grand Total	3	3	10	3	6	25

Q6. Pre-COVID-19 workforce employed under the Open Street Program?	Under 25% of pre-COVID-19 employment	25-49% of pre-COVID-19 employment	50-74% of pre-COVID-19 employment	75-99% of pre-COVID-19 employment	100% or more of pre-COVID-19 employment	Grand Total
Core	2	1	7	2	4	16
East Village	0	1	2	1	2	6
North Pine	1	0	1	0	0	2
Waterfront	0	1	0	0	0	1
Grand Total	3	3	10	3	6	25

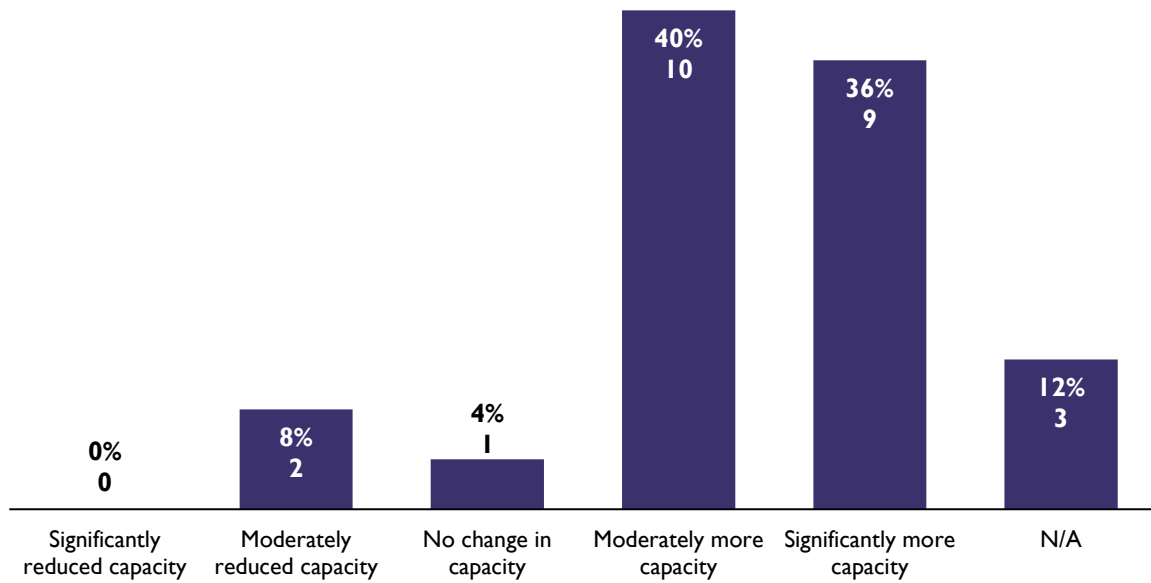
Q7. How does your current sales volume compare to the past two months? (n=24)



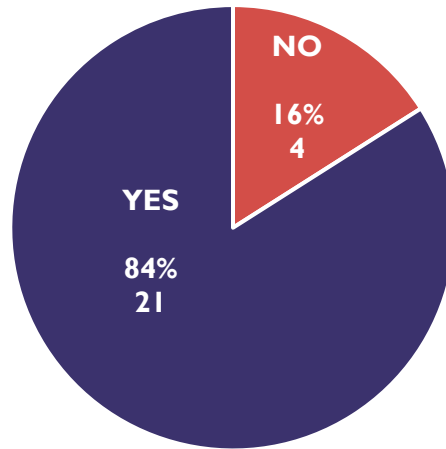
Q8. How has the Open Streets Program impacted foot traffic to your business? (n=25)



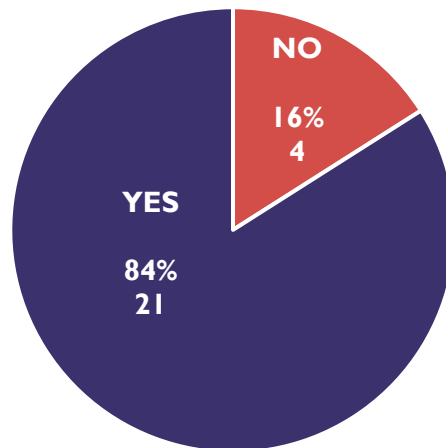
Q9. How has the Open Streets Program impacted capacity at your business? (n=25)



Q10. Would you want the Open Streets program to be extended past the end of current COVID-19 Health Orders?



Q11. Would you like the Open Streets program to be extended permanently?



Q12. What aspects of the Open Streets program would you like to see improved? (survey respondents who answered “yes” on Question 2)

- I, better signage showcasing the area, maps and businesses; 2. Safety: homelessness in DTLB is a serious issue. Often the outdoor area is unsafe and inconvenient to consumers due to homelessness. 3. Cleanliness: no trash cans are available outdoors. Also, streets are extremely dirty and not kept clean. 4. Public restroom: this is the biggest issue at our location. Business do not offer Public restrooms and the city does not have infrastructure to provide public restrooms to the community.
- A clarified path to making the he programs permanent so we can plan one way or the other.
- Better design, streetscaping. More activities and light entertainment options. Activities. A Destination for visitors and default visits for locals.
- Continue the current emphasis on homeless and providing good atmosphere on street.
- have it be permanent
- I don't think so.
- I have yet to fully experience Open Streets first hand. My only concerns are parking, homeless traffic through the dining area, homeless mess every new day on the patios, a car running through the barriers on Pine Ave.
- Less homeless on Pine Ave
- More Frequent Cleaning
- More LB guides scrolling at night until 11pm.
- Not sure
- Open the street for traffic
- Our street, Linden between ocean and Broadway could benefit from a partial street closure to draw more people and allow for adequate distancing with pedestrians. If the Open streets plan is extended or permanent there should be some guidelines to improve the look of those that have done little to no improvement to the K rails
- Please include me in the love you are giving to Pine Ave and 2nd street with the BID
- Provide cones or some other type of blockage for street shutdowns. We consistently have pedestrians removing our blocks or moving them around. We also nearly had an employee injury from pedestrians on bikes and scooters riding in the middle of our dining area and nearly knocking down a server with food in their hands.
- removed completely or be flexible in regards to the street closure. a full closure is not necessary. a partial closure would allow for more car traffic which in turn would actually increase foot traffic.
- Resources for how retail can take advantage of the initiative. Better signage for pick-up zones
- Restart sidewalk pressure wash on 3rd.
- The area of the Promenade need to be looked at again. I think there could be more space utilized. We very much appreciate DLBA's help in getting us some space but the entire promenade could be used, considering a fire lane alley in Waite court to the rear that can fit full size fire trucks if needed
- We like to see a platform for street performers. And benches or seats for the visitors as well as some landscaping and lightings.
- Would like to have Linden Ave. changed to a one-way street. In do so more parking spaces could be added.

Q13. Briefly explain why your business is not participating in the Open Streets Program (survey respondents who answered “no” on Question 2)

- Barber shops can now operate indoors safely. If there is a way I can participate would love too.
- **Doesn't make sense for my business model.**
- I do not have a lot of space outside of my shop on the side walk and MOSTLY because everyone let's their dogs pee in the unkempt planter outside my door. It stinks so bad especially in the hot sun. It's disgusting and I have repeatedly asked the city and DLBA if something can be done to fix/get rid of the planter. I'd love to have a patio space there instead of the planter, but I can not afford to do it, especially in the age of Covid.
- I have a fitness studio with heavy equipment and I don't have man power to take outside everyday. I am a single woman running this business alone.
- I have not been open
- **I was never approached about the program**
- I'm a retail store, I believe open streets only apply for restaurants, I will like to apply to other business too.
- It does not apply to our business
- **It is not a safer alternative for our business and tenants to operate outdoors.** Their private suites are a safer and more controlled environment to offer their services. Each tenant is required to have 1,900+ hours of training to be certified. That training allows them to operate and service clients in a cleaner, safer and more professional manner. Our private suites only allow for one client to be serviced at a time, and the suite is thoroughly cleaned and sanitized after each service. Bottom line, operating in a private suite is a better option than outdoors.
- **It was never brought to our attention**
- It wasn't an option to participate
- its pet grooming so it can't be done outside. Also there's no need to
- located in shoreline village
- My business offering isn't set up for this.
- My business operates indoors only.
- My business would be impacted negatively if any parking or street lanes are changed.
- Not directly impacted by street closures
- Not familiar
- Not offering sit down at present
- Out location is on the side street next to metro and LBT bus route.
- Retail, theft
- Still not open because of the pandemic. We do not believe it is safe to allow customers to shop in our store.
- We are closed to the public except by appointment. We are focusing on online sales.
- We are currently still under construction.
- We have an existing patio on the promenade
- we lose money on every transaction at such low volumes
- We need the parking
- **We need the parking spots**
- we're not a restaurant. cannot do business outdoors

- With my type of product, it does not make sense for me to move inventory in and out of my shop space at this time.

Q14. Briefly explain the impact the Open Streets Program has had on your business operations, if any. (survey respondents who answered “no” on Question 2)

- Customers not happy having to drive around to get to our facility
- Foot traffic is reduced due to customers are redirect to pine street away from my location
- harder for patients to find parking. traffic is also a problem. much less foot traffic, but that's mostly due to the COVID lockdown and many businesses going out of business.
- Hasn't had a negative effect on my business. I like the fact that Long Beach is doing something to help the local businesses.
- I get no through traffic so nobody sees my business. I can't run my business and will probably have to go bankrupt.
- I have not noticed any impact.
- I see no impact, yet
- I think it has overall brought more people out to enjoy some part of their lives again.
- It has had a negative impact. Operating outdoors is not an option. We are unable to move 31 private businesses onto the sidewalks of our building. Operationally it is not possible. Our business model is different than traditional salons and we have been improperly categorized and new considerations need to be reviewed.
- It's has not impacted my business in any negative way. I am glad they are available and helping the local restaurants.
- less parking but the residents with handicap plates usually park in these spots for days so not a big effect
- Lower foot traffic
- Made DTLB more of a destination / more foot traffic in general
- N/A
- No real effect. It's nice to see people dining outside.
- None
- None currently.
- None noticeable.
- not on my business but it is a huge burden on the already overtaxed parking situation!!! I think its ridiculous
- Reduced parking
- The Open Streets Program has no negative effect on my business. I 100% support this program for as long as it's needed.
- There has been less foot traffic due to this and the covid-19 pandemic
- We have not felt any effects from the Open Streets Program
- Zero