



Final Report - Contract #ML16073

Project Name: Beach Streets Downtown (Long Beach Open Streets
Event held March 19, 2016)

City of Long Beach
333 W Ocean Blvd. Long Beach, CA 90802
June 28, 2017

Prepared for the Mobile Source Air Pollution Review Committee (MSRC) under the AB 2766 discretionary Fund Work Program.

Acknowledgements - This section shall contain acknowledgements of key personnel and organizations that were associated with the project. The last paragraph shall be as follows: "This report was submitted in fulfillment of (please insert contract number) and (please insert project title) by (please insert contractor organization) under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of (please insert date)".

Disclaimer – The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the South Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

Table of Contents

Project Description & Work Performed	2
Problems Encountered	3
Emissions Benefits	4
Photographs & Outreach	4
Outreach	4
Photographs	5
Press Coverage	6
Summary and Conclusions	7
Appendix A: Business Survey Results	8
Appendix B: Business Survey	10

Project Description & Work Performed



Image 1: Beach Streets Downtown Marketing Flyer

Beach Streets Downtown, Long Beach's second open streets event, took place on Broadway and adjoining streets on Saturday March 16, 2016. Open streets events close public streets to vehicle traffic to allow residents to walk, bike, and skate along the route free of traffic. MSRC funding was used for event marketing, programming and outreach for the 4-mile-long event. The City's Office of Special Events lead coordination of the effort along with consultant, Alta Planning.

Task A: Communications Strategy

The City used a multiplatform communication strategy to maximize attendance to the event. Specific attention was made to engage residents and businesses along the event route through direct door-to-door outreach strategies as well as signage and advertising. The marketing effort was also geared to reach residents throughout greater Los Angeles County and Orange County. Community meetings were held with local organizations including Friends of Bixby Park, 4th Street Business Association, and East Village Association, throughout January and February 2016.

Task B: Event Production

The City Office of Special Events along with consultant, Alta Planning, managed the production of the event. Highlights of the day's programs included:

1. Summer & Music's 720 Pine
2. Live After 5 Music
3. Summer & Music's Buskerfest

4. Dogs of Downtown
5. Bike Fest
6. Bixby Park Festival
7. 4th Street Retro Row
8. Beach Streets Block Party

Task C: Evaluation

With 50,000 attendees, Beach Streets Downtown was the most successful Beach Streets event to date, surpassing the previous year's Beach Streets attendance by 20,000 people. Additionally, a business survey was created and distributed to gauge of business owners that were impacted by the event. Feedback from the business community was overwhelmingly positive with 81% of survey respondents saying that Beach Streets made people more aware of their business. The full survey and survey results are attached in Appendix A and B.

Media coverage of the event was robust and included press prior to the event as well as coverage afterwards. Media outlets covering the event included: Long Beach Post, Long Beach Press-Telegram, and KNBC Channel 4. Further details on press in Section: Press Coverage below.

Task D: Documentation

Documentation of all event activities and costs related to the project have been kept for auditing purposes. Additional details of planning, marketing and day-of costs and activities, including meetings, presentations, media buys and press beyond the summary listed in this report are available for review upon request.

Problems Encountered

An external assessment of Beach Streets Downtown coordinated by non-profit 8 80 Cities identified a handful of areas for improvement, most of which have since been incorporated into subsequent events:

- **Extend scope of marketing and outreach:** Event outreach focused on business and residents located directly on the route. However, feedback suggests that outreach should be extended to those people 2 or 3 blocks from the route considering the overall impacts during the day of the event. The City has since expanded the radius of outreach.
- **Include more family-friendly programming:** The event's proximity to Downtown's restaurants, businesses, and bars lead to a less family-friendly environment. Programming in subsequent events have incorporated more family-friendly vendors, including children's helmet decorating and bike/skate parks for kids.
- **Include Spanish translations:** Volunteer materials were not available in Spanish, which caused some logistical confusion. The City has since provided bilingual literature for participants and volunteers and Khmer translation for marketing in Long Beach's Cambodian community.
- **Increase volunteer coordination:** Many of the volunteers that signed-up did not show up day-of. We have since created paid volunteer coordinators that check in with their volunteer teams multiple times leading up to the event.

Emissions Benefits

Beach Streets Downtown provided a unique opportunity for residents, visitors, and business owners to think differently about Long Beach streets. With 4 miles of roads free of automobiles, participants were encouraged to consider transit, walking, and bicycling as viable transportation options. A variety of alternative transportation agencies and organizations participated in the event, including Long Beach Transit, Long Beach Bike Share, Los Angeles County Metropolitan Transportation Authority, and Walk Bike Long Beach. The event provided an important opportunity to discuss how alternative transportation modes can reduce greenhouse gas emissions and traffic congestion. Furthermore, the event's proximity to the Downtown Long Beach Transit Mall also encouraged participants to travel by bus and train from throughout the region.

Photographs & Outreach

Outreach

Outreach and marketing was overseen by the Office of Special Events with assistance from the Public Works Department and the City's communication team. Strategies to inform residents and business owners of the event, included community meetings, canvassing, flyers, social media, press releases,

- Community meetings: Eleven meetings were held with neighborhood associations and business improvement districts in January and February 2016 to discuss impacts and participation. Potential impacts to business were specifically addressed and all businesses along the route were canvassed, and given a survey after the event. (See Attachments A & B for the business impact survey conducted by consultant Alta Planning.)
- Posters, flyers, etc. - Beach Streets media and posters use a specific branding scheme that emphasizes the healthy living and active transportation.
- Website and social media: The Office of Special Events manages the Beach Streets webpage as well as separate Twitter, Facebook, Instagram pages specifically representing the Beach Streets brand and actively promote upcoming events.

Photographs



Image 2 Event Day Activities

Press Coverage

The event was featured in 22 articles both leading up to the event and following is a high level overview of press coverage of the event.

Press Telegram

Downtown, Alamitos Beach streets to close Saturday: Everything you need to know (03/15/2016)
<http://www.presstelegram.com/lifestyle/20160315/downtown-alamitos-beach-streets-to-close-saturday-everything-you-need-to-know>

Photos: Beach Streets Long Beach (03/21/2016)
http://www.gazettes.com/news/photos-beach-streets-long-beach/collection_d5451f40-ef90-11e5-9132-c3e11a061642.html

Long Beach Post

Long Beach's 2nd Ciclovía to Transform Broadway for Cyclists and Pedestrians (01/19/2016)
<https://lbpost.com/life/2000007977-long-beach-s-2nd-ciclovía-to-transform-broadway-corridor-this-march>

IN PICTURES: Beach Streets Downtown Draws an Estimated 50,000 Participants (03/21/16)
<https://lbpost.com/life/2000008430-beach-streets-downtown>

Gazettes:

Downtown Long Beach Streets Open For Four-Mile Block Party (03/17/2016)
http://www.gazettes.com/entertainment/downtown-long-beach-streets-open-for-four-mile-block-party/article_b75ccb7e-eb06-11e5-95e4-d72fae5843f7.html

LONG BEACH POST NEWS LIFE BUSINESS REAL ESTATE SPORTS LGBT

BEACH STREETS

IN PICTURES: Beach Streets Downtown Draws an Estimated 50,000 Participants

by ASIA MORRIS | MARCH 21 2016 14:28 | LIFE

Like 0 Tweet 0 +1 0 SHARE 10 Comment 5



Photo by Allan Crawford.

Beach Streets Downtown saw a whopping 50,000 participants take over the streets of Downtown Long Beach and the Broadway corridor (according to bikelongbeach.org), not to get anywhere quickly, but to revel in each other's company and all the quirkiness and creativity that Long Beach has to offer. People riding bikes, rolling through in wheelchairs, participants skateboarding, scootering, walking (some on stilts) and skipping on a gray-day-turned-sunny, made for one heck of an enjoyable Saturday.

PRESS-TELEGRAM

FAIRS AND FESTIVALS

News Sports Entertainment Lifestyle Obituaries Opinion The Californian

Home Lifestyle Fairs and Festivals

Downtown, Alamitos Beach streets to close Saturday: Everything you need to know

THE CITY OF LONG BEACH PRESENTS
**AN OPEN STREET EVENT
SATURDAY
MARCH 19TH 10AM - 5PM**
PLEASE VISIT BEACHSTREETS.COM FOR FURTHER INFORMATION



This map shows the streets that will be affected during Beach Streets on Saturday in Long Beach. (Courtesy.)

By Greg Yee, Press-Telegram

POSTED: 03/19/16, 1:33 PM PDT | UPDATED: ON 03/19/2016 | 0 COMMENTS

Saturday's Beach Streets festival promises to turn areas of downtown, East Village and Alamitos Beach into car-less playgrounds for bicyclists and pedestrians.

But for residents of these parking-scarce neighborhoods, the event may prove more of a hardship than celebration.

Parking along the route will be banned; cars left on the street will be towed. Free parking will be provided for downtown residents in city lots.

Any cars left on the 4-mile route — on Broadway between Pine and Euclid avenues, plus additional side



The city hosted the first Beach Streets Uptown event last June, and is now bringing the event to downtown and Alamitos Beach on Saturday. (File photo.)

Summary and Conclusions

The Beach Streets Downtown event successfully cemented the Beach Streets brand as a lively, community-oriented event with programming that supports the City's mission to increase active transportation trips. The extensive outreach and marketing of the event resulted in high participation numbers and well-informed business owners. Since the Downtown event, Long Beach has held two additional Beach Streets events in other neighborhoods. These events have proven to be an integral part of the City's goal to promote livability and community-engagement in every neighborhood.

“It was phenomenal... being on the streets and there were no cars there and just riding further and there’s this going on and there’s a gospel choir. And then somebody waves me over and is like ‘Hey it looks like your tire is flat’. And there’s this guy just pumping up my tire and he’s like ‘Alright, off you go!’ I was just riding off and it was such a feeling of community. It was absolutely amazing.”

- Beach Streets participant

Appendix A: Business Survey

Appendix B: Business Survey Results