

FOR IMMEDIATE RELEASE



CONTACT

Michael Berman
DLBA Communications Manager
Michaelb@dlba.org
562-708-6295

NEW SURVEY LAUNCHED TO MEASURE IMPACT OF “OPEN STREETS” IN DOWNTOWN LONG BEACH

Downtown Long Beach Alliance (DLBA) reaches out to its stakeholders to help determine future of City’s Open Streets Program

(LONG BEACH, CA – May 10, 2021) The Downtown Long Beach Alliance (DLBA) today launched a new survey to help measure the community’s view of the City of Long Beach Open Streets initiative in Downtown. The survey will offer administrators, policymakers and the general public a perspective on the program after nearly a year of operation.

“As a leader in the community which serves also as a clearinghouse of information, the DLBA is taking proactive measures to gain empirical information on the successes and challenges created by the City’s Open Streets,” said Kraig Kojian, DLBA President and CEO. “We believe that our community outreach and the survey results will help us advocate for a policy that expedites reopening our economy while still maintaining a controlled quality of life for our Downtown community.”

The Long Beach City Council approved the Open Streets initiative in June 2020 as part of an effort to support COVID-19 recovery for restaurants and businesses. The initiative was designed to transform public areas, including sidewalks, on-street parking, parking lots, plazas, and promenades into safe spaces for physically distanced activity. The City’s initiative is currently scheduled to sunset on June 30.

“It is important that all our stakeholders who have interests in these spaces are engaged in the future uses of them. We all know that things changed during COVID-19, and we need to know from our constituents what they would like to see going forward,” said Councilwoman Cindy Allen, District 2.

The DLBA [Q2 2021 Open Streets Survey](#), which is open now through June 4, is designed to capture sentiment from residents, visitors, property owners, and all types of businesses who regularly use or are impacted by any portion of the Open Streets initiative. The DLBA expects to share the survey results publicly in early June.

“We strongly support the DLBA’s efforts to solicit feedback and input from a broad array of important stakeholders, including our City’s restaurants on the “Open Streets” program,” said Alex Cherin, Executive Director, Long Beach Restaurant Association. “Restaurants are at the core of our City’s economic recovery and this survey will be a useful tool in that regard.”

#

About the Downtown Long Beach Alliance: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org, or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.