

Public Safety Committee

June 26, 2019



DOWNTOWN
LONG BEACH
ALLIANCE

2. Minutes

Action: Approve minutes from April, 2019 meeting.

3. Public Safety Partners Update

- LBPD South Division
- Long Beach City Prosecutor
- Department of Health and Human Services



4. Working Group Activities & Milestones

Working Group 1: Inform stakeholders of DLBA services and collateral through the creation of a volunteer docent program.

Milestones:

January - February

Fact Finding

February – April

Develop program elements

May – June

Design collaboration

July – August

Integration/Implementation

4. Working Group Activities & Milestones

Working Group 2: Develop an outreach campaign coordinated with enforcement agencies to address bicycles and scooters on sidewalks in the Downtown.

Milestones:

December – January

Fact Finding

February/March

Develop program elements

April

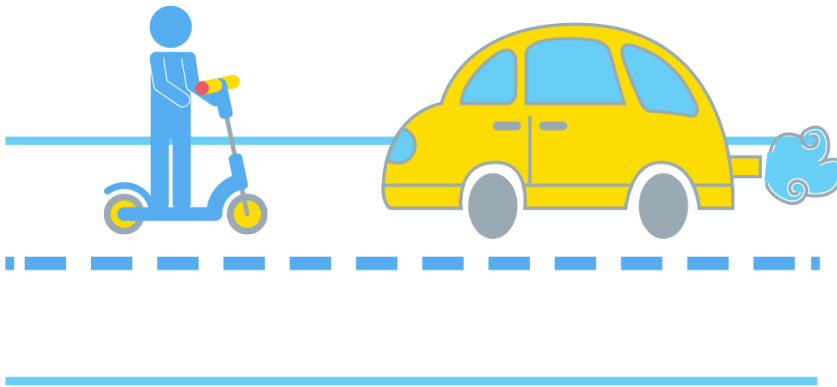
Design collaboration w/City

May – June

Education/Enforcement

Working Group Activities & Milestones

CAR VS. SCOOTER
WHO WILL WIN?



Metro Los Angeles “Beautiful Day”
Safety Campaign



4. Working Group Activities & Milestones

Working Group 3: Develop a community outreach program around stakeholder use of the GoLongBeach app.

Milestones:

April/May

Graphic design w/DLBA staff

June – August

Outreach Campaign

- DLBA June e-Newsletter
- Social Media

GoLongBeach Promotion Campaign

GO LONG BEACH CAMPAIGN – CONTEST

1. Elements of the contest
2. Duration of the contest
3. Graphic and Media Support
4. Rewards



Working Group Activities & Milestones

GoLongBeach App Photo Contest

1. Contest and Rules Announcement
2. Social Media Channel - Facebook
3. Awards based on FB likes? DLBA/PS Committee selection?
Impact on Downtown?
4. Private vs Public social media submittals to DLBA?
5. Reward? Taste Tickets, Gift Card, DLBA Board recognition

4. Working Group Activities & Milestones

GoLongBeach App Photo Contest

6. Six-week campaign around particular topics

- Street Lights
- Dumped Items
- Graffiti
- Newsracks
- Sidewalk Damage
- Street Signs

5. Staff Report

5a. Clean and Safe FY19/20 Budget Programming DTLB Vision 2020 Strategic Plan

- C1. Research and advocate for cutting edge solutions to social services, homelessness and aggressive street behavior
- C2. Work with the City and local agencies to coordinate public safety efforts
- C3. Increase and publicize community engagement around public safety and quality of life issues in Downtown Long Beach
- C4. Improve the quality of life and public safety of Downtown by maintaining the public space in a clean and orderly manner

5b. Public Safety Dashboard

PUBLIC SAFETY

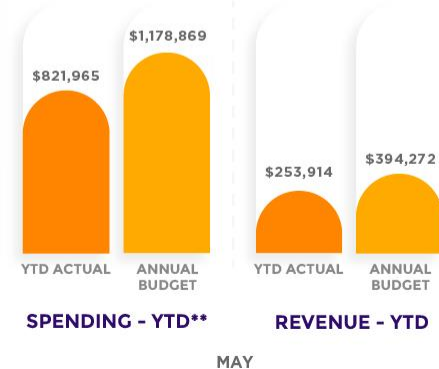
MONTHLY HIGHLIGHTS

(AS OF 05/31/2019)

- Initial analysis of the Public Safety Online Survey to be shared at DLBA's Board meeting in June revealed that the average Downtown resident has lived in the area for over 5 years.
- DLBA's Pressure Washing team has serviced more than 12.6 million square feet of sidewalk since October, 2018.
- The GoLongBeach app is an easy-to-use smart phone app for Long Beach residents to inform city departments about clean and safe issues in their neighborhood.
- DLBA was the first to partner with the City Prosecutor in creating a Neighborhood Impact Prosecutor Program for Downtown
- The next Public Safety Committee meeting is on June 26th, 2019 at 4:00 PM

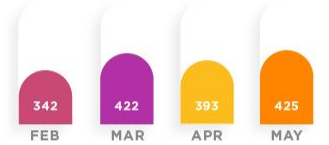
DEPT. FINANCIAL HEALTH

**DLBA Fiscal Year: Oct 1, 2018 - Sept 30, 2019



CLEAN & SAFE STATS (FEB - MAY 2019)

GRAFFITI & STICKER REMOVAL



STREET PERSON CONTACTS



SAFETY AMBASSADOR ASSISTANCE



ANNUAL GOALS

- DLBA DOCENT PROGRAM**
Create a Docent Volunteer Program for stakeholders interested in sharing information about Downtown and DLBA programs
- OCT 2018 - JAN 2019 FACT FINDING**
- FEBRUARY - APRIL DEVELOP PROGRAM ELEMENTS**
- MAY - JUNE DESIGN COLLABORATION**
- JULY - AUGUST INTEGRATION/IMPLEMENTATION**

- PEDESTRIAN SAFETY**
Develop an outreach campaign coordinated with enforcement agencies to address bicycles and scooters on sidewalks in the Downtown.
- DECEMBER - JANUARY FACT FINDING**
- FEBRUARY/MARCH DEVELOP PROGRAM ELEMENTS**
- APRIL DESIGN COLLABORATION w/CITY**
- MAY - JUNE EDUCATION/ENFORCEMENT**
- GO LONG BEACH APP**
Develop a community outreach program to increase awareness of the GoLongBeach app among Downtown Stakeholders.
- DECEMBER - JANUARY FACT FINDING**
- FEBRUARY/MARCH DEVELOP PROGRAM ELEMENTS**
- APRIL/MAY GRAPHIC DESIGN w/DLBA STAFF**
- JUNE - AUGUST IMPLEMENTATION**



Downtown Long Beach Alliance 18/19 Public Safety Survey

n=1020

18/19 Responses by Relation to Downtown

	Respondents	Target	% of Target
Live in Downtown	352	200	176%
Work in Downtown	109	200	55%
Own a Business	52	100	52%
Live & Work in Downtown	100	100	100%
Visitor	370	200	185%
Tourist	37	100	37%
	1020	900	113%

18/19 Responses by Neighborhood

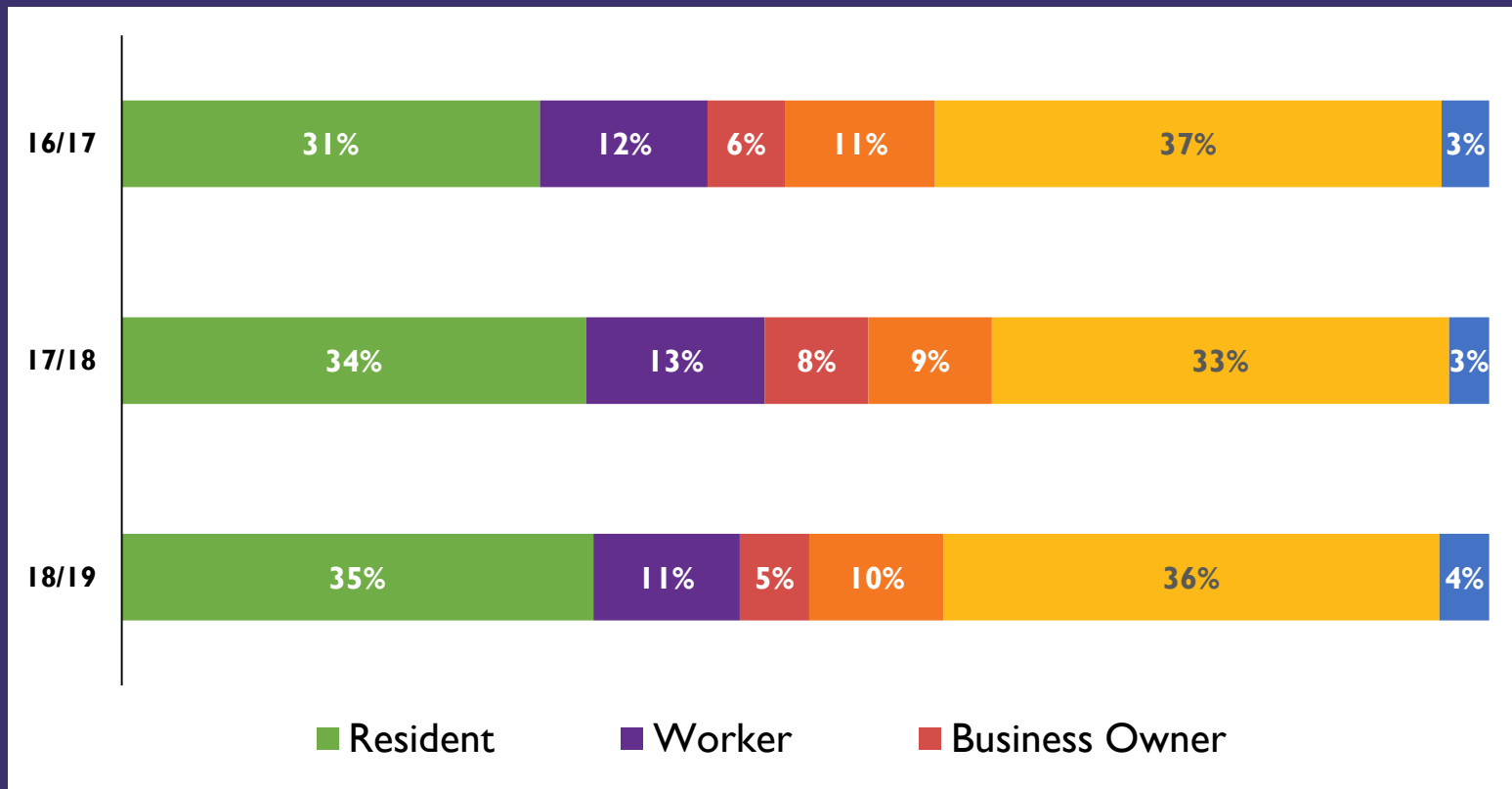
	Respondents	Target	% of Target
East Village	174	100	174%
North Pine	54	100	54%
Pine Ave & Promenade	124	100	124%
Waterfront	128	100	128%
West Gateway	59	100	59%
Wilmore Historical	68	100	68%
	607	600	101%

Margin of Error

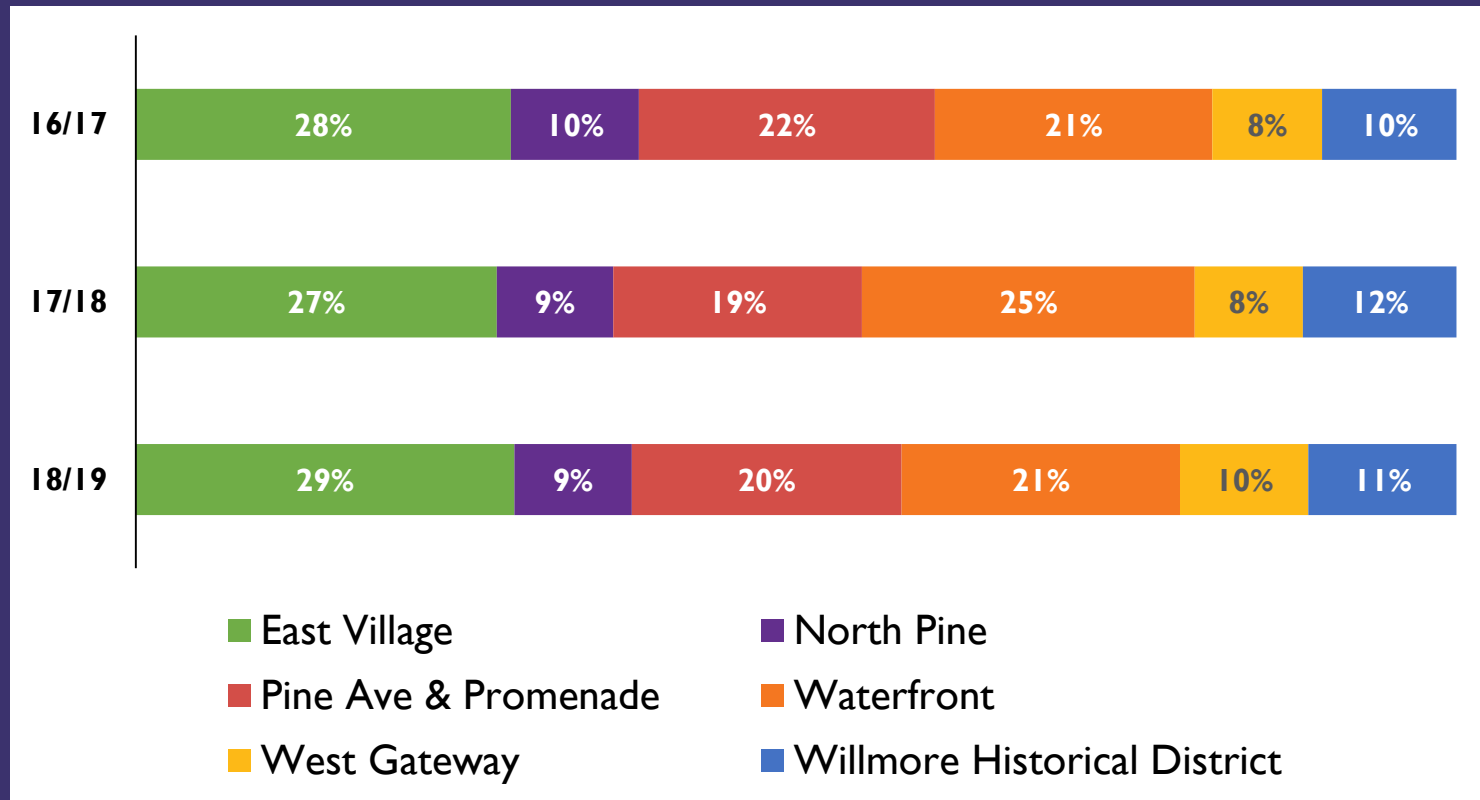
- Confidence Level= 95%
- Sample Size (n) = 1020 Completed Surveys

18/19 Margin of Error = $\pm 3\%$

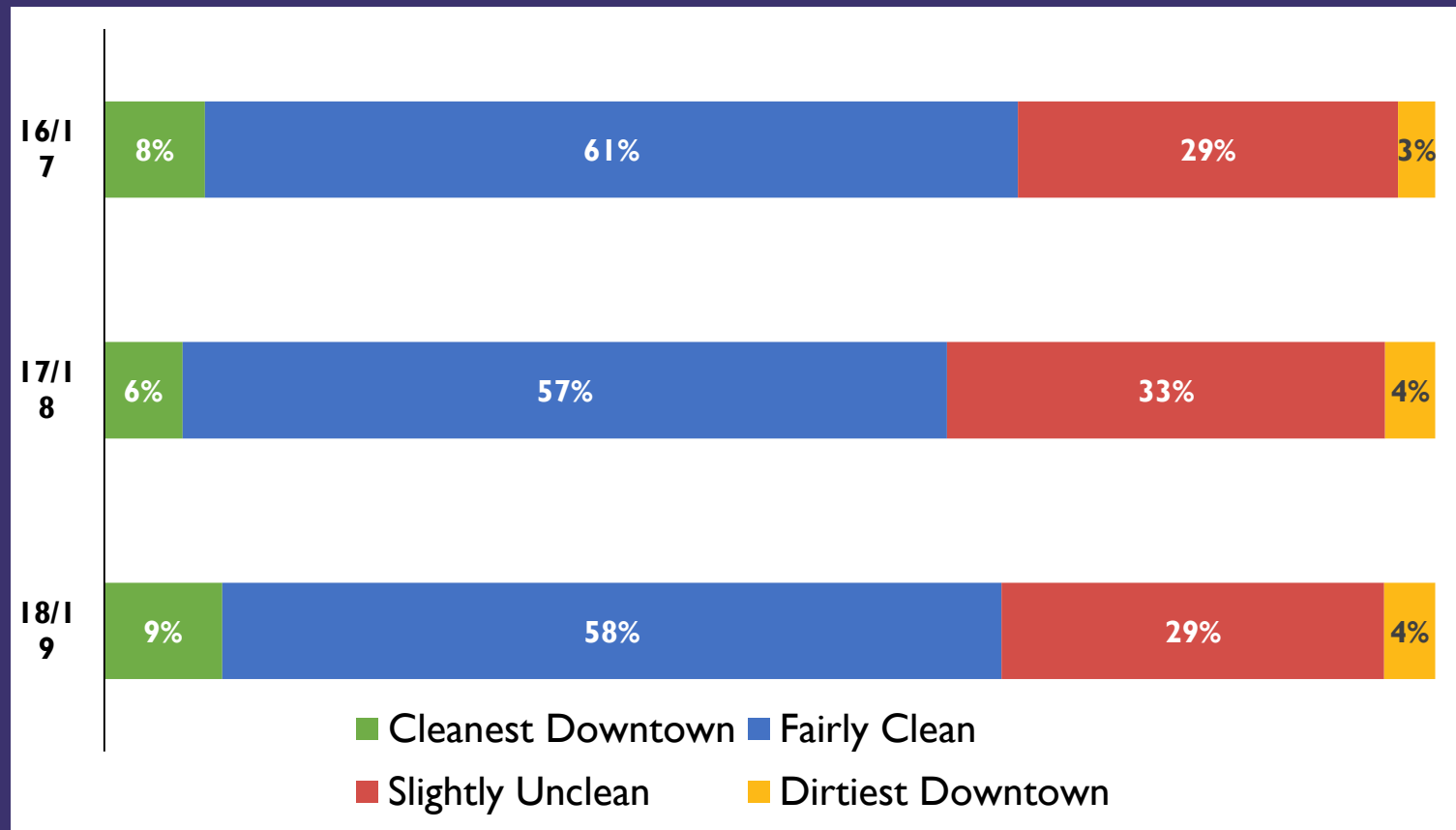
How would you describe your relationship to Downtown?



Which Downtown Neighborhood do you live or work in?



Which statement best describes your perception of Downtown?



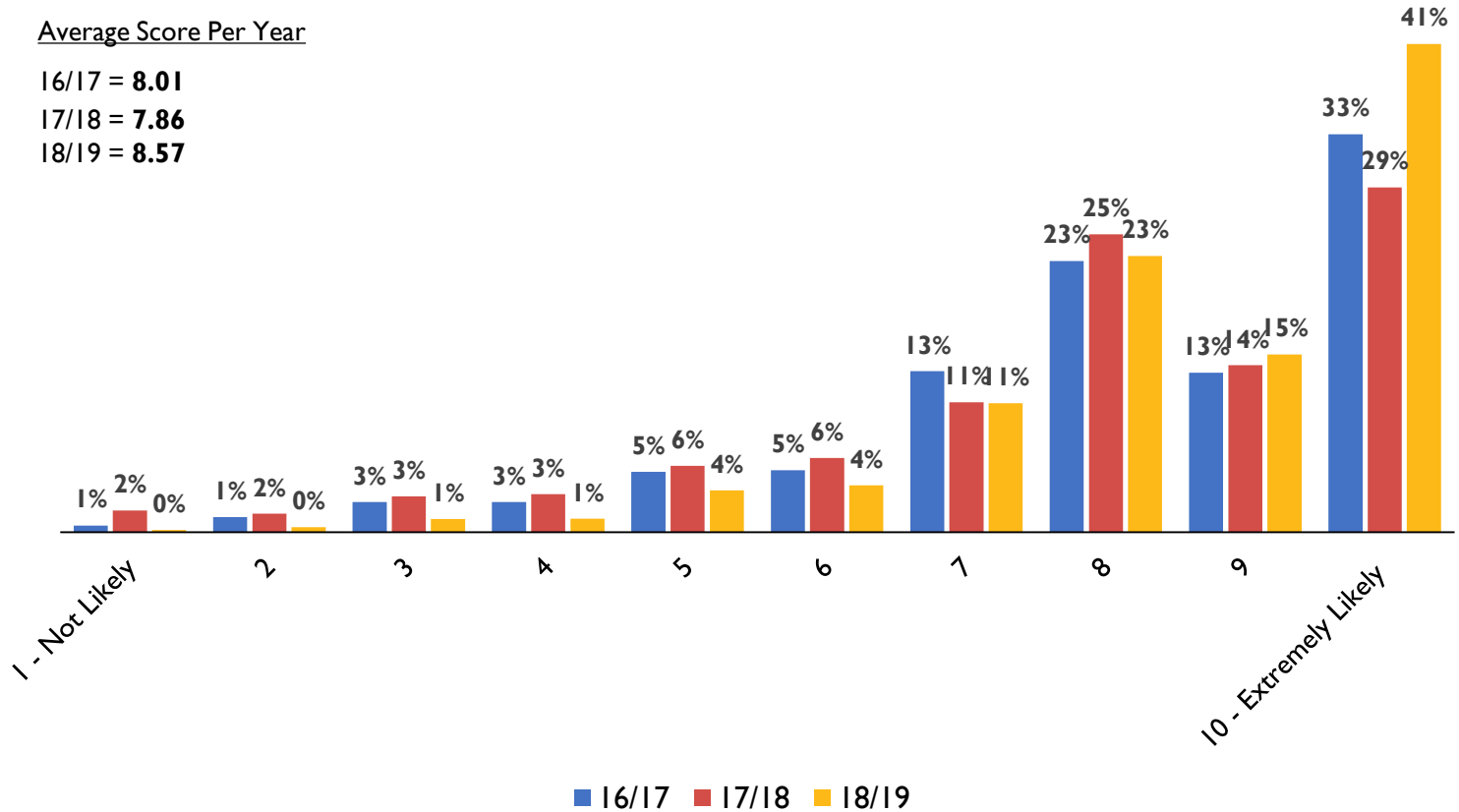
How likely would you recommend a visit here? (1 = not likely, 10 = very likely)

Average Score Per Year

16/17 = 8.01

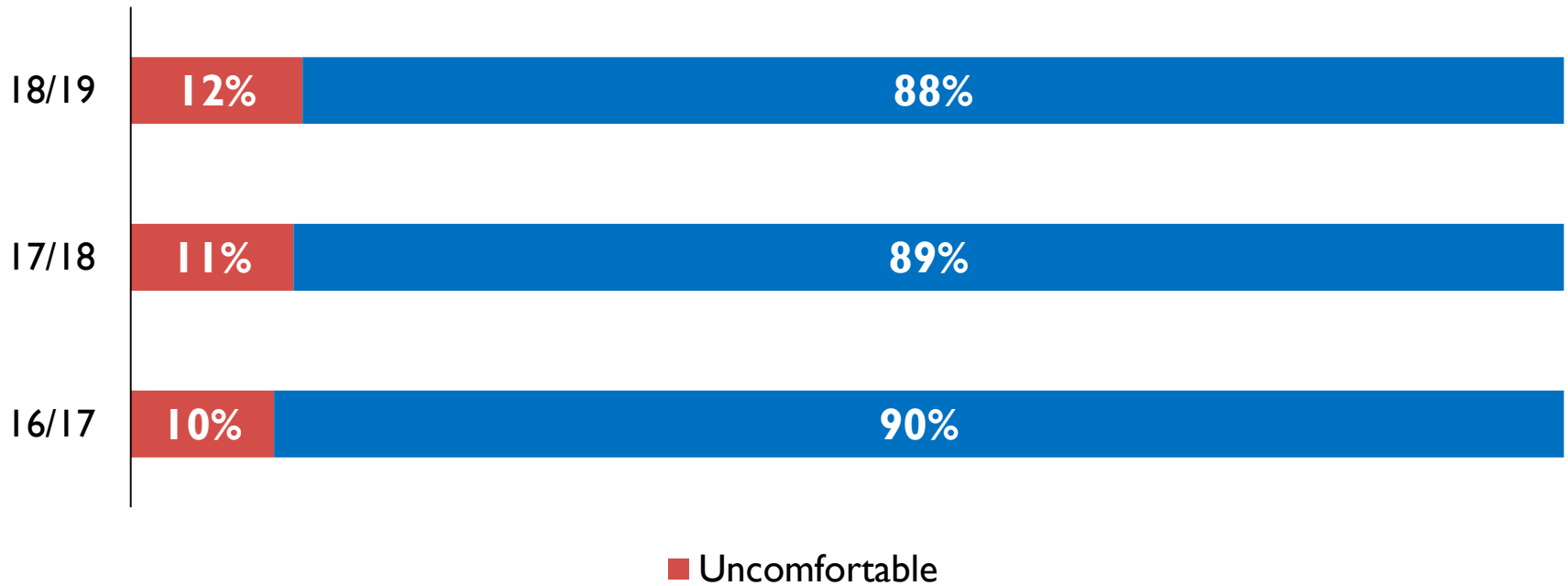
17/18 = 7.86

18/19 = 8.57



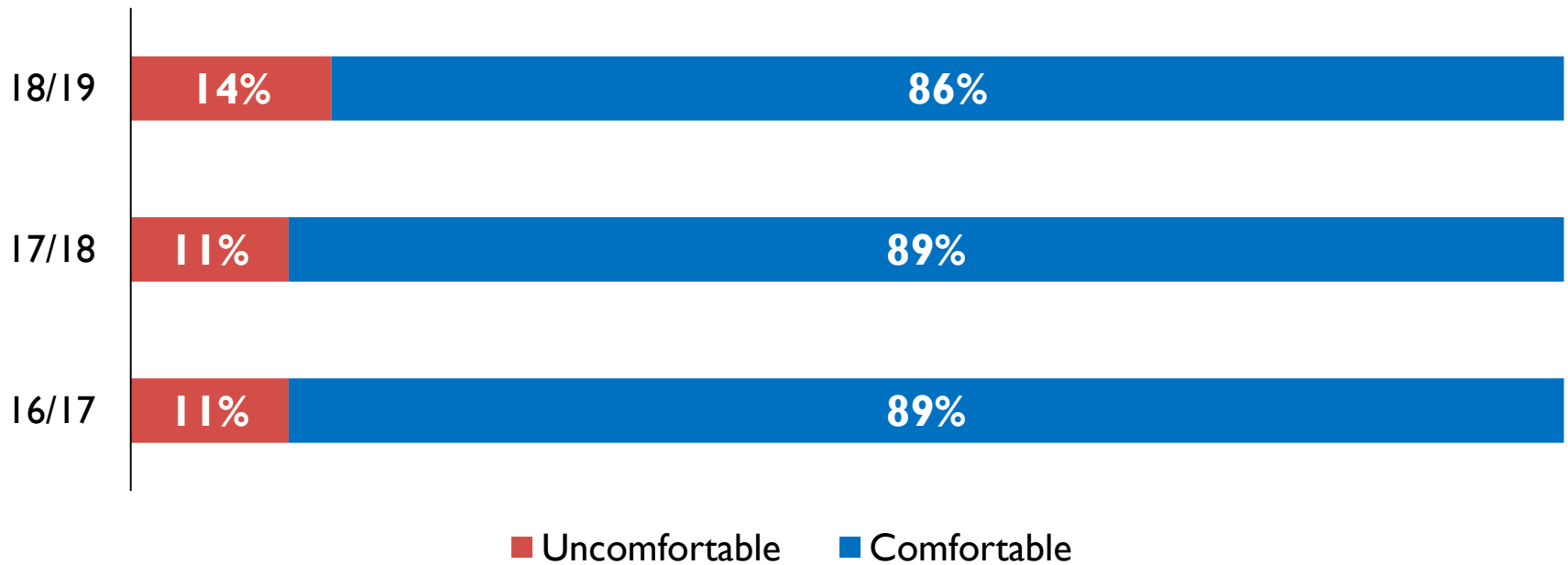
How comfortable are you in Downtown? (Morning/Early Afternoon)

7 AM to 2 PM



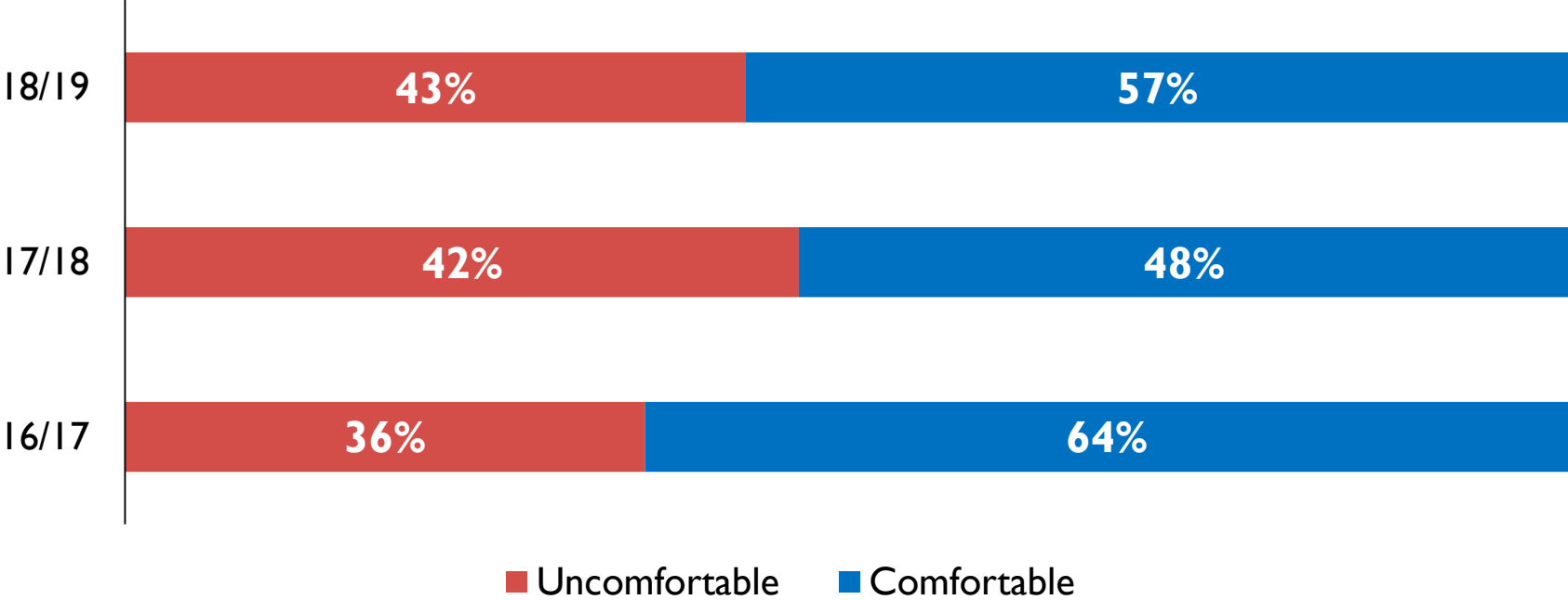
How comfortable are you in Downtown? – (Late Afternoon/Early Evening)

2 PM to 8 PM

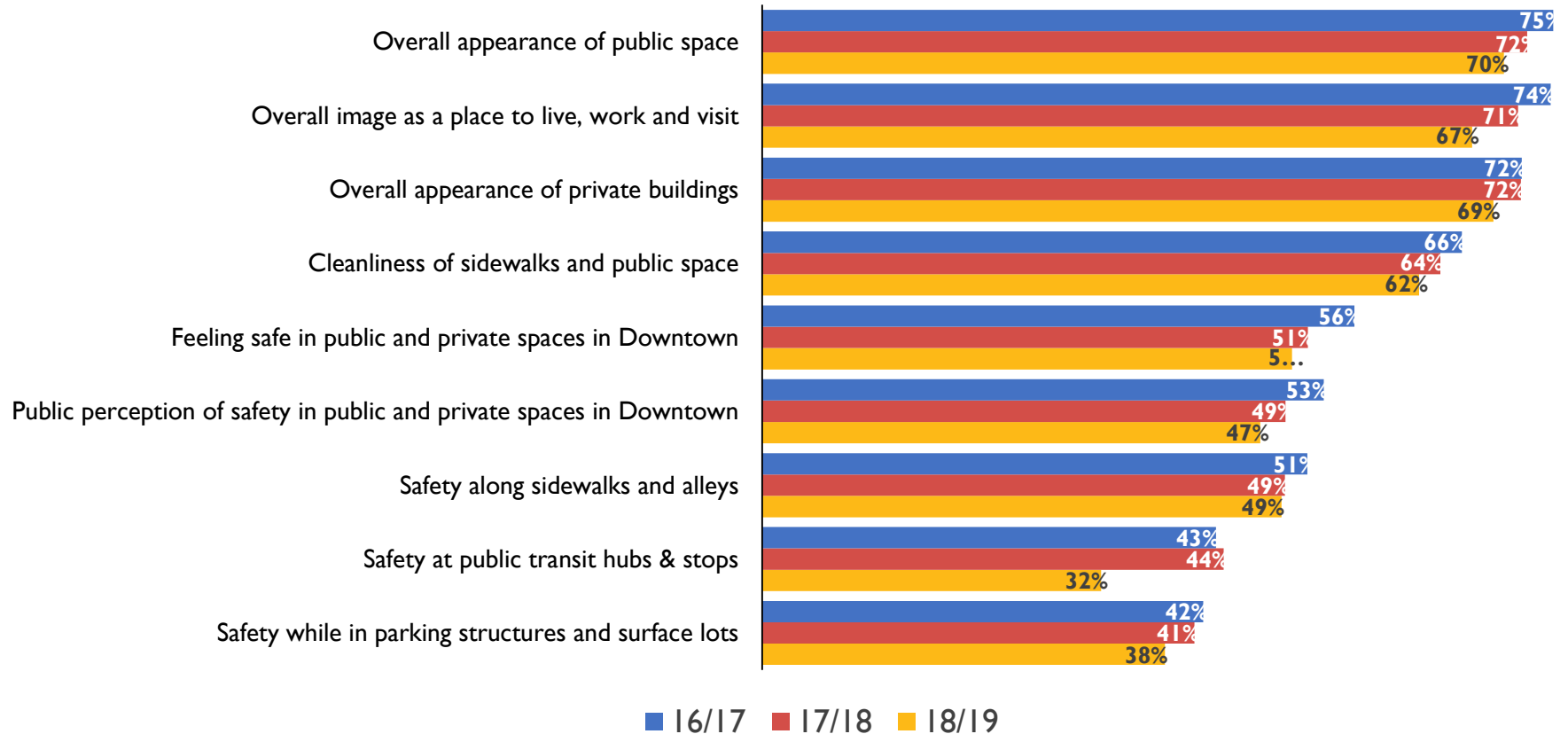


How comfortable are you in Downtown? (Night)

8 PM to 12 AM

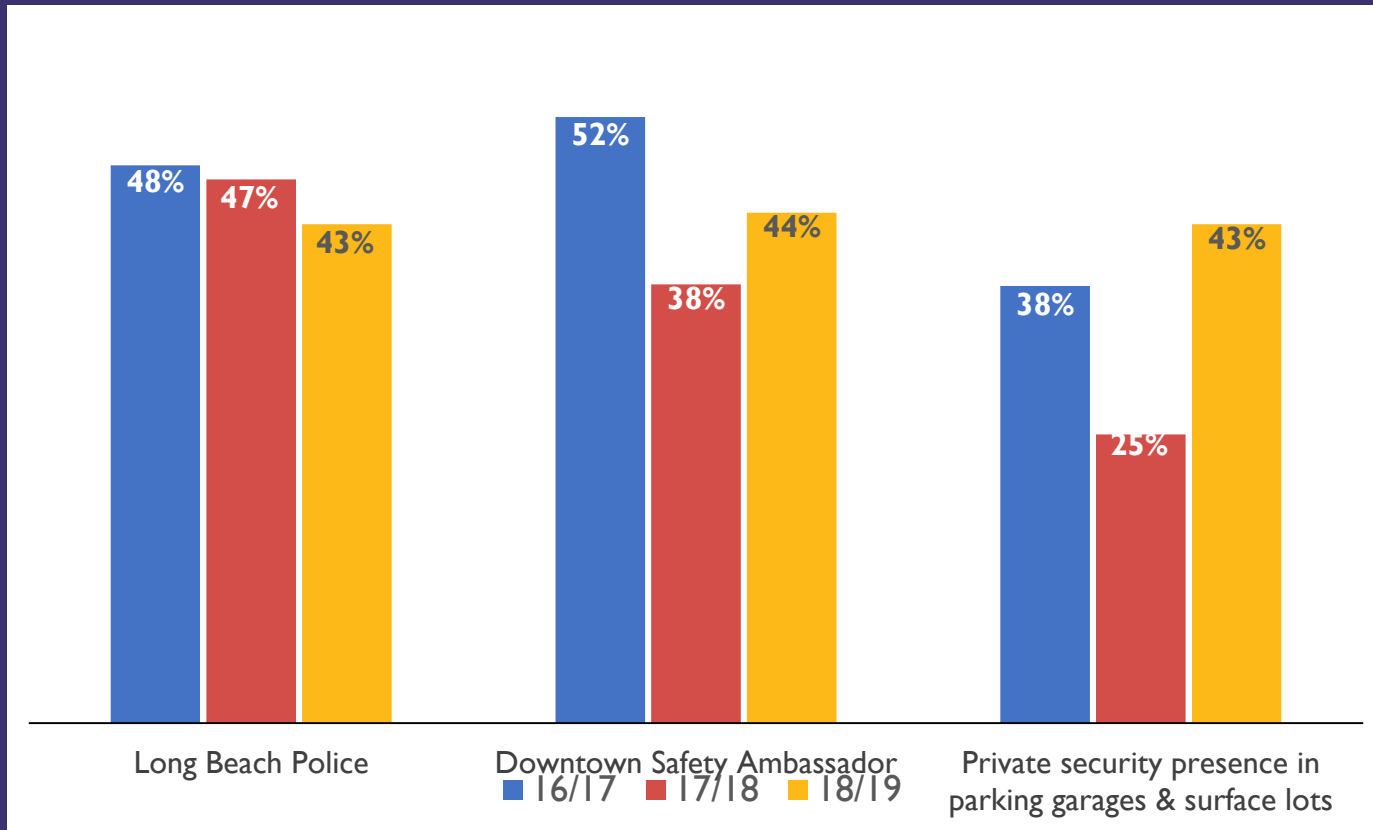


Do you think the following aspects of Downtown have improved over the past 3 years? (% Slightly/Much Better)

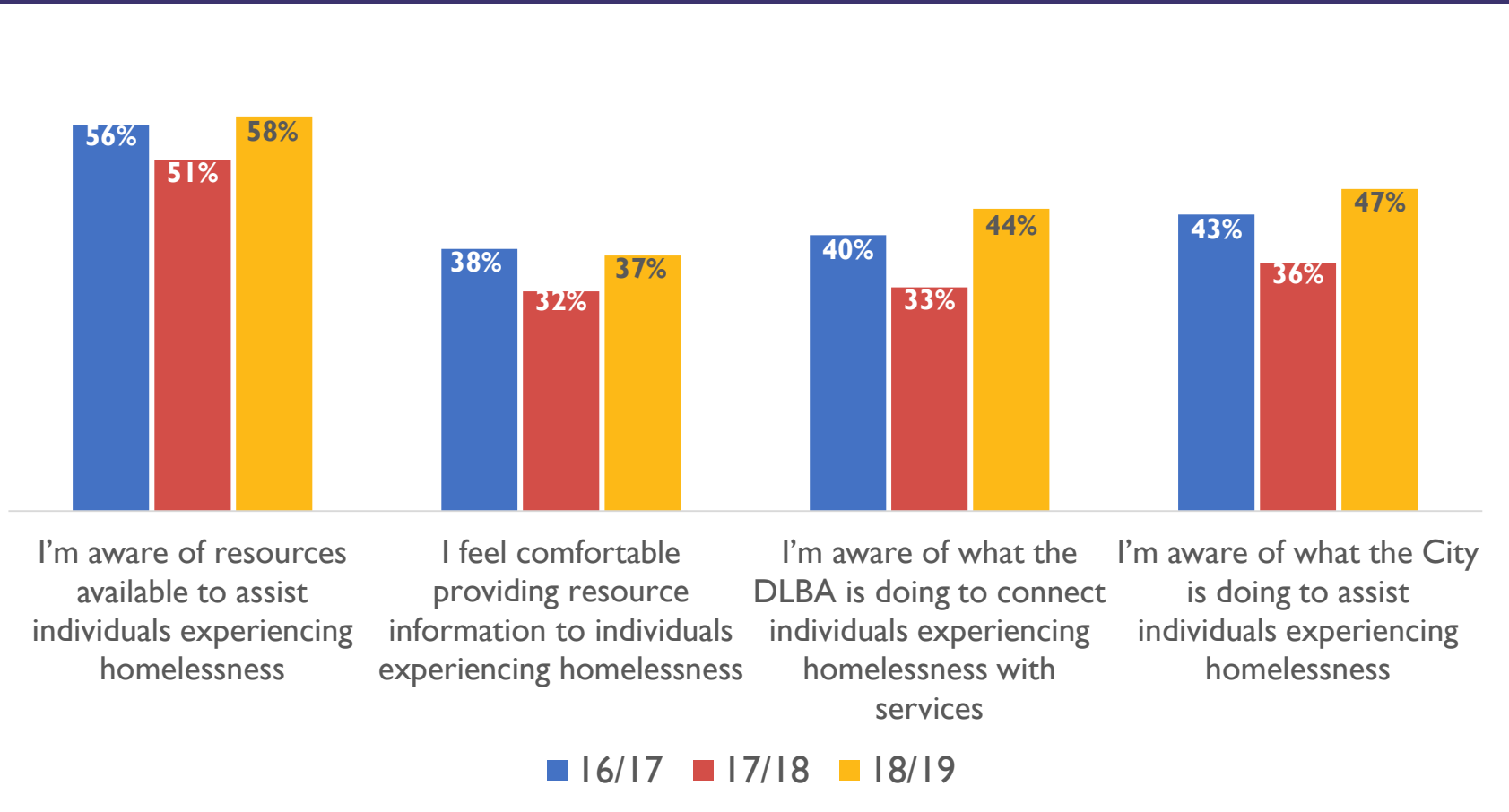


Do you think Downtown security has gotten better or worse over the past 3 years?

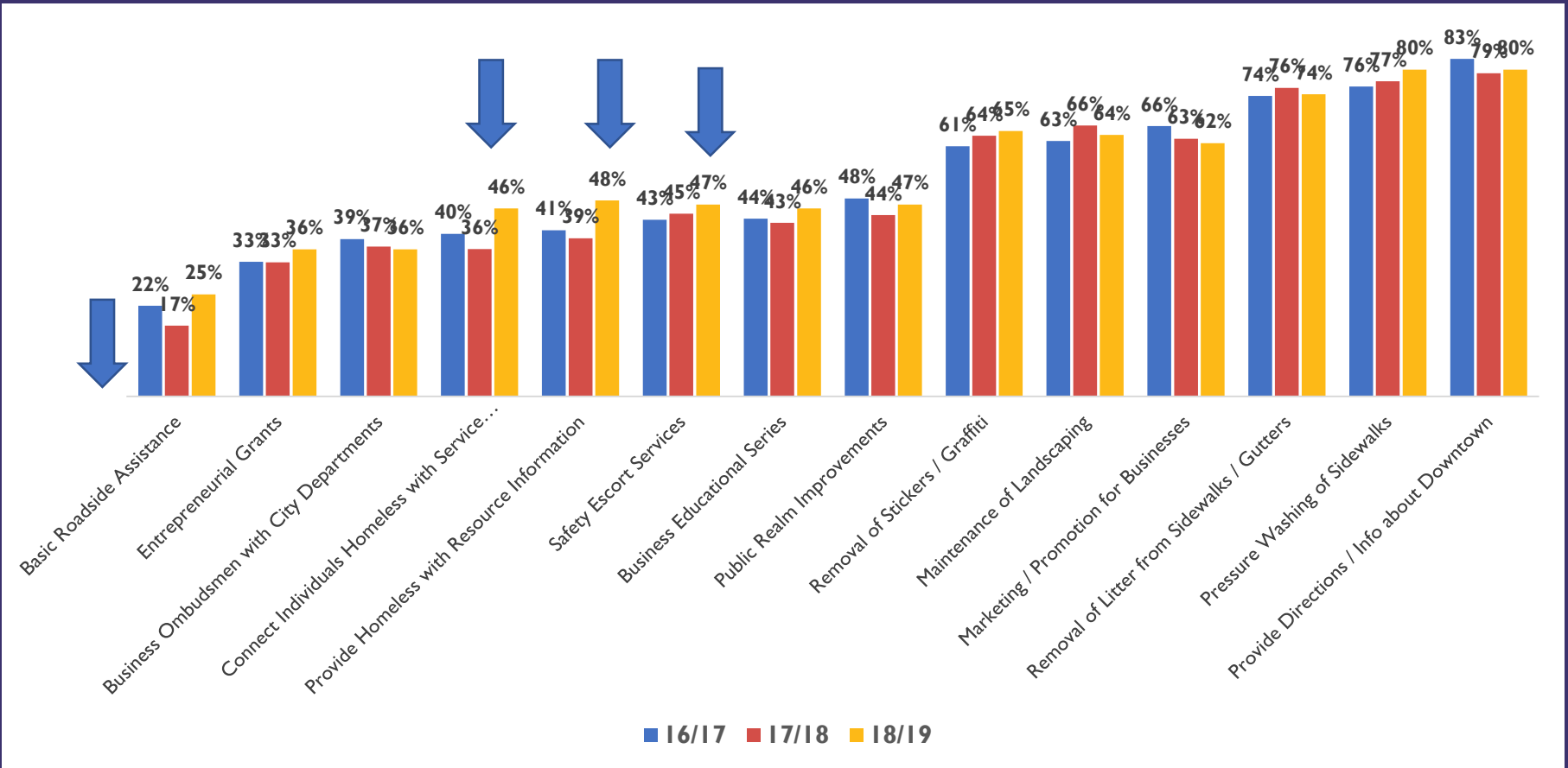
(% Slightly/Much Better)



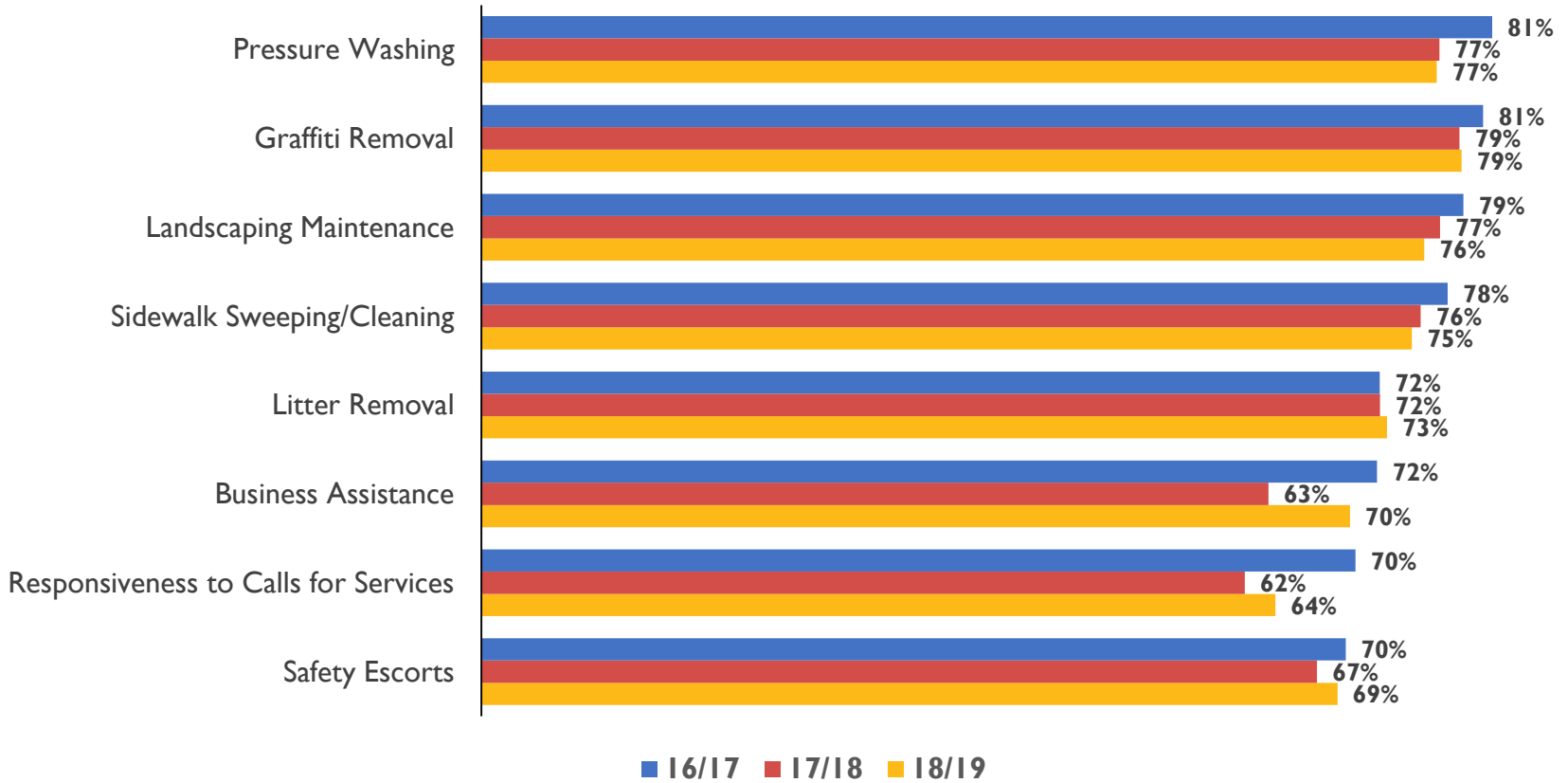
To what extent do you agree/disagree with the following statements? (% Somewhat/Strongly Agree)



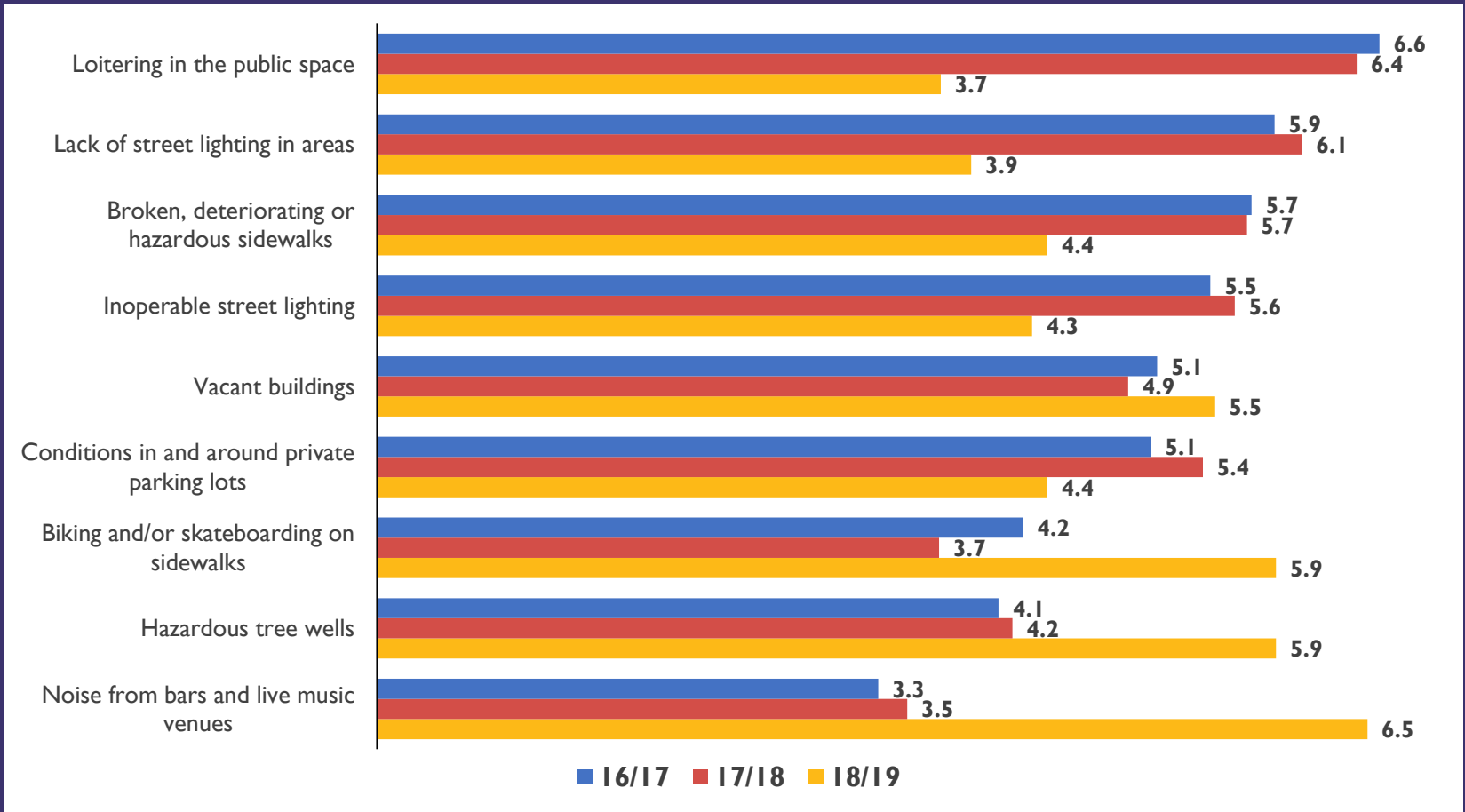
Select the Services You Are Aware the DLBA Provides (% Yes) - Yearly Comparison



Clean and Safe Services Rating (% Good/Very Good) - Yearly Comparison



Rank the Following Issues from 1 to 9 (1 = Most Important, 9 = Least Important)



Comment Topics and Trends

- 327 Total Comments
 - Homelessness 26%
 - Positive Comments 10%
 - Parking 7%
 - E-Scooters 6%
 - Traffic/Bike Lanes/Right of Way 5%
 - Noise 2%
- Observed increase or decrease in security, power washing, or police presence
- Compassion Fatigue
- Big Box Stores
- Perception v. Reality