

An aerial photograph of Long Beach, California, showing the harbor, coastline, and city skyline. The water is a vibrant blue-green, and the beach is a wide expanse of sand. In the foreground, there are several swimming pools and a tennis court. The city skyline is visible in the background, with various buildings and structures. The text "LB LIVABILITY" is overlaid on the right side of the image.

LB LIVABILITY

Economic Development Commission, May 28, 2019

CITY OF
LONG BEACH

What is Livability?



Interdepartmental Initiative

- Public Works
- Development Services
- Parks, Recreation, and Marine
- Health and Human Services
- Economic Development

Livability

- Walkability
- Bikeability
- Swimability
- And so much more...
 - Public health and fitness
 - Healthy food access
 - Personal safety and comfort
 - Placemaking



Principles

1. Promote active living & healthy lifestyles
2. Improve conditions for pedestrians, bicyclists and transit users
3. Address public safety concerns
4. Increase community engagement & participation
5. Improve beautification & sanitation
6. Increase access & visits to parks & beaches
7. Focus on vulnerable populations such as seniors, children and people with disabilities
8. Address equity in high-need communities
9. Increase sustainability & environmental resilience
10. Equitably distribute projects throughout the City



Small Scale Projects

1. Water quality signage
2. Bike fix it stations and hydration stations
3. Shade structures at parks (e.g. Bixby)
4. Coastline telescopes

Capital Projects

1. Innovative playgrounds at parks (Whaley, Drake, etc.)
2. Protected bike lanes
3. Bayshore water playground
4. Alamitos Beach Concession Stand

Ongoing City Programs

1. Walk to School Day
2. Beach Streets
3. North Long Beach Crop Swap
4. Ranchos Walk

Livability and Business

- Bike racks and temporary bike parking for events
- Strong business participation at Beach Streets events
- Bike share sponsored unicorn bikes

Case Studies

- **Portland, OR:** Bicyclists, transit users and pedestrians spend more on average per month than those who drive at all businesses except supermarkets. (TREC, 2013)
- **Los Angeles:** The June 2013 CicLAvia Open Street event increased retail sales by 10% compared to the typical Sunday. (UCLA, 2013)

Additional Economic Impacts to Consider

- Tourism
- BID and neighborhood branding
- National and Regional Best-of Lists



An aerial photograph of Long Beach, California. The top half shows the harbor with several large ships, a small island with a lighthouse, and the city skyline in the distance. The bottom half shows a sandy beach with two large blue swimming pools, a parking lot, and some buildings. A white rectangular box is overlaid on the right side of the image, containing the word "Questions?".

Questions?

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