

Date: November 14, 2023

To: Mayor and Members of the City Council

From: Thomas B. Modica, City Manager 

Subject: **Roadmap to Downtown Recovery: Enhanced Focus on Downtown Long Beach**

On October 24, 2023, the Mayor and City Council directed the City Manager to develop an enhanced and renewed focus on Downtown Long Beach and to identify additional strategies and public safety approaches for individuals experiencing homelessness, strategies to support businesses, as well as information and data regarding the current business climate in Downtown area and Long Beach Recovery efforts. Additionally, Mayor and City Council requested the City Manager to continue engagement efforts with County partners to increase mental health and substance abuse services in high priority areas identified by the Long Beach Police Department and Department of Health and Human Services.

Continual Focus Since January 2023

Since City Council's adoption of the proclamation of a local homelessness emergency on January 10, 2023, the City refocused its efforts, staff, and strategies to prioritize homeless related matters across the City of Long Beach. The City's homelessness emergency has led to increased interdepartmental collaboration, increase in resource connection to services and housing, and strengthened internal and external partnerships with community organizations, businesses, stakeholders, and community champions. The City's comprehensive approach to addressing homelessness has allowed for an expansive focus on enhancing programs and initiatives to connect people to services, housing, jobs, and overall connection to the surrounding community. The enhanced focus on public safety and economic resiliency also contributes to the overall health and vitality of the City. Though the City continues to address these matters across the 52 square miles of Long Beach, there are more notably challenging locations and Downtown continues to be a high priority area that requires enhanced attention and resources.

The City's steadfast response to addressing homelessness and safety is evident through its diverse range of ongoing initiatives and plans across all City departments. The City continues to pursue innovative strategies within the Downtown region to ensure a better future, where all residents experience Long Beach as a safe, clean, and healthy place to live, learn, work, play, and thrive.

Additionally, Departmental efforts to address homelessness, public safety, and economic recovery are in alignment with the City's 2030 Strategic Vision, the long-range framework that highlights the City's priorities, high-level vision, and goals. Rooted in equity and resilience, City Departments continue to make strides towards the themes, goals, and strategies outlined in the Strategic Vision.

The City's current strategies and forthcoming efforts in addressing homelessness, public safety, and economic resiliency in Downtown are detailed below.

Goals to align the City's enhanced focus on the Downtown area:

- Enhance and uplift efforts that are already in place under specific City Departments
- Highlight projects/initiatives that are forthcoming in the near future
- Enhance collaborative efforts between City Departments, Community Partners, Business Owners, etc.
- Enhance communication efforts to uplift the Downtown Long Beach Story

The City Departments highlighted within the Enhanced Focus on Downtown Report include Health and Human Services, Police, Fire, Library Services, Parks, Recreation and Marine, Public Works, Economic Development, and Community Development Departments, and Special Events and Public Affairs Offices, both in the City Manager Department. All mentioned departments play a critical role in addressing homelessness, improving public safety, and focusing on economic recovery.

A Thoughtful Tiered Approach

The strategies outlined in this report consider a tiered approach. An immediate investment in immediate need of downtown residents and small businesses, boosting our ongoing recovery efforts in the medium term, and a long-term focus on a strong and resilient future Downtown. Each of the actions in the attached report will fit the following categories:

- Immediate Need of Downtown Residents and Small Businesses: (Short-Term: 1-3 months). These are immediate strategies that are either already underway or are adding new components to address immediate needs.
- Boost our Recovery: (Medium-Term 3-6 months): These actions will be further planned out, require additional coordination and implementation and will continue to boost the recovery strategies planned for Downtown and the entire City.
- Strong and Resilient Future Downtown (Long-Term 6 months and beyond): These are strategies to continue to grow Downtown's climate for activities, business, and resident use. They involve major events, new business opportunities, new residential construction, new infrastructure, or other major investments.

Overview of Major Efforts

The City has adapted their operations to meet the needs of the Downtown region to guarantee that it is a safe, economically resilient, vibrant, and thriving place for everyone.

To address homelessness in Downtown, the City has expanded direct service offerings in the region, including mental health outreach and services, case management, and connecting

individuals experiencing homelessness to shelter and housing. The Mobile Access Center (MAC), which brings resources directly to individuals who need it the most, has included four weekly stops in Downtown, including Billie Jean King Library, Christian Outreach in Action, and the intersection of 6th and Long Beach Boulevard. More recently, the MAC added a weekly stop at Willow Street Station to connect individuals utilizing the A line to services.

The largest homelessness grant for a specific area the City has ever received, Encampment Resolution Round 2 funding in the amount of \$5.3 million, will be dedicated for Downtown use and focus on Billie Jean King Library, the Civic Center, Harvey Milk Park, and surrounding Downtown Promenade areas, providing 60 additional non-congregate shelter units and connect 125 transition encampment residents to permanent housing. The City is taking a comprehensive approach to homelessness, including the launch of a mobile mental health clinic expected by the end of November. The clinic will provide mental health therapy and substance abuse counseling in the Downtown and East Village area. The City is also hiring an additional Social Worker to be based at Billie Jean King Library to provide services to individuals. Furthermore, the City of Long Beach's Department of Health and Human Services collaborates with the County Department of Health Services to connect individuals experiencing homelessness with additional resources, such as recuperative care and enhanced residential care.

The City has responded to public safety concerns in Downtown by shifting resources, improving communication with residents and business owners, and strengthening collaboration between different Departments. The City reallocated available police officers, including the Neighborhood Safety Bike Team and Quality of Life Officers, to Downtown to increase visibility in the region. Additionally, the Police Department will keep engaging Long Beach residents and local businesses and share the results of their engagement and enforcement efforts on social media platforms such as Nextdoor and Neighbors by Ring. Police Department Division Commanders will also coordinate with external stakeholders, such as Convention and Visitors Bureau (CVB), Downtown Long Beach Alliance (DLBA), Council District officers, and more, about crime and police operations in the area.

Located in Downtown, the Long Beach Convention & Entertainment Center is experiencing its best year ever, topping pre-pandemic highs for number of events and revenues. The center has grown its entertainment offerings, with a yearlong lineup of nationally and internationally renowned performances, including famous comedians, musicians, and theatrical productions. Primarily as a result of conventions booked by the Long Beach Convention & Visitors Bureau, the city's transient occupancy tax is higher than ever, projected by the CVB to achieve \$37.5 million when final figures are tallied for the past fiscal year. This means that hotels in Long Beach have been performing at their best – with occupancy at its highest ever as well, 79%. All of these points translate to increased pedestrian activity, overnight stays, and dining and shopping within the Downtown area.

The City will also continue to collaborate across Departments to increase security coverage at the Broadway and Lincoln parking structures and within Lincoln Park. Departments will also continue their efforts to activate Lincoln Park and Billie Jean King Main Terrace through their membership in the Lincoln Park Collaborative and family-oriented events such as: Halloween, Winter Fest, Mercadito Literario, Festival of Asian American Pacific Islander Books, and

Celebration of the Young Child. In addition to activating the area, Library Services and the Office of Youth Development are collaborating to engage youth at Lincoln Park and Billie Jean King Library.

Downtown Long Beach is undergoing a major revitalization, with new businesses, housing, and infrastructure projects coming to the region. In the last 12 months, 242 new businesses opened in the Downtown area. According to DLBA's 2023 Economic Profile Data, 55 percent of businesses reported that they expect their business to expand over the next year and an overwhelming majority, 76 percent, reported that they enjoy working in Downtown Long Beach. With Ground floor retail occupancy rates of 87.5 percent, Downtown is a favorable location for businesses.

In the 2023 calendar year alone, the City issued over 300 new business licenses in Council District 1, and construction is expected to begin at 600 West Broadway bringing a brand new six building development with over 756 residential units and 3,200 square feet of commercial retail space. Furthermore, Community Development has launched a comprehensive update of the Downtown Plan and Downtown Vision Shoreline Plan in partnership with community stakeholders to create an inviting, safe, prosperous, and resilient Downtown.

The City will continue to protect and support our local businesses through the Visual Improvement Program (VIP) by providing grants to local businesses impacted by crime and vandalism. \$120,000 has been distributed to help small businesses cover costs of storefront repairs, boarding costs, insurance deductibles, and business operating expenses and \$100,000 has been earmarked for Business Improvement Districts to support sidewalk activation, events, and clean and safe initiatives. Businesses can now apply to VIP more than once if they have been impacted by crime on multiple occasions. The City is also working to expedite the VIP response process to connect businesses with the Program and a BizCare representative on the same or next day.

The Long Beach Police Department also offers the Board Up Program, an initiative to assist business owners impacted by vandalism. The Department provides free plywood and labor to board up the business. The City will work to assess whether additional resources are needed for the program. The City will also strengthen the connection between the Police Department's Board Up Program, the DLBA grant support program, and the City's VIP to provide coordinated and streamlined service experience to businesses impacted by property damage.

The City works daily to activate and maintain Long Beach, ensuring a welcoming, safe, and family-friendly experience for everyone. Hosted in partnership with DLBA and the CVB, the Clean Team, Street Maintenance, and Graffiti Abatement Program are critical services that help beautify Long Beach. In the month of October alone, the City's Clean Team has conducted 45 alley clean ups, collected over 3,000 dumped items, and cleaned over 118 encampments in Downtown. The Clean Team also connects individuals residing in encampments to resources and services through the Department of Health and Human Services. DLBA's Clean Teams serviced Downtown in October by removing 774 graffiti/stickers, cleaning over 1,200 weeds, and collecting thousands of trash bags through their street sweeping, litter removal, and all-terrain litter vacuum efforts. The City will work with DLBA to enhance maintenance services at specific locations in Downtown and explore the opportunity of an additional one-

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time grant to DLBA for a Clean Team and/or Safety Ambassador presence in Downtown. Additionally, the City will continue to partner with DLBA and Downtown business owners and residents to partner and explore ways to activate City streets.

The Downtown region also continues to be an appealing location to host events and filming which cultivate Long Beach pride and cultural enrichment for residents and visitors. The City will continue to permit special activities such as festivals, marathons, and citywide holiday celebrations. These events invigorate our local economy and activate our Downtown. The City will also develop a stronger communications strategy to spread awareness about positive activities in Downtown and highlight the experience of business owners in the area.

The City of Long Beach could not sustain these efforts alone, each Department has strong, collaborative partnerships with community organizations throughout the region to increase activation, improve accessibility, identify resources, and enhance economic opportunities.

If you have any questions please contact Teresa Chandler, Deputy City Manager, at (562) 570-5116 or via email at Teresa.Chandler@longbeach.gov.

Attachment

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DEPARTMENT HEADS

Report: Enhanced Focus on Downtown by City Department

Department: Health & Human Services

Strategic Vision Alignment

- Education
 - Access to education and support opportunities is equitable.
- Housing and Homelessness
 - Long Beach is the most affordable beach community.
 - Barriers to accessing shelter are eliminated.
 - Behavioral Health Services and Case Management are accessible and affordable.
- Public Safety
 - City Departments directly impacting public safety will continually improve policies, and procedures to meet best practices, legal mandates, and community expectations.

Current Progress:

- Mobile Access Center has four stops downtown each week, including Billie Jean King Library, Christian Outreach in Action, and the intersection of 6th Street and Long Beach Boulevard.
- Mobile Access Center will stop at Willow Street Station which will connect people on the A line to services.
- Homeless Services Outreach workers stationed at multiple libraries throughout Long Beach, including Billie Jean King, to support individuals experiencing homelessness and offer resources, such as housing.
- Dedicated South Division Homeless Services Outreach team connecting people with resources and case management.
- The Restorative Engagement to Achieve Collective Health (REACH) Outreach Team spends time in Downtown multiple days a week helping connect individuals experiencing homelessness to resources and housing.
- Ad Hoc Team meets weekly to focus specifically on homeless outreach and clean up efforts at Lincoln Park and Billie Jean King Library.
- Collaboration with the County Department of Health Services to connect individuals experiencing homelessness with additional resources, such as recuperative care and enhanced residential care.
- Developing stronger bed navigation system to improve processes for people accessing County funded higher care beds.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Encampment Resolution Grant Round 2 granted from the State to focus efforts on Downtown; 60 rooms will be made available for people who are in this program, a total of 120 people to be served through this program.
- Launch the Mental Health Van which will provide mobile mental health therapy and substance use support with a focus on Downtown specific encampments; one clinician and substance use therapist will be on board for service provision.
- Office of Youth Development and Long Beach Public Library collaboration to engage youth at Lincoln Park and Billie Jean King Library.

Boost our Recovery

- Work with Police Department to re-establish jail clinician program; to connect people who are incarcerated to resources and housing before they are released.
- Expand the Community Crisis Response team's service areas to include Downtown and other parts of Long Beach.
- Community Crisis Response team can focus specifically on supporting people Downtown who need immediate mental health support and basic need resources like clothes, food, water, etc.
- Continue discussions with Metro about services for people experiencing homelessness along the A line to better address the end of the line issues experienced in Downtown.

Strong and Resilient Future Downtown (Unfunded Opportunities- need to identify funding)

- Provide additional mental health clinicians at parks and libraries to provide accessible support.
- Incorporate additional MAC stop in Downtown at Elm Avenue and 2nd Street.
- Develop an online, 24/7 mental health platform to support early intervention, prevention, and low to medium mental health issues in multiple languages.
- Mental Wellness Center to provide mental health services, education, and screenings for priority populations.
- Purchase a mobile mental health unit to fill gaps in the mental health care system by reaching underserved populations in a variety of geographic settings.
- Establish stronger coordination with Homeless Outreach Program Integrated Care System (HOPICS) to outreach to individuals on the A line.

Department: Parks, Recreation, and Marine

Strategic Vision Alignment:

- Health, Behavioral Health and Wellness
 - Community resources encourage healthy eating, active lifestyles and prevent chronic disease such as diabetes and hypertension.
 - Access to open space and connectedness to nature and active living is enhanced and expanded.

Current Progress:

- Park programs occur Monday through Friday from 11:00 am – 6:00 pm to engage and connect Long Beach youth.
- Daily Park cleanups of light or small items in Lincoln Park.
- Daily Park check-ins and monitoring of graffiti or damaged park amenities.
- Host lawn games, arts & crafts activities, and board game events for Long Beach residents.
- Share resources and information regarding Parks programming.
- Continue membership in the Lincoln Park Collaborative to further activate Billie Jean King Main Terrace and Lincoln Park.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Host group sessions and classes to encourage community building and park activation. Upcoming group sessions and classes include:
 - Walking Group- Tuesday from 5:00 – 6:00 pm.
 - Introduction to Fitness with Park Equipment- Wednesday from 5:00 – 6:00 pm.
 - Come and Dance: Moving and Grooving- Friday from 5:00 – 6:00 pm.
 - Play Dates in Park after Library Story Time every Friday from 12:00 – 1:00 pm.
- Continue to host fun, family-oriented events at Long Beach Parks:
 - Family Game Night- Bingo & Prizes on November 30th from 5:00 – 7:00 pm.
 - Family Game Night- Obstacle Race on December 21st from 5:00 – 7:00 pm.
 - Family Movie Night- Cookie Decorating & Gingerbread House Making on December 28th from 5:00 – 9:00 pm
 - Winter Festival 2023 on December 9th from 1:00 – 4:00pm.
 - Skate Park events - (collaboration with PRM & the ASK Foundation) (estimated to begin in January 2024)

- April 27th – Celebration of the Young Child (Collaboration Health Department, Library, & PRM)

Department: Police

Strategic Vision Alignment:

- Public Safety
 - Community members feel safe and secure.
 - City Departments will promote partnerships that prioritize community wellness.

Current and Future Efforts:

- Temporary reallocation of available officers, including Neighborhood Safety Bike Team and Quality of Life Officers, to maintain a visible and increase police presence in high priority areas Downtown.
- Focus on reducing crime, enhancing safety, and improving the quality of life for residents, businesses, and visitors in identified areas through an evidence-based analysis of crime analysis statistics, trends, and information gathering.
- Focus on trespassing, illegal drug sales, violent crime, property crime, juvenile loitering and curfew, all of which may occur in Downtown.
- Appropriate enforcement of municipal, penal, and vehicle code violations, district car checks, and ongoing engagement with community and local businesses.
- Focused communication strategy for messaging and outreach of crime information.
- Continue communicating with key external and internal stakeholders regarding crime and police operations.
- Continue providing free plywood and labor to businesses impacted by vandalism through the Board Up Program and evaluate need for additional resources.
- Coordinated operation to enhance safety in the Downtown area.

Department: Fire

Strategic Vision Alignment:

- Public Safety
 - City Departments will promote partnerships that prioritize community wellness.
 - Public Safety Departments will be a national standard for transparency with the public.
- Housing and Homelessness
 - Barriers to accessing shelter are eliminated.

Current Progress:

- Ambulance operators and lifeguards collaborate with homeless outreach teams to provide resources and information to individuals experiencing homelessness and assist residents who have been impacted by the conditions in Downtown.
- Maintain visible presence in the community, provide basic first aid, general fire safety education, and refer people to the appropriate resources.
- Arson Team in close contact with Camden and Convention Center while series of car fires are under investigation.
- Press Conference held to raise public awareness while Arson was being investigated.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Fire Personnel will continue to maintain a visible presence in the Downtown area and will provide emergency medical care, general fire safety education and prevention, and refer people needing mental health care and shelter to the appropriate resources.
- Prevention efforts will be provided at all special events in the Downtown area by Fire Safety Officers.
- Explore additional resources to address current arson investigator caseload

Department: Public Works

Strategic Vision Alignment:

- Mobility, Equity Placemaking, and Reimagining the Public Right of Way
 - Residents have multiple choices to get around the City besides driving.
 - Getting Around Long Beach is accessible and convenient.

Current Progress:

- Ongoing collaboration with DLBA and CVB for Clean Team, Street Maintenance, and Graffiti Abatement.
- Restoration of sidewalk access on Ocean Boulevard between Lincoln Park and City Hall.
- Improving accessibility at Lincoln Park through fence adjustments.
- Collaborating with Parks, Recreation, and Marine, Library, and DLBA to help further activate Lincoln Park.
- Replacing missing public litter containers and re-evaluating trash pickup schedule to reduce trash.
- Repainted red curbs along Pine Avenue.

- Completed backlog of bulky item pickup.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Work with Police, Library, and Parks, Recreation, and Marine to increase security coverage at Broadway and Lincoln parking structures and within Lincoln Park.
- Work with DLBA to enhance maintenance services at specific locations in Downtown.
- Available to collaborate with community partners to address additional needs.

Boost our Recovery

- Landscape improvements at Pine Avenue and Ocean Boulevard.
- Increase free Circuit Micro Mobility Electric Shuttle program hours of operation for residents and visitors.
- Expand use of our Bikeshare for All program.
- Update parking equipment and security at City owned parking lots.
- Identify new areas to improve street lighting.
- Complete design and begin construction on the First Street Improvements that will embed security and livability improvements.
- Installation of the historic Blue Car Train donated to the City.
- Explore paid parking opportunities for residents and/or businesses at 125 Elm while awaiting the conversion to the Police Crime Lab, Senior Center and utility offices.

Strong and Resilient Future Downtown

- Strengthen pedestrian and bicycle safety education efforts through interactive activities and targeted messaging.
- Planning and design underway for three major grant funded projects that improve the accessibility and walkability of Downtown.
 - Downtown Long Beach Walkable Corners: Transform walkability by installing pedestrian refuge islands, bulb-outs with bioswales and landscape.
 - Pacific Avenue Cycle Track: Installation of protected bike lanes, bus islands, protected intersections, and high-visibility crosswalks on Pacific Avenue 1.6 miles from Ocean Boulevard to Pacific Coast Highway.
 - Downtown Long Beach 5th Street A Line Station: Reconfigure 6th Street to add a two-way protected bike lane and enhanced pedestrian safety features, including crosswalks, landscaping and bulb-outs.

Department: Economic Development and Long Beach Recovery

Strategic Vision Alignment:

- Economic Opportunity, Equity and Resiliency
 - New and existing entrepreneurs have supportive, accessible, and reliable pathways to confidently start and grow successful businesses.
 - Economic equity and wealth creation are advanced for historically marginalized individuals and households.
 - A well-trained workforce that is competitively aligned with the needs of local employers.
- Education
 - Youth and young adults have access and resources in the college promise.

Current and Future Efforts:

- Continue BizCare Program operations to help connect small businesses in low-to-moderate income areas of Long Beach to resources, such as, small business grants, loans, technical assistance, and more.
- Support a call center and email help line for businesses to receive assistance and access to resources.
- Host weekly pop-ups and conduct targeted outreach to businesses, connect businesses to maximize equitable distribution of resources.
- Assist small business owners with financial assistance, marketing, and technical assistance through the Inclusive Business Navigator Program.
- Distributed over \$10.3 million to over 894 businesses and nonprofits through the Small Business Relief Grant Program to business owners to help retire debt, pay fixed costs, utilities, rent, payroll, purchase furniture, fixtures, and other equipment, and to pay for other necessary business expenses.
- Continue the VIP and provide grants to local businesses impacted by crime and vandalism. \$120,000 has been distributed to help small businesses cover costs of storefront repairs, boarding costs, insurance deductibles, and business operating expenses. And \$100,000 has been earmarked for Business Improvement Districts to support sidewalk activation, events, and clean and safe initiatives. Businesses can now apply for these funds more than one time if needed.
- Provide \$25,000 - \$100,000 in loans to small businesses through the Microenterprise Loan Program to assist with business expenses.
- Continue partnership with National Development Council Grow America Fund to provide \$100,000 - \$2,000,000 in loans to businesses that have operated in Long Beach for at least two years.
- Create a rapid response effort for businesses affected by crime to offer same or next day connection to the VIP, a visit from a BizCare representative.

- Strengthen the connection between the Police Department board up program, the DLBA grant support program and the VIP to provide coordinated service to businesses experiencing damage to property.
- Explore additional one-time grant support to DLBA for focused Clean Team and/or Safety Ambassador presence in the Downtown
- Continue operating Workplace, an employment center, and Future LB, a youth focused career center to address businesses' staffing and training needs.
- Develop Visit Long Beach partnerships with local small businesses to stimulate the Downtown economy.

Boost Our Recovery:

- Launch of the Visit Long Beach Campaign, funded at \$500,000 in the City's FY 24 Budget to enhance the City's profile for visitors to Long Beach.
- Work with DLBA, Financial Management and Community Development to report on the number of new businesses coming into Downtown
- \$50 million investment in the Convention Center to address aging infrastructure and continue the building's legacy as a strong economic driver for the City
- Continue partnership with DLBA and downtown business owners and residents to explore and partner in ways to activate City streets

Strong and Resilient Future Downtown

- Demolition of the Scottish Village at the Queen Mary site and future planning efforts to activate the underutilized property on Queen Mary Island
- Preparation for the 2026 World Cup and positioning Long Beach as a major destination supporting the region for the event
- Preparation for the 2028 Olympics as the second largest Olympics hub

Department: Community Development

Strategic Vision Alignment:

- Housing and Homelessness
 - Long Beach is the most affordable beach community.
 - New housing is developed to meet the needs of residents at all income and ability levels.
- Climate and Environmental Sustainability
 - More livable communities with housing, jobs and recreational spaces are created through climate investments.

Current Progress:

- Revitalized the Downtown area through the adaptive reuse of the Verizon Building, Ocean Center, and the Breakers Hotel. This brought 186 new apartments and 185 hotel rooms to the area which improves the Downtown experience for residents and visitors.
- Completed the adaptive reuse of both 456 and 440 Elm Avenue which brought new food options and an event center to Downtown and addressed a nuisance property in the area.
- Development of Hotel Mai at 107 Long Beach Boulevard offers 34 guest rooms and amenities further adding to the tourism industry in Downtown.
- Completion of the Alamitos Beach Concession was activated with the opening of the new Gaucho Beach restaurant, attracting residents and visitors to the waterfront.
- Completed Victory Park Design guidelines to make park space along Ocean Boulevard more sustainable, accessible, and inviting.
- Launched a comprehensive update of the Downtown Plan (PD-30) and Downtown Vision Shoreline Plan (PD-6) in partnership with community stakeholders to create an inviting, safe, prosperous, and resilient Downtown.
- Over 5,000 new residential units built, approved, or in construction over the last 10 years, increasing emphasis on the street and safety, investment and quality of life. This has provided Downtown with new affordable and market-rate housing options, restaurants, shopping, hotels, and other amenities.
- Completion of Onni East Village, largest Downtown project in decades, which brings 432 apartments, retail, food, and art space to the area and enhances an entire City block of Long Beach Boulevard.
- Approved 88 permits for 3,7000 residential units with a \$678,000,000 valuation over the past ten years in Council District 1.
- Approved 4,180 permits for commercial projects with a valuation of \$1,500,000,000 over the past ten years in Council District 1.
- Issued 2,806 business licenses over the last eight years.
- Approved 26 permits for 300 residential units with a \$48,000,000 valuation during the 2023 calendar year in Council District 1.
- Approved 359 permits for commercial projects with a valuation of \$97.3 million in the 2023 calendar year in Council District 1.
- Issued 303 new business licenses during the 2023 calendar year in Council District 1.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Construction expected to begin on Trammell Crow's West Gateway Project at 600 West Broadway. This will bring a six-building development comprised of 756 residential units and 3,200 square feet of commercial retail space.

Boost our Recovery

- Developing a new vision and feasibility plan in partnership with community for the new LGBTQ+ Cultural District to honor the LGBTQ+ community and further activate the East Broadway Avenue corridor between Alamos and Temple Avenue.
- Construction on Holland Partner Group and Ensembles 3rd + Pacific project, a 271-unit apartment building with a paseo connecting Pine and Pacific Avenues and introduce new recreation, retail, and dining options Downtown.
- Construction nearing completion on Broadstone Promenade which will add 189 apartments, 10,000 square feet of retail to the area, and bring activity to the previously vacant lot.

Strong and Resilient Future Downtown:

- Creation of a comprehensive update of the Downtown Plan (PD-30) and Downtown Vision Shoreline Plan (PD-6) in partnership with community stakeholders to create an inviting, safe, prosperous, and resilient Downtown.
- Construction of The Mosaic, a 900-unit mixed-income housing project located at 450 The Promenade North with 54 units set aside for very-low income households.

Department: Library Services

Strategic Vision Alignment:

- Education
 - Access to education and support opportunities is equitable.
- Public Safety
 - Children and youth are safe from violence.

Current Progress:

- Collaborating with Special Service Officers (SSOs) from the Police Department and Library Staff to promote a safe environment inside libraries and provide a quick response to episodes of violence inside library and terrace at Billie Jean King.
- Working with SSOs, Library, Public Works, LAZ Parking, and JCI to enhance safety in Lincoln garage to reduce break-ins and people entering garage who are not there to park.
- Power washing on terrace six times per week to promote cleanliness on terrace around Billie Jean King.
- Currently hiring an additional Library Safety Specialist to foster and promote a safe and welcoming environment within in the library.
- Library Health Educators continue to connect people experiencing homelessness with services and resources.

- Currently hiring an additional Library Social Worker to be based at Billie Jean King Library.
- Continue social media efforts to promote family-oriented enrichment activities happening at Billie Jean King Library.
- Social Worker focused on teen mental health working in Billie Jean King Library to offer services and build rapport with youth.
- Continue partnership with DLBA, Studio One Eleven, and Parks, Recreation, and Marine to develop teen programs to engage youth and strengthen park activation efforts.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Host additional Coffee, Conversation, & Clean-up Events with DLBA to bring guest speakers, trash pick-up in Lincoln Park, and promote growth of Friends of Lincoln Park.
- Utilize Billie Jean King Library terrace for more special events such as: Halloween, Winter Fest, Mercadito Literario, Festival of Asian American Pacific Islander Books, Celebration of the Young Child.
- Office of Youth Development and Long Beach Public Library collaboration to engage youth at Lincoln Park and Billie Jean King Library.
- Strengthen planning efforts with Parks, Recreation, and Marine to offer increased programs such as: Library Family Storytime followed by Park Playgroup and Loteria in the Park.

Department: City Manager’s Office/Public Affairs

Strategic Vision Alignment:

- For the Community
 - Authentic relationships with the community are developed and fostered.
 - A strong civic engagement infrastructure invites and supports inclusion of all voices.

Current Progress:

- Office of Public Affairs and Communications (OPAC) focuses on a proactive approach to messaging City events, initiatives, programs, and opportunities across the City, inclusive of Downtown.
- OPAC has begun meeting with DLBA and CVB Communications staff and will meet regularly to discuss and implement proactive coordinated communications efforts related to events, activations and other beneficial community-focused programs specific to the Downtown area.

- OPAC has begun to clearly articulate proactive activities in the area as happening in Downtown to demonstrate the multitude of events, activities and programs happening in the area for residents and visitors.

Future Efforts: Immediate Needs 1-3 months; Boost our Recovery 3-6 months; Strong and Resilient Future Downtown 6+ months

Immediate Needs

- Develop a stronger focus and communications strategy on positive activities in Downtown over the coming months with information from various City departments.
- Work with Economic Development Department and DLBA to engage Downtown business owners and highlight their experiences in the area.

Community Partnerships and Collaborations

Multiple City departments work with community partners on a variety of efforts. Departments will continue to connect with each other and partners to increase activation, improve accessibility, identify resources, and enhance economic opportunities Downtown. Current collaborative efforts include:

- The Lincoln Park Collaborative meets weekly to discuss BJK Main Terrace/Lincoln Park activation (together with PRM/PW, Library Services, DLBA, Studio One Eleven, Parks).
- Clean Team, Street Maintenance, and Graffiti Abatement teams work with DLBA and CVB on graffiti abatement efforts ongoing.
- PD Division Commanders communicate with stakeholders (CVB, DLBA, CD offices, etc.) regarding crime and police operations.
- City Manager's Office of Public Affairs and Communications meet regularly with Communications staff at the CVB and DLBA to discuss and implement proactive coordinated communications efforts related to events, activations and other beneficial community-focused programs specific to the Downtown area.
- Police Department keeps the community informed of public safety efforts and share results of engagement and enforcement efforts on social media, including Nextdoor, and Neighbors by Ring.

Security officers, Library, LAZ Parking, Public Works, and JCI collaborate to enhance safety in Lincoln Garage and drastically reduce break ins and people entering the garage (who are not there to park).

- Teen programs (Studio, Teen Lounge) collaborate to engage youth in the Downtown area.
- Coffee, Conversations, & Clean-up – Saturday program collaboration with DLBA to bring in guest speakers, trash pick-up in Lincoln Park, and promote growth of Friends of Lincoln Park

Special Events Coming to the Downtown area

Long Beach is a desirable location to host year-round events and filming, which in turn cultivates civic pride, social awareness and cultural enrichment for residents and visitors. The City permits special event activities such as, festivals, runs / walks, and citywide holiday celebrations. This fosters sustainable community development, economic development and tourism. Upcoming events include:

- Gaucho Grill Grand Opening 11/10/23 - Alamitos Beach Parking lot and Marina Green
- Veterans Day 5k, 10k, 15k, Half Marathon 11/11/23 - 380 E Shoreline Dr.
- EcoHarvest Festival 11/12/23 - 620 San Francisco Ave.
- Autumn Festival 11/11/23 and 11/12/23 - Aquarium of the Pacific
- World Ballet Series: Cinderella 11/12/23 - Long Beach Convention Center
- Vegan Food 101: Holiday Edition 11/15/23 - 352 E 4th Street
- Strategy, Optimization, Advancement, Results (SOAR) Program Series for Small Business CEO's 11/13/23 - 400 Oceangate #1130
- Movie Night 11/17/23 - The Promenade
- Coffee & Collectables Pop-Up 11/18/23 - 402 E. 3rd Street
- The Pike Market 11/18/23 - Bay Street
- Complex Con 11/18/23 and 11/19/23 - Long Beach Convention Center and Rainbow Lagoon
- Insomniac Dreamstate Concert 11/17/23 and 11/18/23 - Queen Mary Property
- Thanksgiving Lunch 11/23/23 - Aquarium of the Pacific
- Insomniac Apocalypse Concert 11/24/23 and 11/25/23 - Queen Mary Property
- Disney Junior Live On Tour: Costume Palooza 11/25/23 - Long Beach Terrace Theater
- Central American Heritage Festival 11/25/23 - Scottish Rite
- Shop Small Saturday 11/25/23 - Downtown LB
- Turkey Trot 5k, 10k, 15k, Half Marathon 11/25/23 and 11/26/23 - 5400 E Ocean Blvd
- Convention Center Tree Lighting 11/28/23 - Terrace Theatre Plaza Long Beach Convention Center
- Pit Paddock Event 12/2/23 - Shoreline Park
- UBE Festival 12/16/23 - 1st Street between Linden and Elm
- DLBA New Years Eve Downtown 12/31/23 - Downtown LB and Waterfront
- Cali Vibes Fest 2/16/24 - 2/18/24 - Marina Green Park