

LBLIVABILITY

What is Livability?

CITY OF LONG BEACH













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

LBLIVABILITY

Livability Principles











Principles

- 1. Promote active living & healthy lifestyles
- 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
- 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



Livability Projects and Programs











Small Scale Projects

- 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 Economic Development

LONGBEACH

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

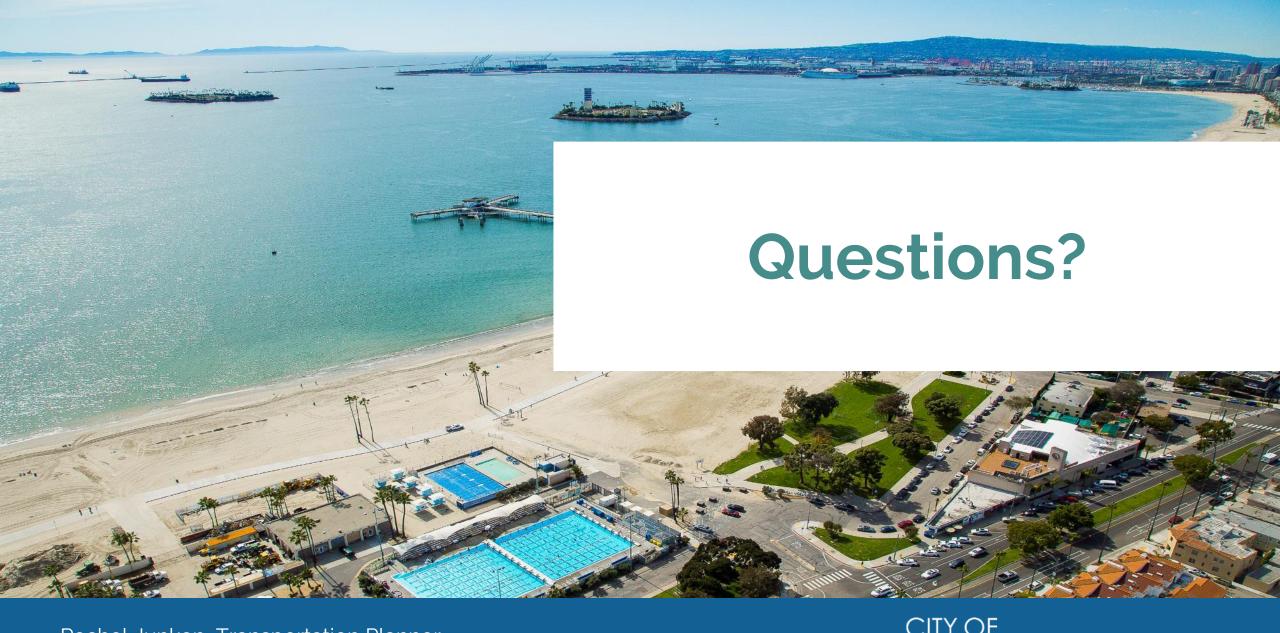
- Tourism
- BID and neighborhood branding
- National and Regional Best-of Lists











Rachel Junken, Transportation Planner Department of Public Works CITY OF LONG BEACH