



CITY OF LONG BEACH R-30

DEPARTMENT OF PUBLIC WORKS

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October 5, 2010

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the Annual Report of the Downtown Long Beach Parking and Business Improvement Area; approve the proposed budget for Fiscal Year 2011 (FY 11); and authorize the City Manager to execute a contract with the Downtown Long Beach Associates for the period of October 1, 2010 through September 30, 2011. (Districts 1 and 2)

DISCUSSION

Downtown Long Beach Associates (DLBA) has three established sources of revenue that pass through the City to the organization. They are: business operator assessments, property owner assessments and downtown parking meter revenue sharing. This recommended action relates to business operator assessment funds used to promote and market downtown Long Beach on behalf of businesses located in the Downtown Long Beach Parking and Business Improvement Area (DLBPBIA). The City Council approves the property owner assessment separately.

The proposed contract with DLBA requires the City to transmit all DLBPBIA assessment funds collected from downtown businesses to the DLBA every other month. This City Council action estimates DLBPBIA assessment revenue of \$565,000 for the contract period of October 1, 2010 through September 30, 2010 (attached). The DLBA will provide quarterly reports to the City on expenditures and submit an annual report summarizing FY 11 activities.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on September 14, 2010 and Budget Management Officer Victoria Bell on September 17, 2010.

TIMING CONSIDERATIONS

The DLBA contract year begins on October 1, 2010. City Council action is requested on October 5, 2010 to allow FY 11 assessment transfers to be made in accordance with the City's contract with DLBA.

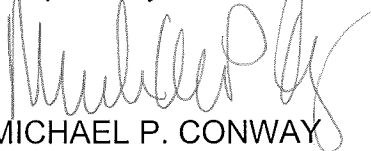
FISCAL IMPACT

Sufficient funds are currently budgeted in the FY 11 Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD) to support these pass-through payments. The FY 11 assessment revenue will fully offset the proposed allocation in SR 132. As a result of the reorganization efforts that are currently in transition, a formal reconciliation to transfer these funds to the Public Works Department will occur through a future FY11 quarterly budget adjustment. There is no impact to the General Fund and no local job impact associated with this action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

MPC:JF:gw
Prop Serv-PBIA v1

Attachment: -- DLBA Approved Management Plan and Budget.

APPROVED:



PATRICK H. WEST
CITY MANAGER



**APPROVED FY2010-11
MANAGEMENT PLAN
AND BUDGET**

REVENUE
FY 2010-2011

DPIA: Downtown Parking Improvement Area self-assessment fees collected through business licenses from Downtown businesses within a geographical boundary in Downtown Long Beach. The current annual assessment is approximately \$367.83 per business and \$6.19 per employee and for Service Based Independent Contractors, \$224.38 per business and \$4.25 per employee. **\$565,000**

PBID: Property Based Improvement District self-assessment fees collected through County of Los Angeles property tax from commercial real estate owners within a geographical boundary in Downtown Long Beach. The assessment methodology is based on the parcel and building square footage and linear footage of the property and the level of services rendered to the three benefit areas. **\$1,784,509 net**

PBID Assessment Methodology	2010-11
Maximum Assessment per Linear Foot of Frontage	
Zone 3: Premium	\$14.7133
Zone 2: Standard	\$8.5361
Maximum Assessment per Square Foot of Lot plus Building	
Zones 3 & 2: Premium and Standard	\$0.0402
Zone 1: Basic	\$0.0248

RDA: Funds contracted with the RDA for Marketing and Economic Development programs and personnel. **\$242,500**

PARKING METERS: Revenue from parking meter revenue-sharing program approved by City Council in FY 2004-05. **\$325,000**

SPONSORSHIP: Funds collected through sponsorships and from the RDA to help offset costs incurred by the DLBA for special events and Segways. **\$437,740**

CONTRACT Revenue from Clean Team Contract Services funded and provided above and beyond the levels mandated in the PBID Management Plan (e.g., Restroom Host at Long Beach Transit Information Center). **\$121,000**

MISC Rent reimbursement from Clean and Safe Teams. **\$6,000**

ADMINISTRATION & ADVOCACY
FY 2010-11

GENERAL ADMINISTRATION

\$759,700

The DLBA is the non-profit management organization empowered by the Long Beach City Council to manage two Downtown Business Improvement Districts (BIDs). The Downtown Parking Improvement Area (DPIA) is supported through a special assessment established by business owners, while the Property Based Improvement District (PBID) is sustained with the contribution of the commercial property owners within the District.

Personnel

To support the programs and services provided by the BIDs, the DLBA administrative team consists of the following with a brief description of their positions:

- President and Chief Executive Officer is to lead, facilitate and motivate personnel to accomplish all DLBA objectives as outlined in the mission statement and the Management Plan. Subject to the direction of the Board of Directors, the President and CEO supervises and directs the day-to-day business and management of the organization and the Business Improvement Districts.
- Vice President is responsible for serving as an advocate for the business community and assisting the President and CEO. Also implements Economic Development programs to retain and attract business to Downtown Long Beach through retail, development and adaptive re-use, and business recruitment and retention strategies.
- Operations Manager is responsible for managing the Clean and Safe Programs and is involved in community outreach programs to address the quality of life.
- Marketing and Special Events Manager's primary objective is to increase awareness and enhance the image of Downtown Long Beach by promoting existing infrastructure and developing new business and customer markets. Responsible for the supervision of all DLBA special events, including sponsorship. Also provides technical assistance to outside organizations and individuals that produce events within the District.
- Assistant Marketing and Special Events Manager is responsible for assisting the Marketing Manager on all DLBA marketing efforts including special events and sponsorship.
- Executive Assistant coordinates all administrative functions, which maximize the operating efficiency of the organization, and motivates staff to operate efficiently and to achieve organizational objectives.
- Administrative Assistant supports all departments in the daily administrative and clerical duties.

All salary, taxes and benefits are shared by the DPIA and the PBID, except for the Operations Manager (100% PBID) and the Vice President and ED Research Manager (in partnership with the RDA).

Office

Other general administration expenses include office rent, telephones, computers, office equipment lease, office supplies, postage, general insurance, professional services (including legal and annual audit fees), utilities, depreciation, taxes, accounting services (contract with a private firm), employee recruitment, bank charges, and outside support (temporary staffing as needed).

ADVOCACY

\$89,592

The DLBA is the leading voice for the Downtown business community and plays a critical role in establishing and achieving objectives set forth by its stakeholders. The DLBA manages Task Forces, has established committees, and conducts regular meetings to serve the stakeholders better and ensure the quality of life in the central business district. It also acts as a liaison between the business community and many city departments and council offices.

Advocacy expenditures may include conducting workshops and orientations, costs for professional dues and subscriptions, participating in industry-related seminars and conferences or civic events, Board contingency, and the Visitor Information Center.

CAPITAL IMPROVEMENT PROJECTS

\$268,237

Under the direction of its Capital Improvement Projects Task Force, the DLBA assumes responsibility for working with community partners to create an environment that attracts and retains investment in the Downtown. Developing and supporting capital improvement projects is in accordance with the PBID Management Plan, which stipulates that the Special Project funds generated from assessments within the Standard and Premium service areas should support improvements that enhance the visual appearance of Downtown and may include:

- Seasonal banners and decorations
- Lighting
- Public art
- Street furniture and amenities
- Feasibility analyses and plans for design and physical improvements
- Other activities and improvements that visibly enhance the Downtown environment

ECONOMIC DEVELOPMENT WORK PLAN FY 2010-2011

INTRODUCTION

The DLBA Economic Development Department fulfills the role of leading, managing, or collaborating on Downtown initiatives, issues, and programs related to economic development (ED), governmental relations, marketing, public relations, and stakeholder outreach. The DLBA partners with the RDA to provide ED programs and personnel.

OUTREACH \$80,000

- **ED Marketing \$50,000**
This item will pay the development of a new Downtown Long Beach Economic Development marketing campaign. Utilize the most effective and popular real estate trade journals such as *California Centers*, *Western Real Estate Business Monthly*, *Shopping Centers Today* and *Retail Traffic* or other vehicles for driving ED messaging. Expand beyond traditional advertising and use PR approach to deliver certain messages. Seek editorial coverage about Long Beach ED activities. Collaborate with marketing partners to develop Downtown ED messaging campaign.

- **Office and Retail Council, ICSC Planning Committee \$5,000**
Quarterly meetings of the commercial office and retail brokerage communities, convened by the DLBA, will provide an atmosphere of collaboration appropriate for improving the Downtown submarket's commercial real estate health. All brokers that do business in Downtown Long Beach are welcome to attend; DLBA will develop program material, agendas, and arrange speakers as needed to facilitate the cooperative dialog and information sharing. A volunteer subset of that group will be formed to develop cooperative and strategic presence at ICSC conferences and other deal-making conferences.

- **Downtown Economic Profile \$15,000**
Continue the production of the Downtown Profile as a stand-alone ED publication. The Profile highlights various data, trends, and forecasts related to economic investment, growth, and potential in Downtown Long Beach. Modeled after the reports published by the most successful Downtown organizations from across the country, the Profile will chart office space occupancy, retail leasing, residential sales, new business openings, development announcements and progress, concurrent ED initiatives, infrastructure investments, information on arts, culture, and tourism demand generators, trends and analyses of the aforementioned, and a compilation of the accolades received during the preceding year. The Downtown Profile will be distributed to all local officials, partner ED agencies, regional partners, tenant representatives, and key stakeholders, and will be available for download or mail order via the DLBA website.

Other Economic Development Collateral Development **\$10,000**
Update and develop industry-specific ED collateral, such as development opportunities maps, new development spotlights, and recruitment materials that target specific recruitment targets.

BUSINESS RETENTION AND EXPANSION **\$72,500**

- **Business Retention Programs** **\$35,000**
While attracting new businesses to Downtown Long Beach may garner significant media attention, an equally important ED strategy is the retention and expansion of the existing businesses. A viable and effective business retention and expansion (BRE) program ensures that the needs of local businesses are not only heard, but also addressed. Examples of the types of BRE programs to be developed include: shop local programming that educates the local segments of consumer demand about the impact of retail leakage, ‘meet the proprietor’ programs that engage active two-way communication between residential and commercial neighbors, grand opening assistance programs, business retention interviews, and a visual merchandizing program intended to help existing retailers adapt and conform in a competitive retail marketplace. Ideally, this program will be applicable to a high percentage of Downtown businesses, and participation will be encouraged but voluntary.
- **Business / Merchandising Seminars** **\$30,000**
As a complement to the indirect outreach of the BRE, the DLBA will produce three seminars directed at improving the retail business climate in Downtown Long Beach. These seminars could include both a workshop and a direct outreach component. Examples of the previous year’s seminar concepts include small business marketing and the integration of social media marketing tools.
- **Research Manager** **\$7,500**
Responsible for gathering, analyzing, and cataloging downtown real estate information to support Business Retention and Expansion.

BUSINESS RECRUITMENT **\$107,500**

- **Deal-Making Conference Attendance)** **\$7,500**
Employ a strategic presence utilizing the ICSC subcommittee of the Office and Retail Council at retail deal-making conferences. The budget allotment for this task is related to any travel, accommodations, booth rental, or other expenses needed to carry out the strategy.
- **Web Portal Tool Expansion** **\$5,000**
Expand upon the DLBA’s ED web portal to include recruitment assistance tools that will assist prospect in estimating their approvals and permitting timelines based upon their desired use and the changes that need to occur in the space.

- **Strategic Recruitment Activities** **\$15,000**
 Following the completion of the Retail Visioning strategic plan, the DLBA will embark on targeted retail recruitment activities designed to implement the strategy and ensure the buy-in of integral partners and stakeholders.
- **Recruitment Tours / Mixers** **\$5,000**
 The DLBA will host different types of events for representatives from site selection, brokerage, and business interests to showcase opportunities to do business in Downtown Long Beach. The DLBA will work to host quarterly tours (either bus or walking) and mixers for individuals hoping to learn more about Downtown opportunities.
- **ED Subscription Tools** **\$12,500**
 Obtain adequate subscriptions to provide access to real estate site selection and brokerage tools such as Co-Star, Loopnet, and ESRI for updated information on expiring leases, as a medium of capturing accurate information on available commercial listings, and demographic / psychographic analyses.
- Retail Entrepreneur Incubator** **\$40,000**
 Secure space and support systems to provide a venue for start-up retail businesses. The ED Task Force shall advertise for and select those businesses that have an opportunity for growing into viable businesses. Ideally, the incubator will be located in a high-traffic area and shall provide the necessary platform needed to launch new businesses.
- **Storefront Activation** **\$15,000**
 As a method directed at affecting the perception of vitality in Downtown Long Beach, the DLBA will identify several vacant retail storefronts that offer the potential for creative activation strategies such as compelling signage, showcasing new technologies, information dissemination, non-traditional uses, or artistic endeavors with local artists.
- **Research Manager** **\$7,500**
 Responsible for gathering, analyzing, and cataloging downtown real estate information to support Business Recruitment.

TOTAL ECONOMIC DEVELOPMENT **\$260,000**

**MARKETING WORK PLAN
FY 2010-2011**

INTRODUCTION

A major component of managing the Business Improvement District is to build and maintain strong advocacy and marketing programs. The DLBA Marketing Department, under the direction and leadership of the Marketing and Special Events Task Force, is dedicated to increasing the awareness for and enhancing the image of Downtown Long Beach. This is achieved through year-round promotions, publishing a monthly newsletter, implementing and sustaining public relations activities, maintaining an informative and user-friendly website, and a wide variety of advertising programs and collateral materials.

ADVERTISING/PROMOTIONS/COMMUNICATIONS **\$53,000**

- **Advertising** **\$30,000**
Advertising is essential to communicating about Downtown Long Beach and all it has to offer. In efforts to maintain top-of-mind awareness within the community, the DLBA needs to maintain an advertising budget in support of different advertising opportunities that present themselves throughout the year.

- **Stakeholder Outreach** **\$10,000**
The on-going communication with Downtown Stakeholders is of extreme importance. To that end, the DLBA will communicate consistently with postcards, flyers, mailings and other outreach methods.

- **Downtown Gift Card** **\$13,000**
This year round campaign is designed to increase consumer spending in the Downtown by providing a gift card valid at any participating business. The DLBA will promote the gift card through advertising and outreach programs, while covering the on-going maintenance costs of the program.

PUBLICATIONS **\$26,392**

- **Annual Report** **\$7,500**
The DLBA annual report serves to highlight the accomplishments and measurable results from each of the departments with the DLBA organization. Produced on an annual basis, the report contains brief descriptions of the DLBA programs initiated within the past Fiscal Year and also provides financial summaries. Quantity: 3,500.

- **DLBA Collateral** **\$18,892**
There are many opportunities for the DLBA to display/distribute collateral pieces that provide information on the Downtown and the organization. While maintaining interest in being as environmentally responsible as possible, the DLBA does need several updated pieces of collateral. (One such example is the Downtown Deals, a piece that is printed between two cardstock business cards and folds out into a map on one side with special discounts listed on the other side.)

PUBLIC RELATIONS	\$30,000
<ul style="list-style-type: none"> ▪ Public Relations \$30,000 <p>Public relations encompass a variety of marketing tactics aimed at strengthening the Downtown's image, develop goodwill and influence public opinion. By contracting on an as-needed basis with a public relations specialist, the DLBA will aim to consistently generate targeted press releases, media advisories, news conferences, and personal letters and/or phone calls to editors and reporters regarding Downtown Economic Development, Marketing, and Special Events programming.</p>	
WEBSITE	\$20,000
<ul style="list-style-type: none"> ▪ www.downtownlongbeach.org/www.downtownlbbusiness.com \$20,000 <p>DLBA's websites are valuable tools for the dissemination of both consumer and business information to interested parties. The websites average approximately 32,000 hits per month, serving more than 9,000 users. The continual update and progress of these sites is integral to their success.</p>	
OTHER	\$1,500
<ul style="list-style-type: none"> ▪ Downtown Photo Stock \$1,500 <p>The DLBA uses Downtown photographs in a wide variety of ways: in publications, in public relations materials, and on the website. With the ever-changing face of the Downtown, both on the ground level and from an aerial view, a current stock of photos is a high priority.</p>	
TOTAL	\$130,892

**SPECIAL EVENTS WORK PLAN
FY 2010-2011**

INTRODUCTION

Special Events offer an exciting way to attract and generate increased foot traffic into the central business district. Through creating and supporting opportunities for people to experience the urban energy and appeal of the Downtown area, the DLBA can demonstrate its initiative and commitment towards enhancing the environment. The goal of the Special Events Department, under the direction and leadership of the Marketing and Special Events Task Force, is to manage and centralize all aspects involved with the DLBA's special events programs, including sponsorships, planning and execution in addition to providing technical assistance to outside organizations and individuals that produce events in the Downtown.

EVENT PARTICIPATION **\$20,000**

- **Mardi Gras at the Waterfront – February 2011** **\$2,500**
The DLBA has committed these funds to support Mardi Gras at the Waterfront.

- **Tall Ships – July 2011** **\$15,000**
The DLBA has committed these funds to support the arrival of Tall Ships to the Downtown harbor.

- **Pirate Festival – August 2011** **\$2,500**
The DLBA has committed these funds to support the Pirate Festival at the Waterfront.

EVENT PRODUCTION **\$677,447**

- **State of the Downtown – November 11, 2010** **\$20,000**
The 7th annual signature event will be open to all stakeholders as an opportunity to honor downtown partners and Board Members, as well as highlight the DLBA's accomplishments and programs for the year.

- **Holiday Promotions - December 2010** **\$5,000**
The DLBA will produce the 3rd Annual Festival of Lights campaign to promote shopping and dining in Downtown during the holidays. This line item could also be used for other means of promotion, such as the Belmont Shore Christmas parade.

- **New Year's Eve on Pine – December 31, 2010** **\$45,000**
DLBA will produce this iconic event on Pine Avenue, featuring music and other festive activities.

- **Taste of Downtown Series – March, June, September of 2011** **\$50,000**
 The DLBA will produce a series of three Taste of Downtown events, inviting visitors and residents to enjoy sample-sized portions of signature dishes from restaurants in the Waterfront (March 2011), East Village Arts District (June 2011) and Pine Avenue (September 2011) neighborhoods.
- **Tecate Thunder Thursday on Pine - April 2011** **\$45,000**
 The DLBA will produce the 12th Annual Tecate Thunder Thursday on Pine, the official kick-off party to the Toyota Grand Prix of Long Beach. Held along Pine Avenue, between 1st Street and 4th Street, this free event will feature a motocross demonstration, motorcycle stunts, live music, and a static car display.
- **Long Beach Bicycle Festival – May 2011** **\$147,447**
 The DLBA will produce the 3rd Annual Long Beach Bike Festival. Beginning in the East Village with a bike expo, vendor fair, live music and bicycle tricks, the momentum will carry over to Pine Avenue/Promenade area on Saturday professional race, vendor fair, kids' activity area and more.
- **Pink Party – May 2011** **\$40,000**
 The DLBA will host the 4th Annual Pink Party to kick off Long Beach Lesbian & Gay Pride weekend—the second largest event in the City, drawing more than 75,000 people to Downtown.
- **Summer and Music (SAM) Series – Summer 2011** **\$225,000**
 The 3rd Annual SAM (Summer And Music) series features local and regional acts and activates all the major areas of the Downtown, all summer long.
- **Promenade Entertainment – Summer 2011** **\$10,000**
 Taking advantage of the newly completed Promenade amphitheatre, the DLBA will program the open space with a variety of activities, including but not limited to Summer Movies in the Park, concerts, and lunch-time events.
- **Latin American Festival, September 2011** **\$75,000**
 The DLBA will produce the 3rd Annual Latin American Parade and Festival. With a parade down Pine Avenue and an all-day festival in the East Village featuring authentic Latin food, a vendor fair, live music, kids activities and dance lessons, this is the signature East Village event.
- **East Village Arts District Events/2nd Saturday ArtWalk Support – 2011** **\$10,000**
 To heighten exposure to the East Village, the DLBA will either produce or sponsor events at the East Village throughout the year.
- **Residential Mixers** **\$5,000**
 To garner improved relationships between the DLBA and Downtown residents, the DLBA will collaborate with residents to host a series of mixers.

TOTAL **\$697,447**

OPERATIONS WORK PLAN FY 2010-2011

INTRODUCTION

The Downtown Long Beach Associates (DLBA) Operations Department is dedicated to the security and maintenance of the 85-block assessment district in the Downtown via the Downtown Clean Team and Downtown Guides.

DOWNTOWN CLEAN TEAM \$713,744

The Clean Team ensures the central business district remains attractive, clean and appealing for the visitor seven days a week. In order to consistently deal with maintenance issues, a multi-dimensional approach was developed consisting of: sidewalk maintenance, alley maintenance, graffiti removal, sidewalk scrubbing and pressure washing, trash collection, landscape maintenance, paper sign and handbill removal, and maintenance problems requiring third party intervention. The Clean Team provides service as mandated by the Property-Based Improvement District Management Plan as well as contracted services outside of the PBID scope which are funded through compensatory revenue and not PBID revenue. An example of contract service is the agreement between the DLBA and the Long Beach Transit Information Center to provide restroom host service.

- **Sidewalk Maintenance**
Uniformed, radio-equipped personnel sweep litter, debris and refuse from sidewalks and gutters within the District.
- **Alley Maintenance**
The Downtown Clean Team and Downtown Guides each have responsibility in this area. The Downtown Guides address owner and tenant compliance with City code issues on cleanliness of sidewalks, alleys and illegal dumping. The Downtown Clean Team works with Environmental Services Bureau to remove debris from the alley when a responsible party can not be found for illegal dumping or other violations.
- **Graffiti Removal**
The Downtown Clean Team removes graffiti by using solvents and pressure washing. The District maintains a zero tolerance graffiti policy. All tags will be removed within 24 hours. For those tags that the Downtown Clean Team is unable to remove, a list is sent via fax to the Graffiti Abatement Team with the City of Long Beach, which sends a graffiti removal team out.
- **Sidewalk Pressure Washing**
Pressure washers service 12 - 15 blocks per day, seven days a week. The District standard is to have all sidewalks cleaned every six weeks, with Premium areas cleaned weekly.

- **Trash Collection**

The District truck collects the bags of trash left in pre-arranged locations by the Sweepers each morning and afternoon. The bags are deposited in a large trash bin assigned to the DLBA.

- **Landscape Maintenance**

Public landscape areas, tree wells and planters are maintained and kept free of litter and weeds.

- **Paper Sign and Handbill Removal**

Paper signs and handbills that have been scotch-taped or glued on public property, utility boxes, poles and telephones are removed by hand or when necessary, by high pressure hose.

- **Maintenance Problems Requiring Third Party Intervention**

Problems are monitored that create blighted or unsafe conditions in the District, but are outside of the jurisdiction of the DLBA personnel to repair. Requests are made to the responsible party for repair. Types of problems include blocked or damaged sewers or drains, damaged sidewalks, streets, and/or alleys, non-operating street lights, damaged or missing street signs, etc.

DOWNTOWN SAFETY GUIDES

\$557,137

The District mission for the Downtown Safety Guides is to support the police department, property owners and tenants in overall crime prevention efforts and reduction in neighborhood street disorder, while offering customer service orientation to pedestrians. They provide highly visible neighborhood security and are intended to supplement, not supplant individual building security and the Long Beach Police Department (LBPD). They assist with quality of life issues, and participate in outreach programs.

- **Integration with the Long Beach Police Department (LBPD)**

The Downtown Safety Guides work closely with the LBPD and integrate the District security program with that of the LBPD, whose officers are active in the development and training of the Downtown Safety Guides. The lead Downtown Safety Guide on each shift carries and monitors a LBPD radio to ensure good communication.

- **Bicycle Patrol**

The Bike Patrol deters aggressive panhandling and other unsuitable street behavior. Their presence is a deterrent to theft and burglary from motor vehicles; however the service does not completely prevent these crimes. They also deter and report illegal street vending, illegal dumping and street code violations. They handle a myriad of quality of life problems including: drinking in public, urinating in public, indecent exposure, trespassing, scavenging and shopping cart confiscation. They perform goodwill gestures such as escorting employees, helping lost persons and giving directions. Bike Patrols also assist with traffic control in case of accidents, fires or unusual occurrences.

Bike patrols are assigned routes evenly, covering all property equally on any route in the District. They are professional, assertive, friendly, courteous, people oriented individuals in excellent physical condition. The Bike Patrol officers complete 32 hours of customized classroom district training and 16 hours of field training.

- **Foot Patrol**

The Foot Patrol concentrates on the highest pedestrian-use corridors such as Pine Avenue, the Promenade, City Place and The Pike at Rainbow Lagoon. The Foot Patrol has the same mission and receives the same training as the Bike Patrol.

- **Segway Patrol**

All Downtown Safety Guides are trained to use a Segway during their daily patrols. With a platform situated approximately one foot off the ground, the Downtown Safety Guides have the benefit of an elevated perspective that allows greater visibility and better views of activity on the streets. The ease of mobility between the Downtown districts is greatly improved, allowing for quicker response time and more efficient travel between stops.

The projected annual expense of \$20,000 for lease and maintenance is partially funded through an advertising agreement between DLBA and Bubba Gump Shrimp Company.

- **Personal Data Assistants (PDAs)**

Downtown Long Beach Associates will continue to contract with Eponic, Inc. to provide on-line user management and report tools as well as support and service of the PDAs for the Downtown Safety Guide Program.

- **Integration with Homeless Service Providers**

The Downtown Safety Guides are accompanied on bike patrol by an Outreach Worker from the Multi-Service Center on pre-arranged days. The Guides have learned from the Outreach Workers and have become more empathetic and understanding of the needs of the homeless person as well as more confident in referring these individuals to local service providers.

COMMUNITY OUTREACH

- **Downtown Security Alliance**

The DLBA Operations Manager facilitates the Downtown Security Alliance, whose purpose is to enhance communication and cooperation between the various security entities within the City of Long Beach and the Long Beach Police Department.

- **Downtown Operations Coordinating Committee**

The DLBA Operations Manager facilitates the Downtown Operations Coordinating Committee whose purpose is to share information, coordinate schedules and work together to address safety and cleanliness in the Downtown.

- **Downtown Neighborhood Watch**

The DLBA will partner with LBPD to continue quarterly meetings.

- **Long Beach Homeless Connections**

DLBA will continue to collaborate with Long Beach Homeless Connections to access permanent housing for people on the streets, and coordinating street outreach efforts using the Downtown Safety Guides.

- **Long Beach Area Coalition for the Homelessness**

DLBA will continue to be an active member of the Homeless Coalition and support their efforts to create the systemic and attitudinal changes necessary to prevent and end homelessness.

- **10-Year Plan to End Homelessness**

DLBA will continue to support the 10-Year Plan to End Homelessness.

TOTAL OPERATIONS

\$1,270,881