



Communications Updates

October 18, 2017

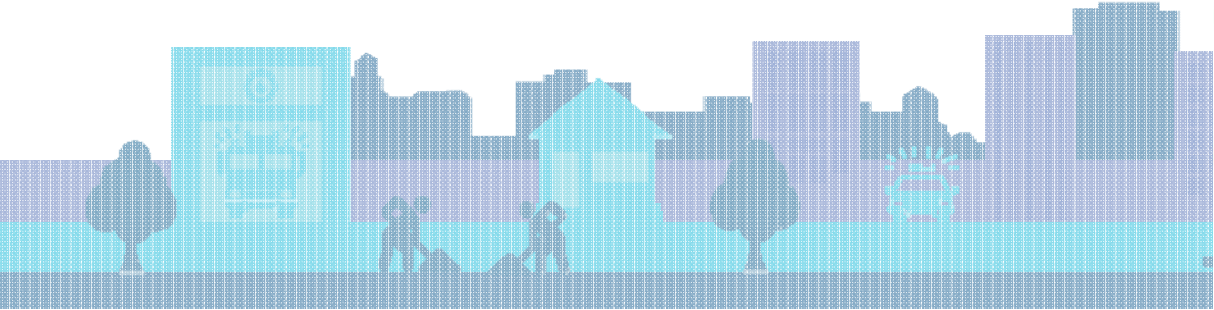




Style & Branding Guide

CITY OF
LONG BEACH





A HISTORIC INVESTMENT IN PUBLIC SAFETY & INFRASTRUCTURE

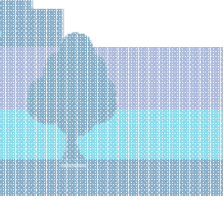
Measure A 2010 is a Long Beach ballot initiative approved by voters as a 10-year sales tax to fund public infrastructure and public safety services. [View our FAQ page to learn more.](#)

IClip - Measure A Improvements

Video: Measure A took off. Thursday, March 2, 2017 at the intersection of Walnut Avenue and Eads Jackson Street, Long Beach 90803.

INFRASTRUCTURE PROGRESSION CHART AND PROJECT SHEETS

| Project Name | Year | Completed | In Progress | Not Started | Cancelled |
|---------------|------|-----------|-------------|-------------|-----------|
| Alhambra Blvd | 2011 | | | | |
| Alhambra Blvd | 2012 | | | | |
| Alhambra Blvd | 2013 | | | | |
| Alhambra Blvd | 2014 | | | | |
| Alhambra Blvd | 2015 | | | | |
| Alhambra Blvd | 2016 | | | | |
| Alhambra Blvd | 2017 | | | | |
| Alhambra Blvd | 2018 | | | | |
| Alhambra Blvd | 2019 | | | | |
| Alhambra Blvd | 2020 | | | | |
| Alhambra Blvd | 2021 | | | | |
| Alhambra Blvd | 2022 | | | | |
| Alhambra Blvd | 2023 | | | | |
| Alhambra Blvd | 2024 | | | | |
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| Alhambra Blvd | 2030 | | | | |
| Alhambra Blvd | 2031 | | | | |
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| Alhambra Blvd | 2068 | | | | |
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| Alhambra Blvd | 2099 | | | | |
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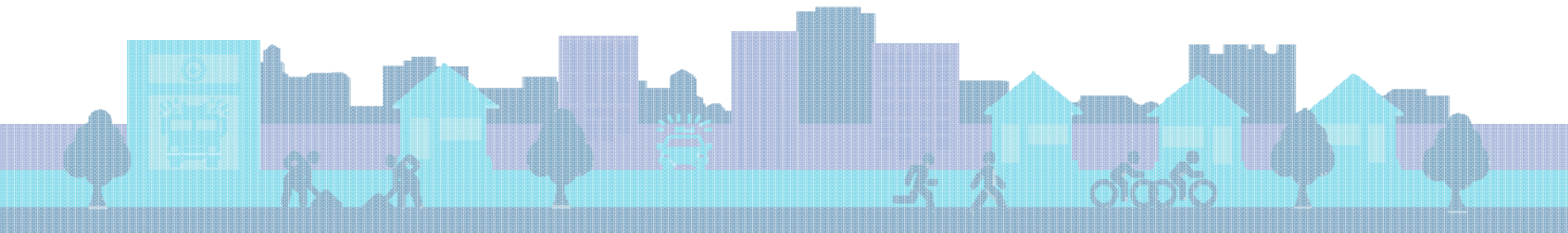




Website Analytics 1/1/17 – 9/30/17

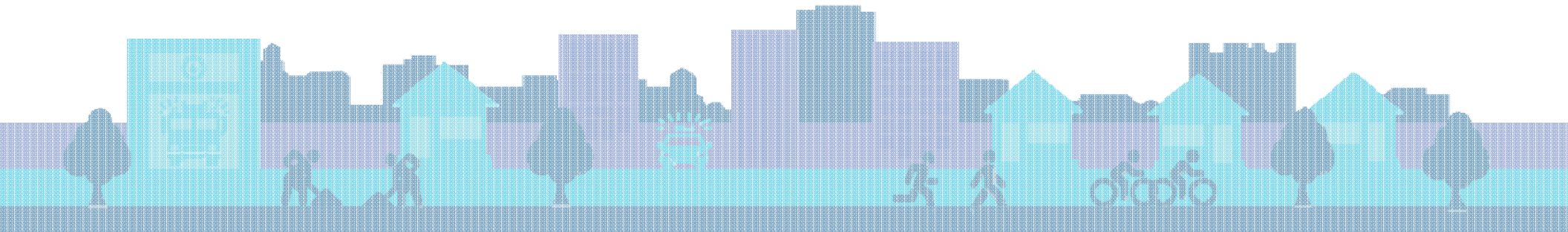
| Total Page Visits | Ave. Visits Per Month | Ave. Length of Time on Site |
|-------------------|-----------------------|-----------------------------|
| 5397 | 600 | 3.21 |

Highest Performing Months: April (721), May (921), August (1153)





Reveal Houghton Park Rendering





Station 12 Open House October 14, 2017

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LONG BEACH FIRE DEPARTMENT
...MORE THAN FIGHTING FIRES



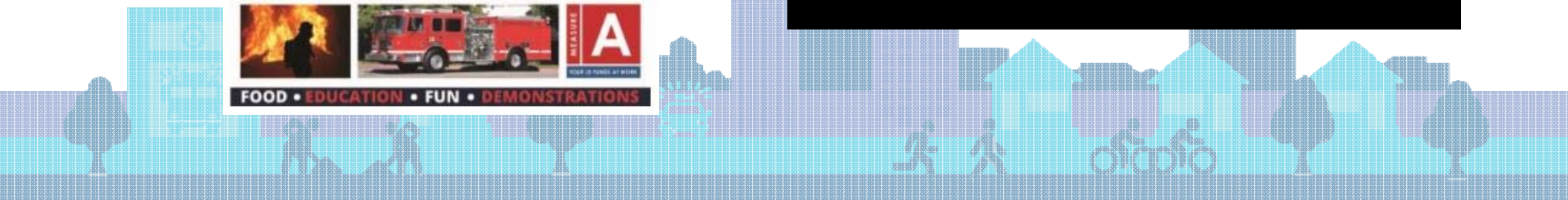
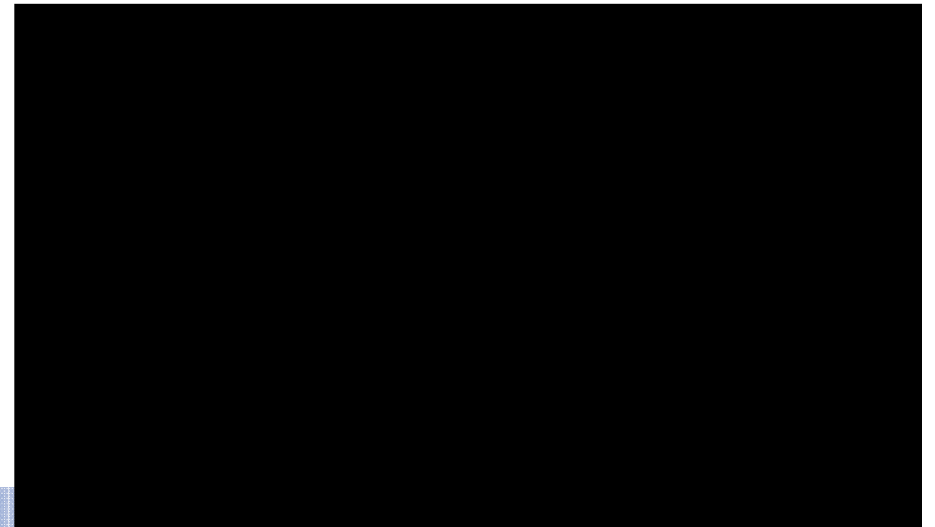
Station #12 OPEN HOUSE
SATURDAY, OCTOBER 14TH • 11AM - 2PM • 1199 E. ARTESIA BLVD.

JOIN US FOR A FAMILY FUN-FILLED DAY TO CELEBRATE **FIRE PREVENTION WEEK!** **EVERY SECOND COUNTS... PLAN 2 WAYS OUT!**

TOUR your neighborhood fire station.
MEET your local firefighters and paramedics!
TAKE PICTURES in firefighter gear and with the engines.
Learn about **FIRE SAFETY** and prevention.
ENJOY tasty refreshments!
Take home awesome **GIVEAWAYS!**



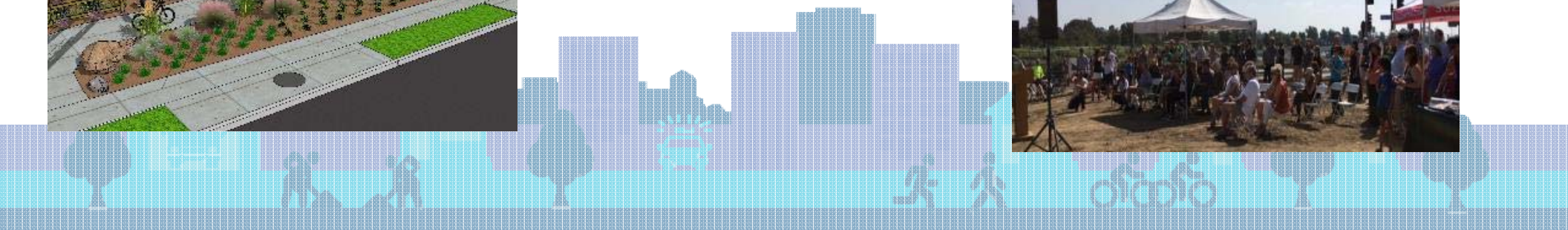
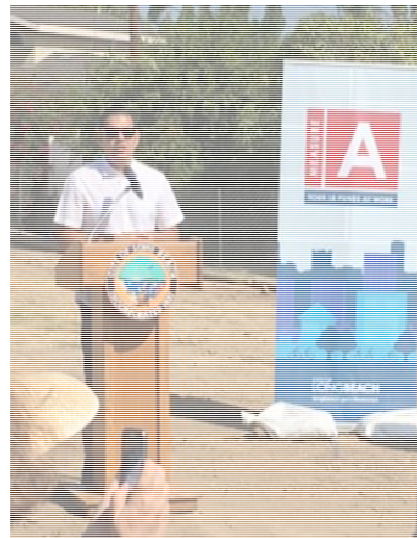
FOOD • EDUCATION • FUN • DEMONSTRATIONS





Groundbreaking: Red Car Greenway (P.E. Right-of-Way)

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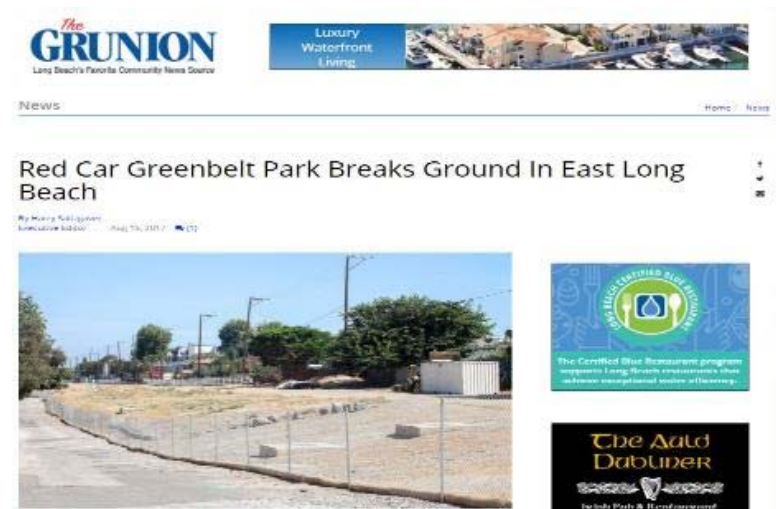


Groundbreaking: Red Car Greenway (P.E. Right-of-Way)

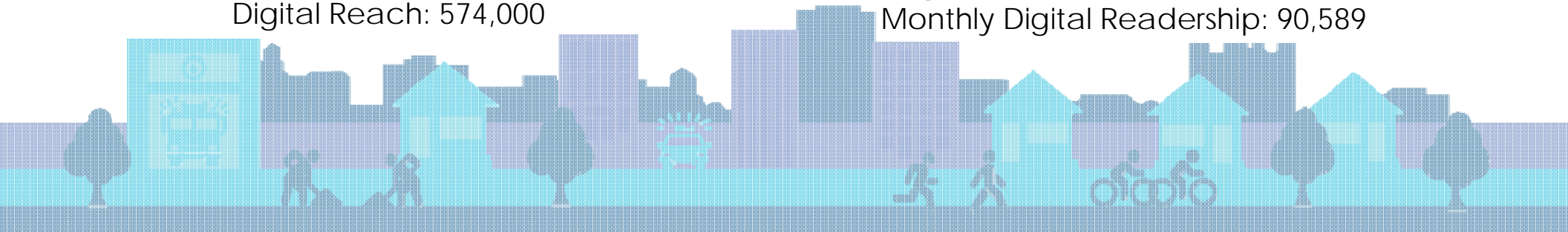
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Digital Reach: 574,000



Avg. Issue Readership: 112,493
Monthly Digital Readership: 90,589





These beautiful Long Beach Parks, Recreation & Marine playgrounds will be coming to Jackson, Los Cerritos, Veterans, Whaley, and Drake Parks soon, thanks to #MeasureA funds. #YourLBFundsAtWork #ParksMakeLifeBetter

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Social Media Takeover October 10, 2017

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Social Media Takeover October 10, 2017

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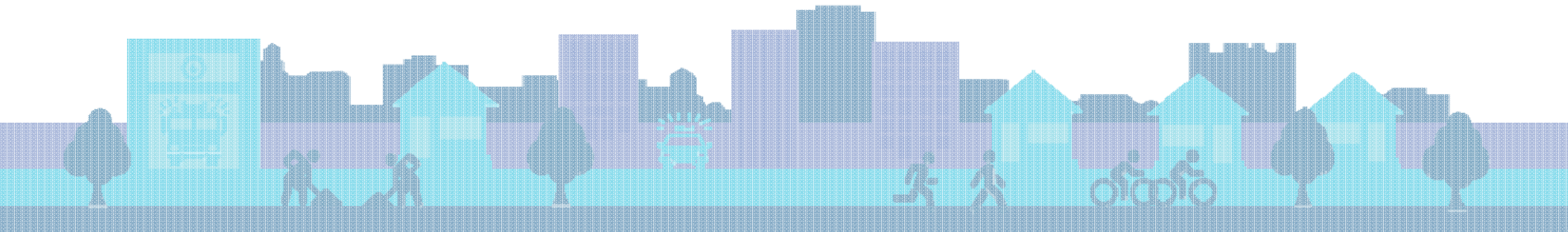
The screenshot shows the Facebook interface for the Long Beach City page. The top navigation bar includes the Facebook logo, a 'Sign Up' button, and login fields for 'Email or Phone' and 'Password'. The page header features the Long Beach City logo and a navigation menu with links to Home, About, Join Newsletter, Photos, Events, Videos, GO Long Beach, YouTube, Posts, Posting Policy, and Community. A green 'Create a Page' button is also visible.

The main content area displays a post from Measure A, titled 'LBFD Virtual Ride Along for Fire Prevention Week'. The post includes a collage of images showing fire trucks and firefighters, and a video player. Below the post, there are sections for 'Photos' and 'City in Long Beach, California'. The 'City in Long Beach, California' section includes a map, address (333 W Ocean Blvd, Long Beach, California 90802), website (www.longbeach.gov), and contact information (City - Government Organization - City Hall, Hours 7:30AM - 4:30PM, Open Now, Popular hours).



Social Media Takeover

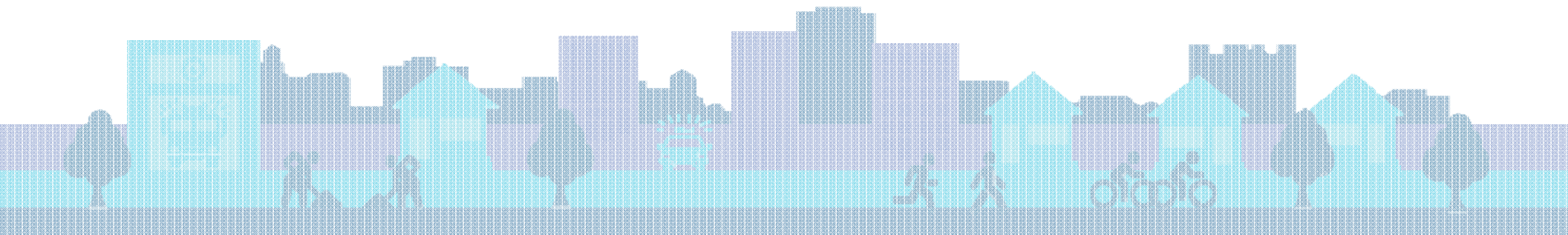
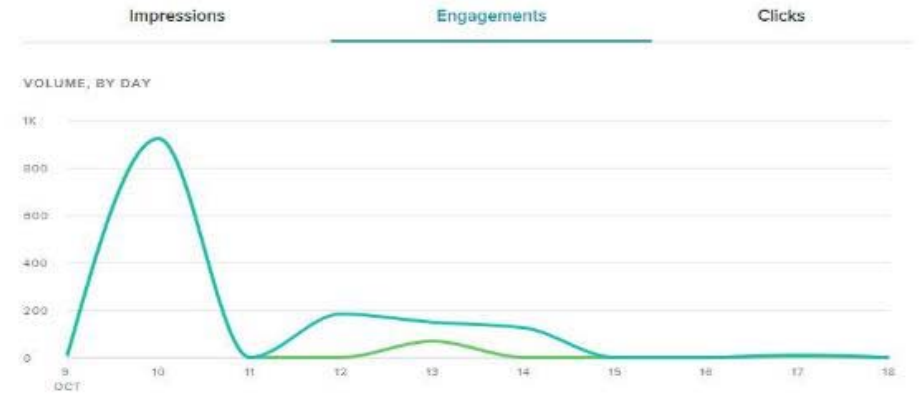
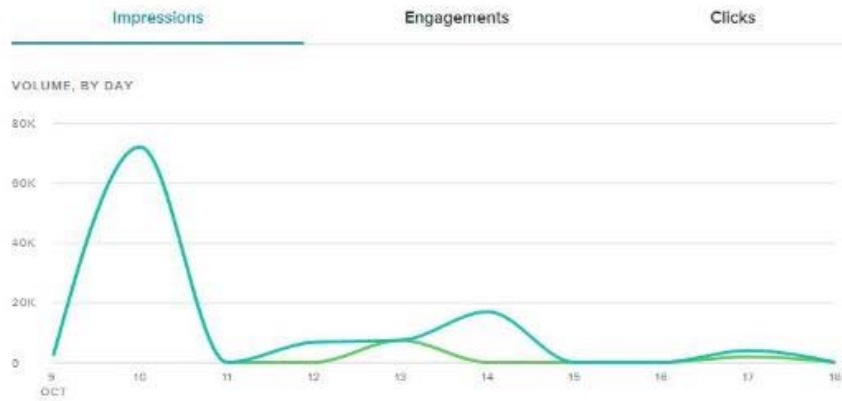
October 10, 2017





Social Media Takeover October 10, 2017

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Questions?

