Placemaking Committee

Zoom Conference Call

March 18 2021, 10am

DOWNTOWN
LONG BEACH
ALLIANCE

Zoom Ground Rules:

• Once admitted into the “meeting room” your microphone (mic) will be placed on mute by the host…you may choose whether to keep your video on or turn off
• When meeting is called to order, we will take a brief role call for Public Realm Committee members, this will be done by Al Burks or Kelsey Mader
• All agenda action items will be conducted by a roll call vote, done by Alan Burks or Stephanie Gonzalez
• The mics of Alan Burks, Patty Wirth and Stephanie Gonzalez will remain on for the entire meeting, to keep things flowing
• In order to pose a question or add comments, you should utilize the toolbar at the bottom or your screen, select “participants” where you will fine and option to raise your hand
• The host or presenter will acknowledge raised hands one at a time and will unmute your individual mic
• You are encouraged to keep your questions or comments brief, in order to all time for others to take part
• This meeting will be recorded, as is standard for all DLBA meetings

1. Call to Order (Roll Call)

Public Realm Committee:

1. Alan Burks, Chair
2. Patty Wirth, Vice Chair
3. Maggie Stoll
4. Ian Jahns
5. Steve Gerhardt
6. John Tully
7. Shannon Heffernan
8. Fern Nueno
9. Cynthia Lujan

2. Minutes

Action: Approve minutes from February 18, 2021 meeting

3. Staff Report - Gonzalez

- Opens Streets Initiative
- Pedestrian Wayfinding
- Dashboard

PLACEMAKING

The Placemaking Committee is comprised of Downtown stakeholders and community members who help to steer the working goals of the accompanying DLBA Department. Each dashboard is intended to track and report departmental progress of the DLBA Strategic Plan. For more information, including the full DLBA Strategic Plan, please visit downtownlongbeach.org/about-dlba/

FEBRUARY HIGHLIGHTS

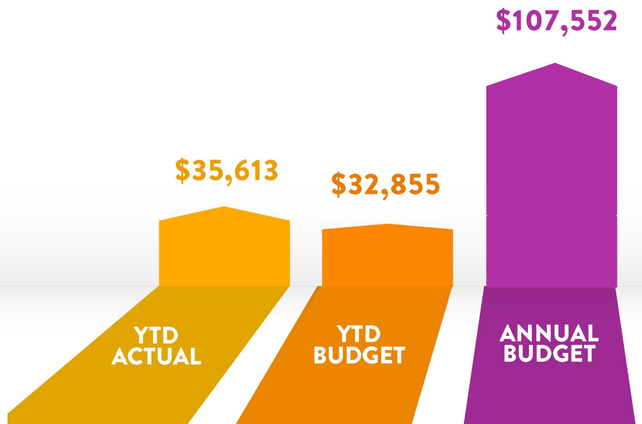
(AS OF 02/28/21)

- The Placemaking Committee divided into two groups. One group will create recommendations to promote and improve public space on Elm Avenue between 1st and 3rd Streets. The second group will look at Marina Green Park as a template to create a framework and toolkit for safe and creative outdoor space activations.
- The next Placemaking committee meeting is Thursday, March 18, 2021.

FINANCE (AS OF 12/31/20)

SPENDING YTD

FISCAL YEAR: 10/01/20 - 9/30/21



COMMITTEE GOALS & TIMELINE (FY 20/21)

GOAL 1 WORK TO PROMOTE AND IMPROVE PARKLET , SIDEWALK, AND STREET USAGE THROUGHOUT DOWNTOWN (STRATEGIC PLAN ACTIONS: B1.6, B3.3)

1 OCTOBER - JANUARY
- Identify streets and locations to assess
- Divide into groups and complete assessments
- Narrow down locations for further focus

2 FEBRUARY - MAY
- Divide into groups
- Research chosen location
- Conduct additional place assessment
- Develop recommendations for improvements, activations and programming

3 JUNE - AUGUST
- Implement identified projects

4 SEPTEMBER
- Assess identified projects

GOAL 2 DEVELOP CREATIVE ACTIVATION OF PUBLIC SPACES THAT PROMOTE SAFELY BEING OUTDOORS. (STRATEGIC PLAN ACTIONS: B2.6, B2.7, B3.8)

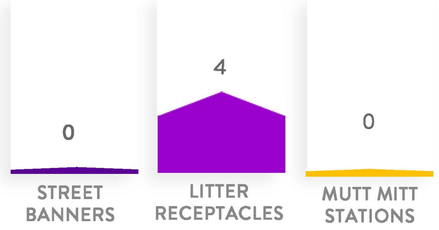
OCTOBER - JANUARY
- Identify streets and locations to assess
- Divide into groups and complete assessments
- Narrow down locations for further focus

2 FEBRUARY - MAY
- Divide into groups
- Research project location
- Conduct additional place assessment

3 JUNE - SEPTEMBER
- Create toolkit and recommendations for future placemaking activities

METRICS (AS OF 02/28/21)

MONTHLY PLACEMAKING MAINTENANCE/REPAIRS (FY 20/21)



PLACE ASSESSMENT SURVEY PROGRESS

GOAL 1: 50% SURVEYS COMPLETE (ROUND 1)

GOAL 2: 50% SURVEYS COMPLETE (ROUND 1)

4. Break Out into Working Groups

1. Identify priorities and generate a vision for the group and the project
2. Create milestones and tasks to assess progress

Goals:

Work to Promote + Improve Parklets, Sidewalk and Street Usage Throughout Downtown (B1.6; B 3.3)

Develop Creative Activations of Space/Promote Safely Being Outdoors (B2.6; B2.7; B3.8)

5. Old Business

6. New Business

7. Public Comment