



6.0

implementation

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6.0 implementation

The City of Long Beach has worked diligently to revitalize its downtown for several decades, and those efforts are bearing fruit.

As the Southern California economy moves smartly out of the Great Recession of 2008-09, Downtown Long Beach has garnered considerable development community interest. Numerous projects are either under construction or in various stages of the development application pipeline. With Southern California suburban sprawl

approaching its outer practical limits and the new millennial generation preferring a more urban lifestyle, Downtown Long Beach is well poised for the next stage of economic development.

This section outlines a funding strategy for building and maintaining the priority projects, as well as a list of new policies and programs that will help to make the City of Long Beach safer, more livable, and better connected to the Los Angeles Region.



Figure 6.1

On 3rd Street, a recently-built transit-oriented development project supported by City investments in pedestrian and bicycle infrastructure.

6.1 Funding Strategy

The Downtown and Transit-Oriented Development and Pedestrian Master Plan (PMP) will not only guide but also accelerate this next stage of development. These pedestrian improvements will serve as the catalyst that transforms Long Beach into one of Southern California's most vibrant pedestrian districts over the next 20 to 30 years. The benefits of that transformation will accrue largely to three groups:

- Long Beach residents and employees, who will enjoy a more walkable and convenient city center as well as the satisfaction of living in a more prestigious city with higher property values.
- City government, which will see increased revenue from property taxes, sales taxes, as well as other taxes. The City may also benefit from lower service costs.
- Owners of property in the vicinity of these improvements, who will benefit from increased land prices, rents, and property values driven by the combination of the pedestrian improvements and the economic momentum already generated.

It is clearly in the interest of all beneficiaries to ensure these improvements are not only constructed but also maintained at a high level. This section includes a recommended funding approach based on case studies from the cities of San Francisco and Santa Monica, and existing programs and resources within the City of Long Beach.

6.1.1 The Plan and Its Cost

The PMP initially included 34 improvement projects, and the City of Long Beach has selected 14 of these as priority projects. The estimated construction costs of these projects total \$71.06 million:

Cost of Recommended Priority Projects

#	Project Name	Construction Cost (\$ millions)
1	Pacific Station Neighborhood Greenway	7.86
2	5th Street Station Neighborhood Greenway	5.23
4	4th Street Stitch Street	5.61
6	6th Street Stitch Street	5.35
8	1st Street Pedestrian Gallery	2.90
9	Metro Beach Access Gap Closure	4.98
15	1st Street Station Green Alley Network	3.16
16	Pacific Street Green Alley Network	1.45
18	Anaheim Stitch Street	9.87
20	11th Street Streetlet and Stitch Street	3.24
24	Esther Streetlet and Stitch Street	3.41
30	Willow Station Transit Access Project	6.73
31	Wardlow-Pacific Place Transit Access Project	5.61
33	Del Mar Greenbelt	5.28

TOTAL FOR ALL PROJECTS \$70.68 million

6.1.2 Case Studies

San Francisco, CA

The Mayor’s Office of San Francisco has instituted a Vision Zero Program to respond to public concern over pedestrian safety. The Program’s goal is to eliminate serious pedestrian injuries and fatalities over the next ten years. The capital improvement part of this program is called WalkFirst, and the Mayor’s Transportation Task Force has recommended that \$50 million be made available for this program from the General Fund for 170 high priority locations.

Each identified location uses a unique combination of funding sources. In general, each draws from some combination of the following, listed in approximately in descending order of magnitude:

2014 Proposition K

A voter-passed sales tax of 0.05 percent in the City and County of San Francisco

Bonds

San Francisco Metropolitan Transportation Authority (SFMTA) Revenue Bonds, which cover debt service through transit farebox revenue. A Transportation General Obligation Bond was passed by the voters in November of 2014.

Development Impact Fees or Exactions

These can be structured as formula fees levied on all development or as fees or capital improvements

negotiated as part of specific development agreements.

2010 Proposition AA

A voter-passed vehicle registration fee administered through the San Francisco County Transportation Authority.

State and Federal Grants

Competitive State and Federal Grants Active Transportation Program (ATP), Highway Safety Improvement Program (HSIP), California Office of Traffic Safety, Federal Transportation Investment Generating Economic Recovery (TIGER) grants and other FTA grants.

Corporate sponsorships

As an example of how these different funding sources can be brought together, of the \$67 million required for the 22 Fillmore Bus Line and 16th Street Transit Priority Project, \$44 million was funded by a combination of local sales tax, developer impact fees and bond funding, with the balance funded by a \$20 million TIGER 2015 Grant and \$3 million from other FTA grants.

In another example, two blocks of Powell Street between Ellis and Geary Streets near Union Square were improved as a promenade to provide “an innovative public space in the heart of downtown.” The Audi automobile company provided the \$890,000 necessary to construct the promenade, even though the promenade prohibits official advertising.

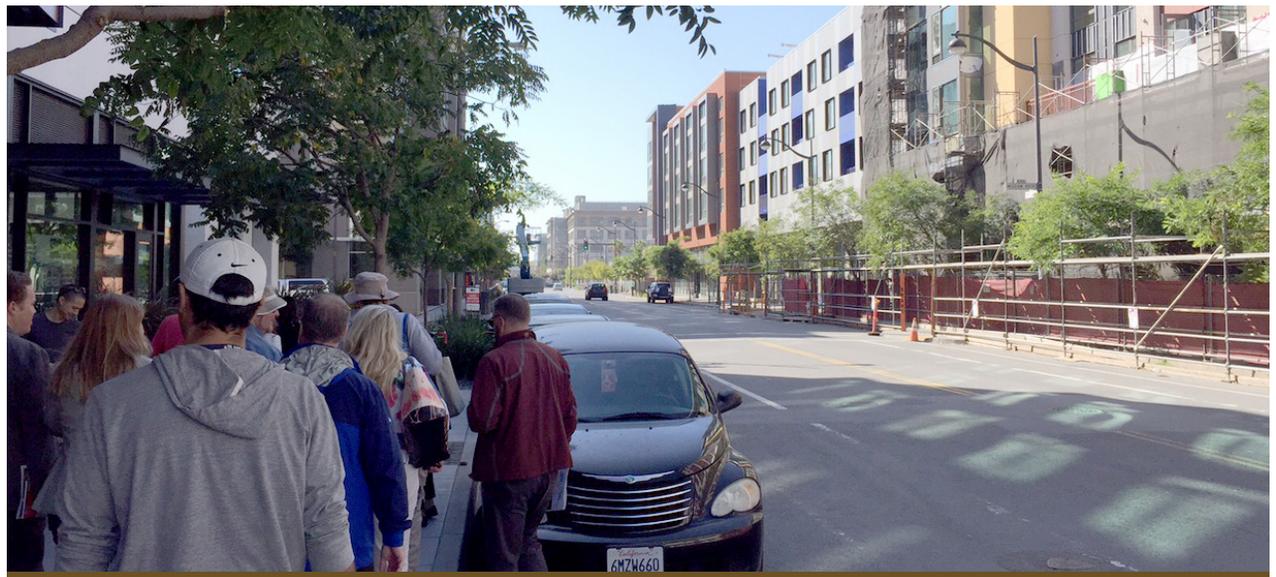


Figure 6.2 4th Street, Mission Bay, San Francisco, CA

Santa Monica, CA

The Third Street Promenade in Santa Monica is now one of the most active pedestrian districts in Southern California. Third Street was far from active and successful, however, in the 1970s during the heyday of suburban expansion when the former shopping center struggled and finally closed. The combination of the Santa Monica Redevelopment Agency investing in multiplex cinemas and multiple public parking structures and the property owners investing \$13.3 million in Promenade improvements was finally able to revitalize Third Street into what it is today.

As downtown Santa Monica has evolved, there is a mosaic of business improvement districts, benefit assessment districts and a non-profit corporation that assume responsibility for maintenance and marketing of this now expanded pedestrian district. The current approach is that the City of Santa Monica takes the lead in the construction of pedestrian improvements without the benefit of a redevelopment agency, but the property owners support ongoing maintenance and operations of this downtown district. The three organizations that keep the downtown Santa Monica pedestrian district active and successful are:

- 1) Property Based Assessment District (PBAD),
- 2) Operation and Maintenance Assessment Fee, and
- 3) Downtown Santa Monica, Inc. (DTSM, Inc.), a non-profit corporation that is responsible for maintenance, operation and marketing.

Property Based Assessment District (PBAD) By City Council Resolution in 2008, Santa Monica formed a property and business improvement district in its downtown. The uses of assessment funds include enhanced maintenance, above and beyond the level of service provided by the City, an ambassador program, marketing and special projects. Annual assessments are based on three factors and reflect the benefits received:



Figure 6.3 3rd Street Promenade, Santa Monica, CA

Santa Monica PBAD Assessment Rate per SF	Zone 1	Zone 2	Zone 3
Commercial	\$0.822	\$0.412	\$0.206
Residential/Government	\$0.582	\$0.292	\$0.147
Non-Profits	\$0.292	\$0.147	\$0.073
City Owned Parking Structure	\$0.147	\$0.147	\$0.147

1. The greater of the lot area or building square footage.
2. The property's location within one of three benefit zones with the highest benefit zone paying the highest per square foot rate.
3. The type of property use/ownership – commercial, residential, non-profits and government.

by the City's Business License Department concurrently with the annual business license fee. Businesses pay according to a schedule based upon gross receipts, but office uses can request to pay \$0.16 per square foot if it represents a lower fee. This fee raises about one million dollars currently and is also administered by Downtown Santa Monica, Inc.

The assessments are calculated on a per square foot basis with assessment rates related to benefits received. No properties are exempt, and even City owned parking structures pay an assessment. The assessments are collected by the Los Angeles County Tax Assessor's Office as a line item on the property tax bill. Downtown Santa Monica, Inc. administers the funds, which total about \$4 million currently. Assessments may increase up to five percent per year to keep pace with the Consumer Price Index and program cost are subject to review and approval by the PBAD Board of Directors.

Downtown Santa Monica, Inc.
 Downtown Santa Monica, Inc. is a private 501c(3) non-profit corporation that works in cooperation with the City of Santa Monica to manage services and operations in the downtown while promoting economic stability, growth and community life. It manages the Property-based Business Assessment District and is governed by a Board of Directors comprised of 13 community volunteers. Six of the directors are appointed by the City Council, six are elected by downtown property owners subject to the Operation and Maintenance Assessment Fee, and the final one is appointed by the City Manager. The annual operating budget of DTSM is in excess of \$6 million with a large majority coming from the two sources discussed above.

Operation and Maintenance Assessment Fee
 There is an Operation and Maintenance Assessment Fee imposed on all businesses within the Third Street Promenade and Bayside District. The funds are collected

6.1.3 Recommended Approach

Based upon Long Beach’s successful track record of securing grants, and informed by these two case studies, the PMP recommends that the construction of Plan improvements be primarily funded with grants and taxes, like the City of San Francisco. Maintenance of proposed improvements should be funded with fees and assessments borne primarily by those properties directly benefiting from the investment, as in the case of the City of Santa Monica.

Capital Improvements

Grants

The most promising grant sources for pedestrian-related improvements are listed below:

- California State Transportation Agency’s Active Transportation Program (ATP)
- Federal Department of Transportation’s Transportation, Community and System Preservation Program (TCSP)
- Federal Transit Administration TIGER Grants
- Federal Department of Transportation’s Bus Livability Program
- Federal Surface Transportation (STP) programs that are administered by Caltrans

- The State Transportation Improvement Program (STIP) administered by Caltrans
- The Federal Congestion Mitigation and Air Quality Improvement Program (CMAQ)
- Los Angeles Metropolitan Transportation Commission (Metro) Call for Projects
- The Funders’ Network for Smart Growth and Livable Communities (TFN)
- Land and Water Conservation Fund (LWCF)
- Federal Department of Housing and Urban Development (HUD)’s Choice Neighborhood Implementation Grants (CNIG)
- State Department of Fire and Forestry’s Urban and Community Forest grants
- Moving Ahead for Progress in the 21st Century (MAP-21) – A Federal Program available through MPOs
- Safe Routes to School Program (SR25) – Federal Grant Administered through Caltrans
- Proposition C 20 Percent Local Return Funds – Allocated to cities based upon population
- Measure R Transportation 15 percent Local Return Funds - Allocated to cities based upon population
- Two Percent Transportation Development Act (TDA) Article 3 – 85 percent allocated to local jurisdiction based upon population and 15 percent to county unincorporated areas

Local Taxes and Fees

Since these pedestrian improvements will enhance property values and improve the economics of development projects, some recapture of that value to help fund these improvements is appropriate. The methods for value recapture could include the following:

- Development Impact Fees – There is a solid case to be made for having new development that benefit from these pedestrian improvements to pay a Development Impact Fee to help with their construction. These improvements will accelerate absorption, elevate rents or sales prices, and improve a developer’s pro forma. A nexus study will likely be required for the Pedestrian Improvements Impact Fee to be implemented.
- Developer Contribution – For major development projects that benefit from a specific section of pedestrian improvements, a reasonable requirement would be for the developer to pay for all or a major portion of said improvement as a condition of entitlement. If an effective Pedestrian Improvement Impact Fee were adopted, the rationale for developer contribution or exaction would be substantially reduced.
- Surcharge on Property Transfer Tax – For land or improvements that turn over, the pedestrian improvements will enhance

their market value on sale. A modest surcharge on the Property Transfer Tax is a reasonable method for the City to recapture a portion of that value increase. The City Attorney would need to determine if a zonal property transfer tax or surcharge could be implemented.

- Enhanced Infrastructure Financing Districts (EIFD) – An EIFD may be used to fund the construction of public infrastructure with the property tax increments of those taxing agencies, excluding school districts, which consent. Only effective if other taxing jurisdictions (county, transit districts, special districts, etc.) agree to forego some portion of their future property tax revenue stream above the base year level.
- A Storm-water User Fee – For certain specific improvements that facilitate storm-water flow, a Storm-water User Fee could be considered.

Sponsorships and Donation

Like the Audi case in San Francisco, Long Beach is in a position to solicit corporate and foundation sponsorships for selected high profile pedestrian improvements. Based on companies that have a significant presence in Long Beach, we can envision a Mediterranean Shipping Company Greenway, or Horizon Lines Greenbelt. It will require staff time and City resources to solicit such sponsorships.

Maintenance and Operation

The Downtown Long Beach Property-Based Business Improvement District

Downtown Long Beach PBID Annual Assessment Rate	Standard Zone	Premium Zone
All Properties for Lot Frontage per Linear Foot	\$9.692	\$15.655
Plus Lot SF + Building SF per Square Foot		
Commercial and Government Properties	\$0.0423	\$0.0465
Parking Structures	\$0.0277	\$0.0318
Residential and Non-Profit Properties	\$0.0130	\$0.0172

Similar to Santa Monica, Long Beach has a Downtown Long Beach Property-Based Business Improvement District. This PBID is a special assessment district formed in 1998 and renewed in 2003 and again in 2013. It levies assessments on downtown properties located within the district boundaries that receive special benefits. The assessments fund enhanced maintenance, public safety, beautification, marketing, and economic development programs, above and beyond the levels provided by the City of Long Beach. If the City of Long Beach builds these Plan improvements with grants and tax revenue, it would be reasonable for the property owners in the immediate vicinity of the improvements who stand to benefit from them to agree to take on the maintenance responsibility. In this manner, the property owners ensure that

the improvements are well maintained over the course of decades, probably at a level beyond what the City is able to sustain. The existence of the Downtown PBID indicates that an experienced organization is already available for the levying of assessments and performance of maintenance functions.

Amendments to the California State Constitution have changed the application of assessment law, including PBIDs, to allocate cost to all parcels receiving benefit, including public agency owned parcels. The Downtown Long Beach PBAD levies assessments based upon a combination of lot front-footage and lot plus building square footage, and the current schedule and benefit zones are shown in the table above.

For these additional or overlay assessments to be accepted by a majority of the property owners, the following considerations are extremely important:

The benefits of the improvements built and the cost of maintenance assessment must align in terms of timing and location. Because of the price tag of \$71.06 million, the improvements will be built in separate phases or as separate projects. This means that the assessments would be levied against benefiting properties, primarily properties with frontage on the improved streets or alleys, only after the improvements are built. If the assessments are instituted first and the construction of improvements are delayed, there will be risk of litigation based on “unfair assessment” derailing the project.

The cost impact on each property must be understood and communicated effectively. Assessment legislation requires that an Engineer’s Report be prepared that allocates the additional cost to each property being assessed. Without each property owner understanding his or her future assessment burden, support will be tepid at best.



Figure 6.4 Downtown Long Beach properties currently participating in the PBID.

An updated PBID Management Plan will be needed to formalize the overlay assessment process. To build support, the previous PBID Management Plan process included round-table meetings with property owners, one-on-one sessions with key property owners, meetings with condominium homeowners associations, and open houses for residents. Without a majority vote of property owners, tabulated by the dollar amount of annual assessments, this overlay assessments will not be approved by the Long Beach City Council.

The City has leverage and may need to use it. Because the annual maintenance assessments will be relatively modest as compared to the City's front-end capital cost, the City has leverage to prioritize the improvement projects in accordance to the willingness of property owners to take on the maintenance responsibility. In another words, streets where a majority of property owners agree to the maintenance assessment will receive the early rounds of capital improvements.

Several of the proposed priority projects lie outside the Downtown PBID boundary and that challenge needs to be resolved. The possible solutions include: 1) expand the PBID, 2) form one or more additional districts for assessment purposes, 3) fund the maintenance of Plan improvements outside the PBID boundary with some other instrument, and/or 4) defer the construction of those Plan improvements

until maintenance funding can be secured.

Downtown Long Beach Associates (DLBA)

This PBID is governed by the Downtown Long Beach Associates, a 501(c)6 non-profit organization representing property owners, businesses and residents within the district. The DLBA board currently has 19 voting members, of which nine are commercial property owners and two are residents. DLBA determines budgets, sets assessments rates within the parameters contained in the Management Plan, and monitors service delivery by its staff and contractors. If the City of Long Beach is to invest some \$50 million or more in pedestrian improvements within this PBID, which will contribute greatly to the area's future prosperity, it would certainly be in a position to argue for increased representation on the DLBA board of directors.

6.2 Policy Directions

Over the past 20 years, many cities have realigned their approach to mobility to be more inclusive of non-motorized forms of transportation. The most important change has been the introduction of “complete streets,” a movement that views streets not just as a means of moving people from one place to another, but as places for exercise, social interaction, relaxation, and community events. Further, as the City of Long Beach is almost completely built-out and vacant land becomes scarce, public rights-of-way are becoming an important resource as the acquisition, construction, and maintenance of park space becomes increasingly expensive.

This section provides an overview of general policy directions for the City of Long Beach to consider as it continues to create a safe, livable and welcoming environment for pedestrians, transit users, and other non-motorized modes of travel. Objectives, potential programs, and other initiatives are organized by the five overall PMP goals presented at right.

Goals for the Long Beach Downtown and TOD Master Plan

Section 6.2.1: Equity

Invest in pedestrian infrastructure that is legible, safe, predictable, and allows a broad range of transit users, including commuters, the disabled, youth, and elderly populations, and those who are transit-dependent, to easily access the system. Balance investments throughout the project area.

Section 6.2.2: Alternative Transportation

Increase the use of walking and transit for commuting and meeting daily needs.

Section 6.2.3: Sustainability

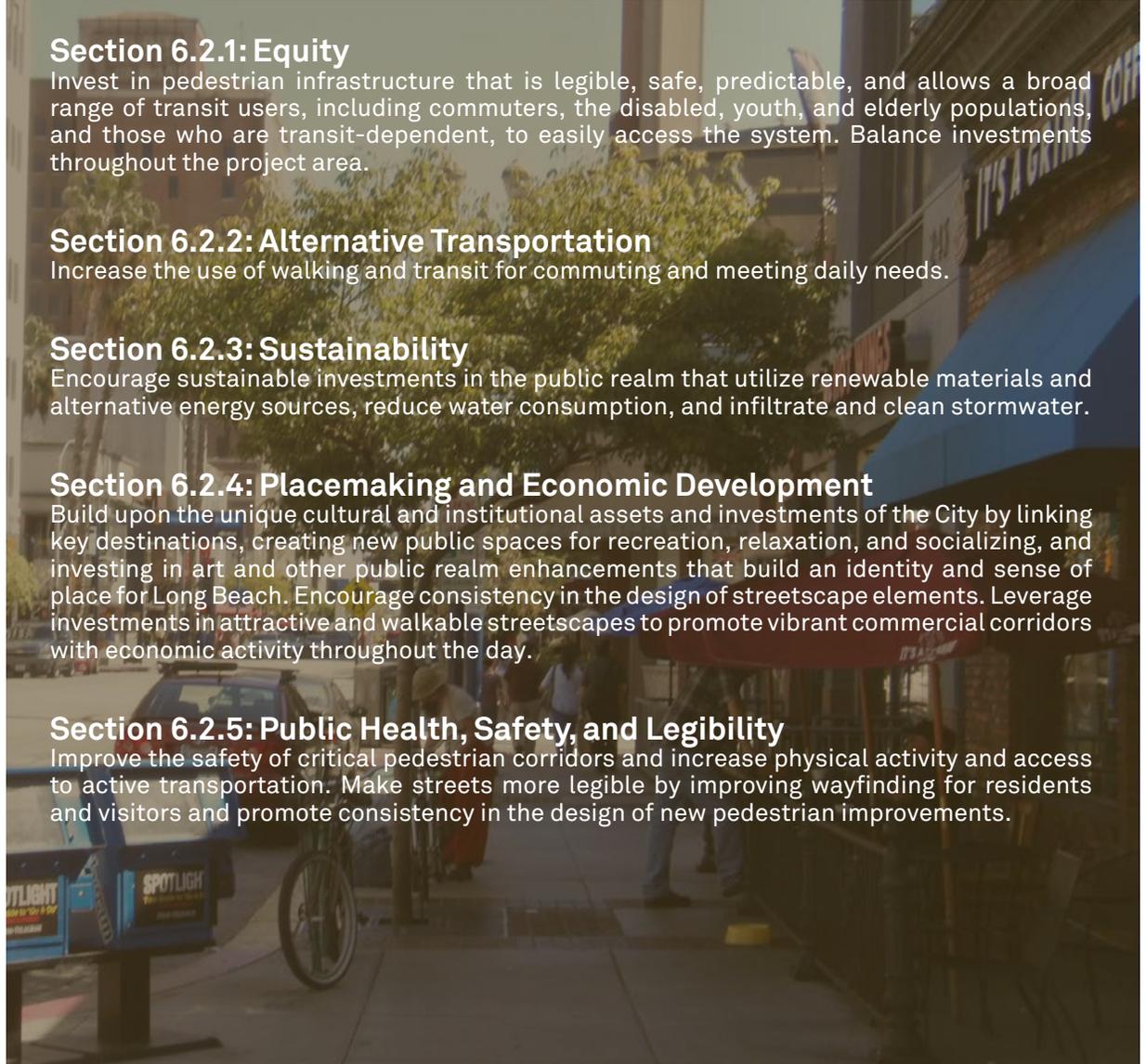
Encourage sustainable investments in the public realm that utilize renewable materials and alternative energy sources, reduce water consumption, and infiltrate and clean stormwater.

Section 6.2.4: Placemaking and Economic Development

Build upon the unique cultural and institutional assets and investments of the City by linking key destinations, creating new public spaces for recreation, relaxation, and socializing, and investing in art and other public realm enhancements that build an identity and sense of place for Long Beach. Encourage consistency in the design of streetscape elements. Leverage investments in attractive and walkable streetscapes to promote vibrant commercial corridors with economic activity throughout the day.

Section 6.2.5: Public Health, Safety, and Legibility

Improve the safety of critical pedestrian corridors and increase physical activity and access to active transportation. Make streets more legible by improving wayfinding for residents and visitors and promote consistency in the design of new pedestrian improvements.



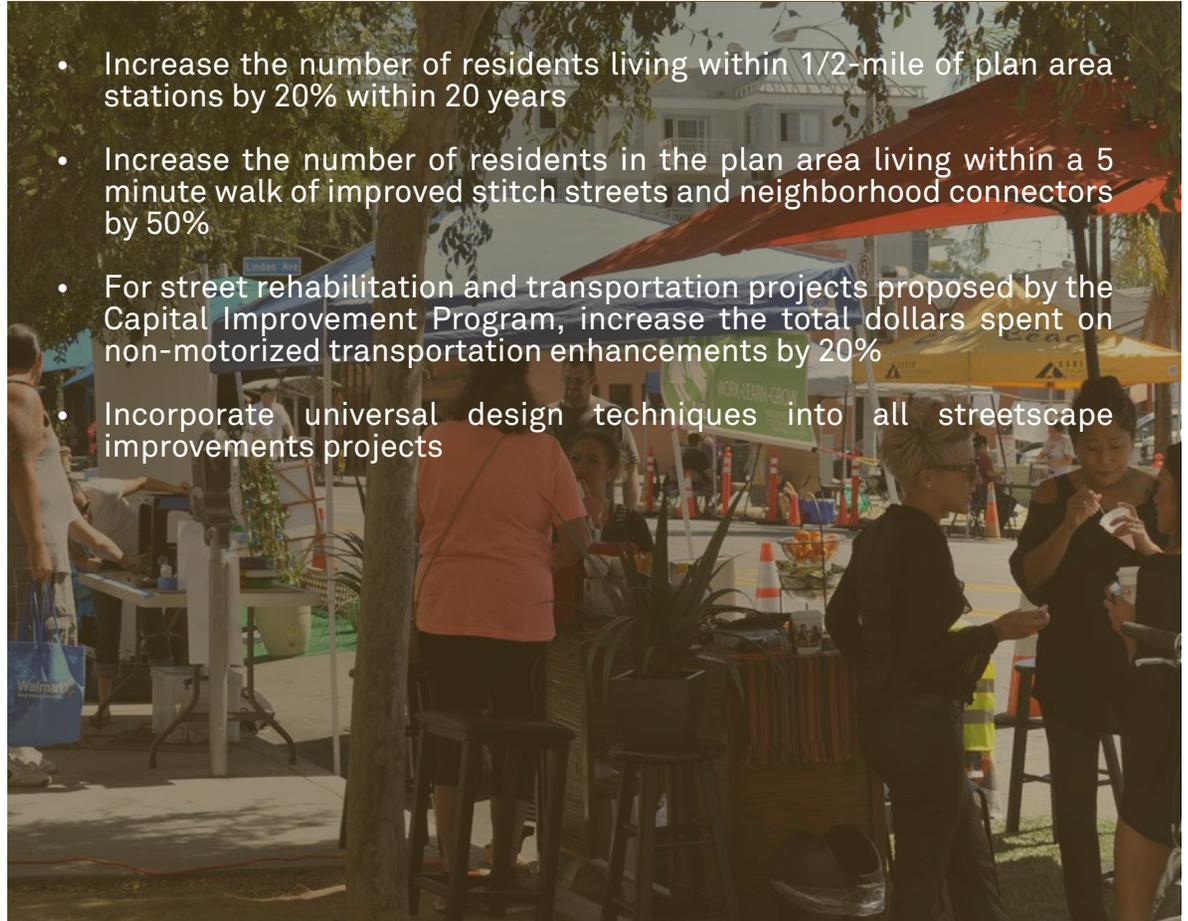
6.2.1 Equity

GOAL

Invest in pedestrian infrastructure that is legible, safe, predictable, and allows a broad range of transit users, including commuters, the disabled, youth, and elderly populations, and those who are transit-dependent, to easily access the system. Balance investments throughout the project area and among modes, with consideration given to non-motorized forms of transportation.

OBJECTIVES

- Increase the number of residents living within 1/2-mile of plan area stations by 20% within 20 years
- Increase the number of residents in the plan area living within a 5 minute walk of improved stitch streets and neighborhood connectors by 50%
- For street rehabilitation and transportation projects proposed by the Capital Improvement Program, increase the total dollars spent on non-motorized transportation enhancements by 20%
- Incorporate universal design techniques into all streetscape improvements projects



6.2.1 Equity

EXISTING POLICIES RELATED TO EQUITY

	Community Health Improvement Plan 2014-2020	Downtown Plan	Land Use Element	Blue Line Bicycle and Pedestrian Access Improvement Plan	Mobility Element	Parks and Open Space Element	Safe Long Beach Violence Prevention Plan	Bicycle Master Plan
Develop a series of action strategies and design solutions to improve the physical environment for residents	x							
Involve citizens in transportation planning and project design decisions for improving the City's "complete streets" and bicycle and pedestrian networks					x			
Increase multi-modal access to major employers and educational institutions, including Long Beach Community College					x			
Consider every street in Long Beach as a street that bicyclists and pedestrians will use					x			
Consider effects on overall mobility and various travel modes when evaluating transportation impacts of infrastructure projects					x			
Encourage non-motorized transportation services, such as pedicabs, bicycle, and other non-motorized vehicle rentals.					x			
Collaborate with the Long Beach Health Access Collaborative to identify barriers to access and advocate for improved access to prevention-oriented services in accessible locations such as school-based clinics	x							
Use universal design techniques to accommodate pedestrians of all ages and abilities and ensure compliance with the Americans with Disabilities Act				x				
Identify streets or street segments where special design treatments are desired to achieve community goals					x			
Replace any displaced publically-owned recreational open space on a per-acre basis, in kind, within areas of the City most underserved by recreational open space						x		
In creating additional recreational opportunities, priority shall be given to areas of the City that are the most underserved						x		
Give special consideration to handicapped and disadvantaged residents in accessing public recreational resources						x		

POLICIES

E-1: Focus infrastructure funding in areas of Long Beach that are historically underserved

E-2: Invest in all modes of transportation, with a greater emphasis on non-motorized transportation options that promote pedestrian safety, encourage active living, and foster economic activity

E-3: Actively involve residents, community groups, and business owners in the design of pedestrian infrastructure improvements. Provide engaging and inclusive outreach opportunities throughout the process including design charrettes, site tours, and educational workshops

E-4: Ensure that all public right-of-way improvements are in compliance with the Americans with Disabilities Act and include features such as curb ramps, clear pathways, tactile strips, and audible signals for the blind

E-5: Advance land use policies that encourage developers to build housing in transit and amenity-rich areas, limit the construction of private parking, and promote walkable, safe, and attractive streetscapes

E-6: Provide affordable, accessible transit services for those who are dependent upon transit to meet daily needs



6.2.1 Equity

PROGRAMS AND INITIATIVES

Infrastructure Equity Task Force

Convene a City Manager-appointed task force to annually review projects proposed for the Capital Improvement Plan to ensure that the City's equity goal is met. Using equity-focused criteria, the task force should prioritize investments that are geographically balanced, focus on non-motorized forms of transportation, and improve mobility in areas with a high percentage of residents who are economically disadvantaged and those who are physically disabled. The task force should be comprised of elected officials, equity advocacy groups, and residents, with technical support from City staff.

Transportation Equity Assessment

Conduct an in-depth study to understand the state of pedestrian infrastructure and options for mobility in historically disadvantaged areas of the City of Long Beach. The study should include a baseline of current pedestrian infrastructure and socio-economic conditions, and prioritize investments that will expand opportunities for quality housing and improve non-motorized access to living-wage jobs, educational institutions, shopping, recreation, and community services.

Accessible Sidewalk Initiative (ASI)

Conduct an inventory of all sidewalks within the plan area to identify, evaluate, and recommend the removal of barriers that make travel difficult for the elderly and physically disabled. These barriers could include replacing sidewalk segments damaged by tree roots, installation of curb ramps at intersections to facilitate the movement of wheelchairs, or adding audible signals to improve safety for the blind. Incorporate ASI principles and recommendations into all PMP priority projects.

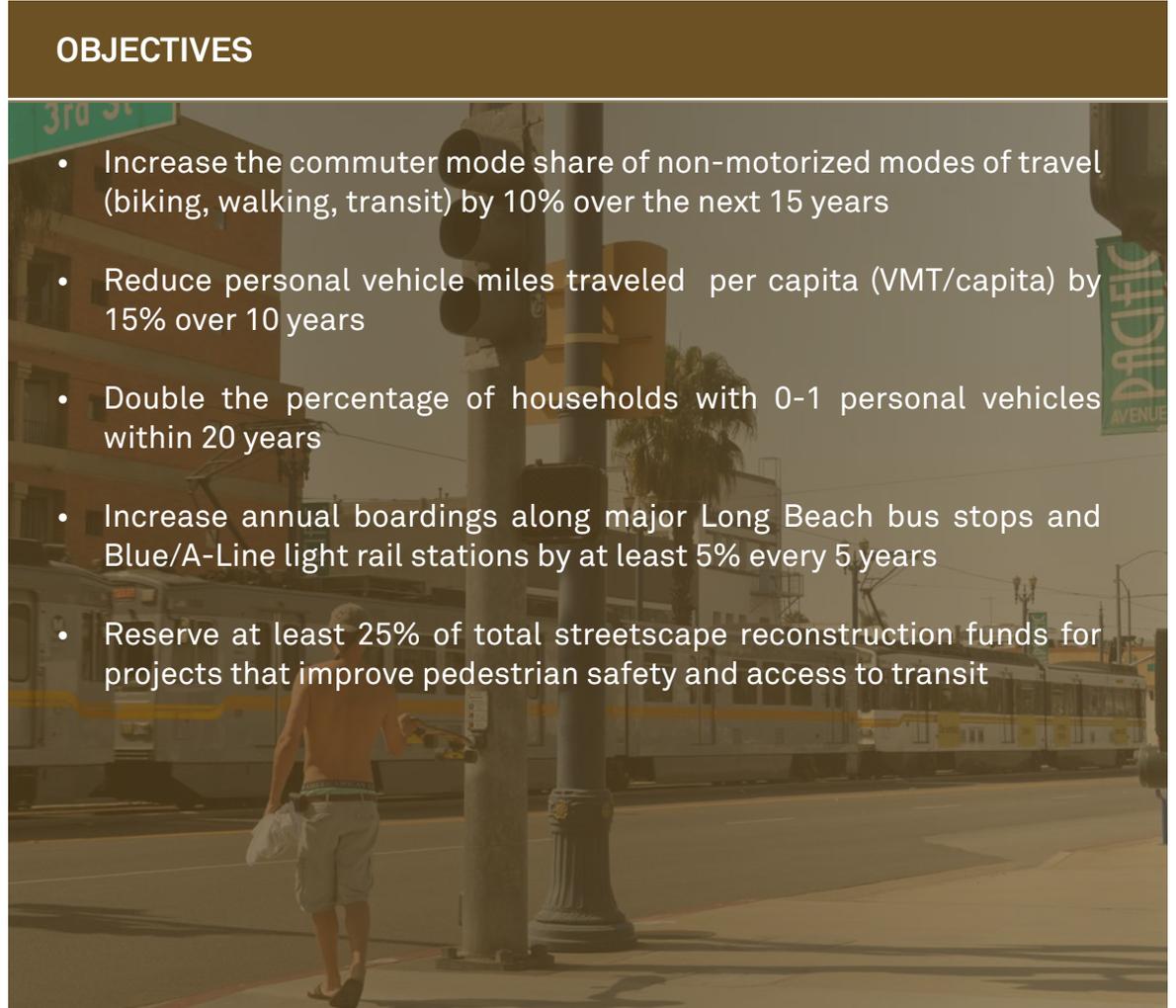
6.2.2 Alternative Transportation

GOAL

Increase the use of walking and transit for commuting and meeting daily needs.

OBJECTIVES

- Increase the commuter mode share of non-motorized modes of travel (biking, walking, transit) by 10% over the next 15 years
- Reduce personal vehicle miles traveled per capita (VMT/capita) by 15% over 10 years
- Double the percentage of households with 0-1 personal vehicles within 20 years
- Increase annual boardings along major Long Beach bus stops and Blue/A-Line light rail stations by at least 5% every 5 years
- Reserve at least 25% of total streetscape reconstruction funds for projects that improve pedestrian safety and access to transit



6.2.2 Alternative Transportation

EXISTING POLICIES RELATED TO ALTERNATIVE TRANSPORTATION

	Community Health Improvement Plan 2014-2020	Downtown Plan	Land Use Element	Blue Line Bicycle and Pedestrian Access Improvement Plan	Mobility Element	Parks and Open Space Element	Safe Long Beach Violence Prevention Plan	Bicycle Master Plan
Promote shared parking, shared transit, and pedestrian and cyclist use on key transit streets		x						
Establish pedestrian and bicycle priority zones in primary and secondary streets within Downtown. Use traffic-calming measures to ensure safety for bicyclists riding in the street, and at pedestrian crosswalks.		x						
To improve the performance and visual appearance of Long Beach's streets, design streets holistically using the "complete streets" approach, which considers walking, those with mobility constraints, bicyclists, public transit users, and various other modes of mobility in parallel.					x			
Increase mode shift of transit, pedestrians, and bicycles					x			
Support the temporary closure of streets for community and commercial activity that encourages residents to see their streets as public spaces and promote biking and walking in the City					x			
Provide adequate sidewalk widths and clear path of travel as determined by street type classification, adjoining land uses, and expected pedestrian uses					x			
Where feasible, widen sidewalks to improve the pedestrian environment by providing space for necessary infrastructure, amenities, and streetscape improvements					x			
Maintain all transit vehicles, stops, and centers in a clean, safe, and attractive condition					x			
Identify streets or street segments where special design treatments are desired to achieve community goals					x			
Recognize the important function of alleys in the transportation network. Consider alleys, especially continuous alleys, a valuable resource for pedestrian connectivity, access to abutting properties for loading and unloading, utilities, and store/dispose of waste					x			

POLICIES

AT-1: Prioritize programs, infrastructure investments, and initiatives that improve last-mile pedestrian connections to the Blue/A-Line and major bus corridors that encourage more commuters to walk and take transit to work.

AT-2: Create an alley improvement program to assist property and business owners in the coordination, design, funding, programming, and maintenance of pedestrian-enhanced alleyways identified in the PMP.

AT-3: Promote the use of walking, biking, and the use of transit through educational materials, outreach efforts, and community events.

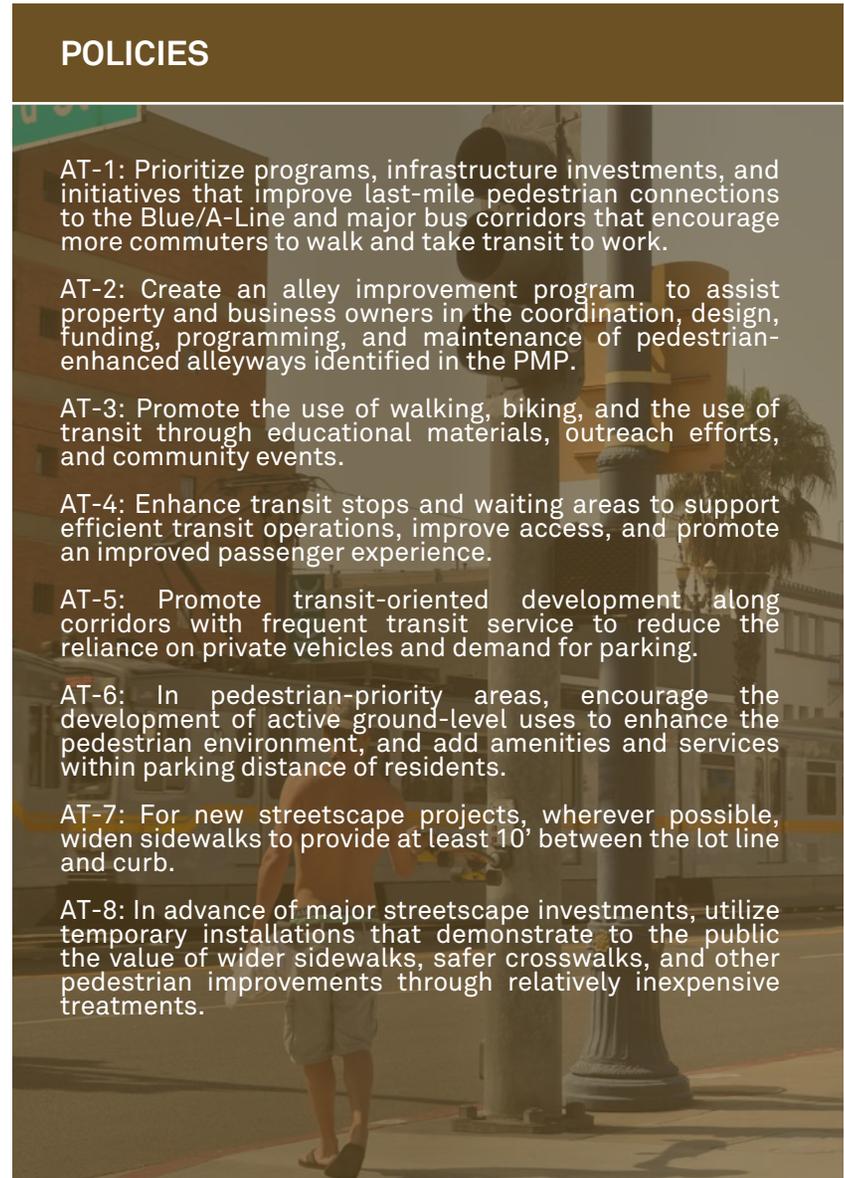
AT-4: Enhance transit stops and waiting areas to support efficient transit operations, improve access, and promote an improved passenger experience.

AT-5: Promote transit-oriented development along corridors with frequent transit service to reduce the reliance on private vehicles and demand for parking.

AT-6: In pedestrian-priority areas, encourage the development of active ground-level uses to enhance the pedestrian environment, and add amenities and services within parking distance of residents.

AT-7: For new streetscape projects, wherever possible, widen sidewalks to provide at least 10' between the lot line and curb.

AT-8: In advance of major streetscape investments, utilize temporary installations that demonstrate to the public the value of wider sidewalks, safer crosswalks, and other pedestrian improvements through relatively inexpensive treatments.



6.2.2 Alternative Transportation

PROGRAMS AND INITIATIVES

Car-Free Long Beach

Organize regular car-free events to encourage Long Beach residents to walk, bike, and take transit to work. September 22nd is officially World Car Free Day, but Long Beach Car-Free days could take place on a monthly basis. Coordinate with Metro, Long Beach Transit, major employers, and other groups to provide information, sponsor events, and offer incentives. Create a website and membership database that allows participants to stay connected to the car-free community and take advantage of services, promotions, and information. Use this database and other survey instruments to track the impact on traffic and transit ridership, and utilize this information as a tool to promote the environmental and health benefits of going car-free.

Multi-Modal Metrics

Track the impact of new PMP priority projects on nearby car and bike usage, local traffic, and pedestrian activity for at least five years after implementation. Utilize in-person and online surveys, traffic count data, and other tools. Prepare ongoing analyses of this data to demonstrate the effectiveness of complete streets improvements and make the case for the implementation of future PMP priority projects.

6.2.3 Sustainability

GOAL

Encourage sustainable investments in the public realm that utilize renewable materials and alternative energy sources, reduce water consumption, and infiltrate and clean stormwater

OBJECTIVES

- Mitigate the urban heat island effect by adding trees and vegetation within the public right of way. Increase tree canopy coverage within the plan area by 30% within 15 years
- Reduce the percentage of impervious surface area by 5% within 10 years
- Support the 2035 SCAG Regional Transportation Plan goal to reduce Long Beach GHG emissions by 9% per capita over the next 25 years
- Reduce energy usage within the public right-of-way by 50% over 20 years
- Increase the use of renewable, reused, and recycled materials in all new streetscape projects by at least 50%
- Reduce the number of unhealthy particle pollution days by 40% over the next 15 years
- Increase the number of residents who both live and work within the plan area by 25% over 10 years

6.2.3 Sustainability

EXISTING POLICIES RELATED TO SUSTAINABILITY

	Community Health Improvement Plan 2014-2020	Downtown Plan	Land Use Element	Blue Line Bicycle and Pedestrian Access Improvement Plan	Mobility Element	Parks and Open Space Element	Safe Long Beach Violence Prevention Plan	Bicycle Master Plan
Treat streets as an important part of the public open space system, and integral part of the City's urban forest					x			
Incorporate "green infrastructure" design and similar low impact development principles for stormwater management and landscaping in streets					x			
Reduce vehicle miles traveled (VMT) and vehicle trips through the use of alternative modes of transportation and Transportation Demand Management (TDM)					x			
Sustain the recent improvements in air quality and achieve further significant progress in such improvements to meet State and Federal mandates					x			
Implement low-impact development techniques to reduce and improve the quality of stormwater runoff					x			
Incorporate environmentally sustainable practices in City programs and projects						x		
Protect and wisely-manage groundwater recharge areas and groundwater aquifers						x		

POLICIES

S-1: Reduce waste by selecting streetscape materials that are sustainably harvested, locally sourced, and renewable. Prioritize street furniture that makes use of reused and/or recycled materials

S-2: Mitigate the urban heat island effect and improve pedestrian comfort by installing shade trees along PMP priority project corridors

S-3: Promote the use of drought-tolerant and local trees, bushes, and other vegetation

S-4: Use low-energy, light-emitting diode (LED) fixtures, solar-powered lighting and devices, and other energy-efficient elements in all PMP priority projects

S-5: Wherever possible, use stormwater best management practices (BMPs) in all PMP priority projects to infiltrate and clean stormwater within the public ROW before it is sent to the Pacific Ocean

S-6 Transition to the use of vehicle miles traveled (VMT) in the CEQA evaluation of new transportation projects.

S-7: Focus new residential development in areas that are walkable and accessible to major job centers via walking, biking, and transit, to shorten commute times and reduce overall VMT and greenhouse gas emissions.

6.2.3 Sustainability

PROGRAMS AND INITIATIVES

Transition to VMT Measurement

In 2014, Pasadena became the first city in Southern California to begin measuring transportation-related project impacts in terms of vehicle-miles traveled (VMT), as opposed to level of service (LOS). This development followed the adoption of Senate Bill 743 in 2013, which enables California cities to use the VMT metric under the California Environmental Quality Act (CEQA).

By evaluating projects with LOS, priority is placed on the impacts to vehicular movement. Other modes, such as the use of public transit, walking, or biking, are not factored into this analysis. The typical approach to mitigating impacted intersections has been to widen intersections and add driving lanes, which ultimately disadvantage pedestrians, create unsafe walking environments, and increase greenhouse gas emissions. By evaluating transportation projects with VMT, the City of Long Beach can evaluate potential impacts on overall and per capita vehicle miles traveled, prioritizing alternative modes of transportation and greenhouse gas reduction.

Long Beach Eco-Streets

Long Beach Eco-Streets (LBES) is a new City sustainability initiative that aims to reduce the environmental impact of new street reconstruction projects. The first task will be to establish a baseline for typical streetscape projects built in the City of Long Beach to understand the sourcing of materials, pre- and post-operational use by pedestrians, cars, and bicyclists, and impact on greenhouse gas emissions, water quality, energy, and overall livability. With this information, the City should establish targets for limiting waste, improving energy efficiency, reducing vehicle miles traveled, and other key metrics. Using these metrics, all future street reconstruction projects will be evaluated based on their ability to meet new environmental targets.



6.2.4 Placemaking and Economic Development

GOAL

Build upon the unique cultural and institutional assets and investments of the City of Long Beach by linking key destinations, creating new public spaces for recreation, relaxation, and socializing, and investing in art and other public realm enhancements that build an identity and sense of place for Long Beach. Encourage consistency in the design of streetscape elements. Promote vibrant commercial corridors with economic activity throughout the day by investing in attractive streetscapes and public spaces.

OBJECTIVES

- Expand the supply of seating areas along key pedestrian corridors
- Incorporate public art into all new PMP priority projects
- Increase sales tax revenue along PMP priority project streets by 20% within 5 years of implementation
- Increase the number of multi-family, transit-oriented housing units within one half mile of Metro Blue Line stations in the plan area by 25% within 10 years
- Design streets that reinforce the culture, history, and unique character of Long Beach
- Create a consistent design language throughout streetscapes in Long Beach, while incorporating the unique features of local neighborhoods

6.2.4 Placemaking and Economic Development

EXISTING POLICIES RELATED TO PLACEMAKING AND ECONOMIC DEVELOPMENT	Community Health Improvement Plan 2014-2020	Downtown Plan	Land Use Element	Blue Line Bicycle and Pedestrian Access Improvement Plan	Mobility Element	Parks and Open Space Element	Safe Long Beach Violence Prevention Plan	Bicycle Master Plan
	Create new connections and corridors as larger sites are developed		x					
Incorporate mid-block connections, paseos, or small plaza spaces to enhance the pedestrian realm, and provide pedestrian gathering spaces and stopping points		x						
Enhance the attractiveness of streetscapes to raise user awareness and comfort		x						
Provide active retail and pocket parks along pedestrian zones to encourage eyes on the street and active uses		x						
Long Beach will support efforts aimed at preserving its significant historic and cultural buildings and sites			x					
Recognize the important function of alleys in the transportation network. Consider alleys, especially continuous alleys, a valuable resource for pedestrian connectivity, access to abutting properties for loading and unloading, location of utilities, and storage/disposal of waste					x			
Acquire public rights-of-way dedication and improvements as development occurs					x			
Support the temporary closure of streets for community and commercial activity that encourages residents to see their streets as public spaces and promote biking and walking in the City					x			
Require all new developments to provide usable open space tailored to the recreational demands they would otherwise place on public resources						x		
Provide pedestrian-oriented uses and pocket parks in pedestrian zones to encourage “eyes on the street” and active uses		x						
Provide distinctive design treatments for streets with important Citywide functions					x			
Identify streets or street segments where special design treatments are desired to achieve community goals					x			

POLICIES

PED-1: Provide attractive and creative options for sitting in all new streetscape reconstruction projects, including benches and chairs

PED-2: Engage a diverse group of local residents, businesses, and property owners in the design of PMP priority projects to reinforce the unique qualities of the City of Long Beach

PED-3: Partner with local residents, businesses, advocacy groups, and property owners to assist in the maintenance and stewardship of streetscapes and other public realm improvements

PED-4: For new development projects, work with developers within the plan area to dedicate land to improve and expand streetscapes through wider sidewalks, plazas and open space, and seating

PED-5: Encourage developers to build privately-owned public spaces (POPS), including paseos, pocket parks, plazas, and courtyards, that serve as seamless extensions of the public right-of-way along streets and alleyways selected for priority project improvements

PED-6: Promote active use of streets through community events, festivals, and performances

PED-7: Ensure that all new streetscape improvement projects include trees, street furniture, public art, and other elements that serve to create a sense of place

PED-8: Wherever possible, encourage shared streets and alleyways that place a greater emphasis on pedestrian activity, while safely allowing for the efficient movement of vehicles and service functions

PED-9: Encourage a collaborative approach to streetscape design involving artists, design professionals, and residents that generates fun, creative, innovative, and unique urban design solutions for PMP priority projects

6.2.4 Placemaking and Economic Development

PROGRAMS AND INITIATIVES

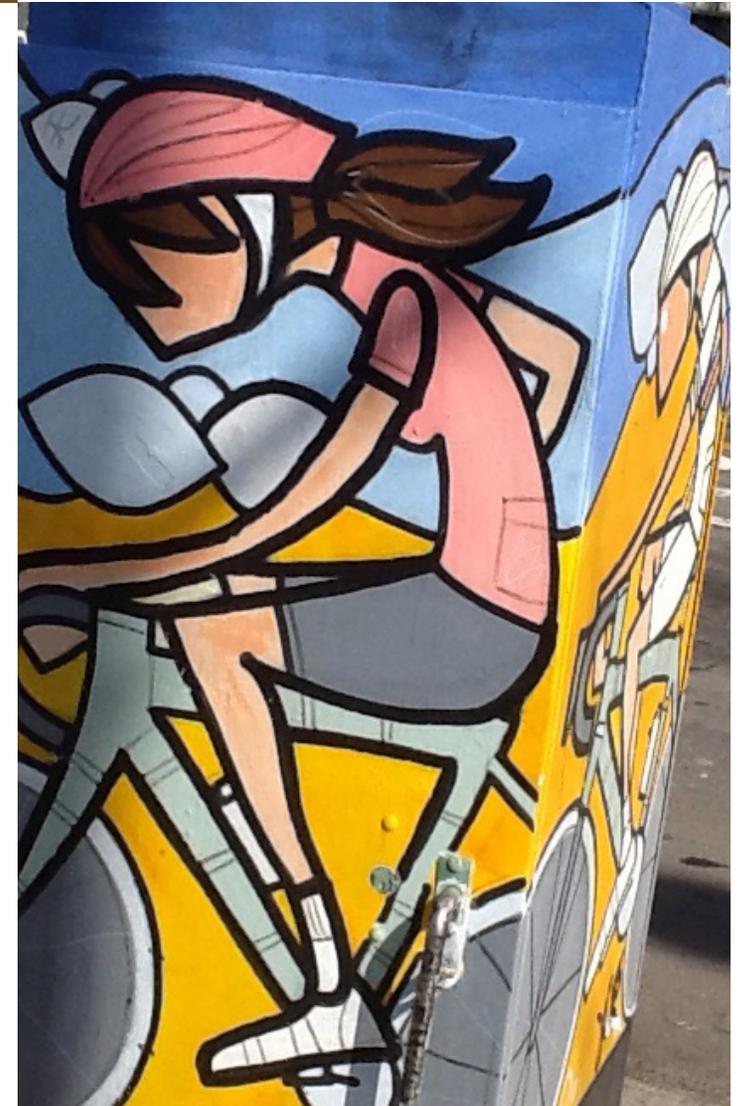
Green Alley Improvement Program

Building on the success of City of Long Beach's parklet program, the City should establish a program to help design, build, and maintain alley improvement projects identified in the PMP. The PMP calls for a network of standard alleys and pedestrianized commercial alleys that link Downtown Long Beach neighborhoods to Blue/A-Line stations. A City-led program could help to mobilize staff and direct resources to fund construction, while also establishing a mechanism by which nearby property owners can manage and maintain alleyway improvement projects. This public-private partnership could include City partners such as the Downtown Long Beach Associates (DLBA) and neighborhood groups. Using a set of metrics and ongoing analysis, the program should track the impact of new green alley projects on nearby retail and restaurant spending, stormwater quality, and the use of these enhanced routes for access to transit.

Streetscape Kit of Parts

The City of Long Beach is known for its eclectic, vibrant, and original art and public realm design, through initiatives such as the utility box painting project (see image at right), Pine Avenue Streetscape, Promenade, and 1st Street Improvement Project. Absent Citywide design standards, however, these projects have produced a piecemeal approach to streetscape design. There is little consistency in design elements between, for example, the Pine Avenue Streetscape and commercial corridors in East Village. Further, the unique, "eclectic" nature of some streetscapes can often result in clutter.

While the unique character of each neighborhood should be reflected in the design of these corridors, the City should develop universal streetscape design standards for all new projects. These standards should limit the menu of options for lighting, benches, and other street furniture, promote a consistent wayfinding scheme along major corridors connecting Metro Blue/A-Line stations, and recommend street dimensions that maximize sidewalk and public space wherever possible.



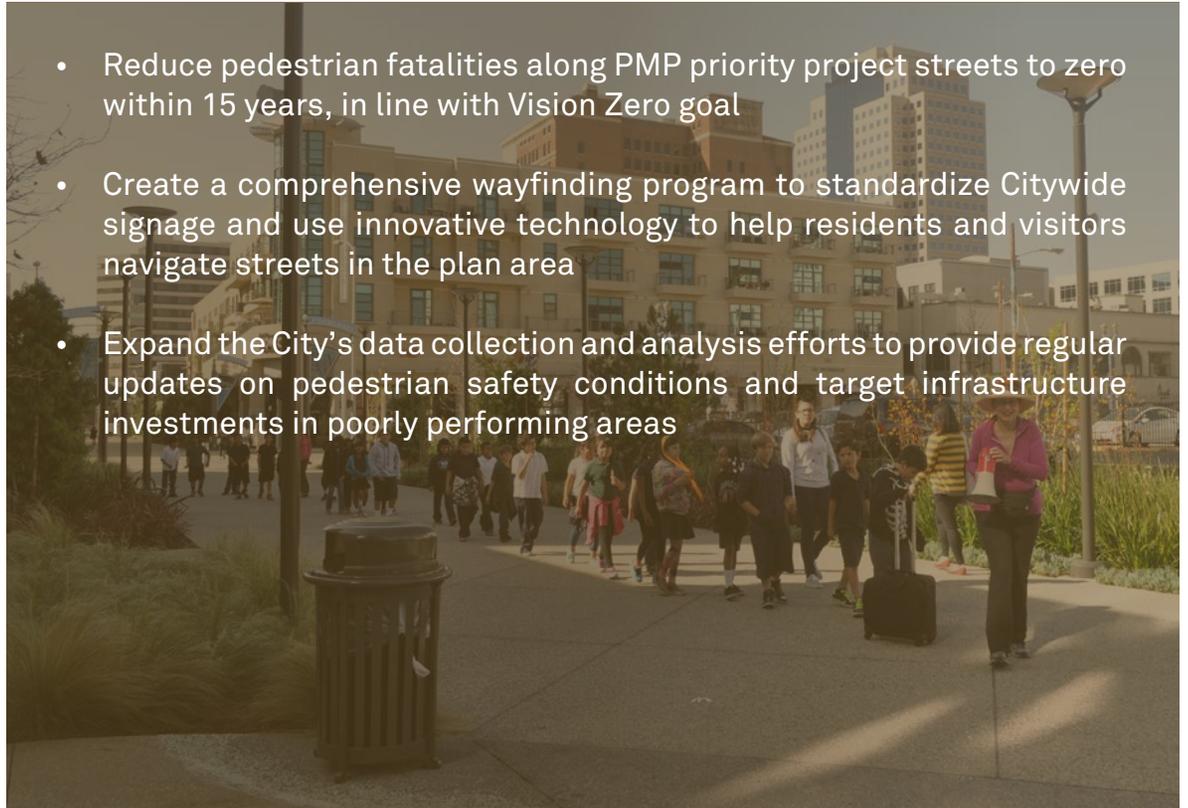
6.2.5 Public Health, Safety, and Legibility

GOAL

Improve the safety of critical pedestrian corridors and increase physical activity and access to active transportation. Make streets more legible by improving wayfinding for residents and visitors.

OBJECTIVES

- Reduce pedestrian fatalities along PMP priority project streets to zero within 15 years, in line with Vision Zero goal
- Create a comprehensive wayfinding program to standardize Citywide signage and use innovative technology to help residents and visitors navigate streets in the plan area
- Expand the City's data collection and analysis efforts to provide regular updates on pedestrian safety conditions and target infrastructure investments in poorly performing areas



6.2.5 Public Health, Safety, and Legibility

EXISTING POLICIES RELATED TO PUBLIC HEALTH, SAFETY, AND LEGIBILITY

	Community Health Improvement Plan 2014-2020	Downtown Plan	Land Use Element	Blue Line Bicycle and Pedestrian Access Improvement Plan	Mobility Element	Parks and Open Space Element	Safe Long Beach Violence Prevention Plan	Bicycle Master Plan
Include lighting along all streets, sidewalks, pedestrian connections, and on private property to ensure comfort and safety		x						
Add high-visibility crosswalks and countdown signals at new and redesigned intersections				x				
Develop a comprehensive wayfinding plan				x				
Improve auto-oriented streets (such as Pacific Coast Highway and Lakewood Boulevard) so that pedestrians using the stores or local services can walk comfortably and feel safer navigating the busy thoroughfare, regardless of their point of origin.					x			
Continue to use innovative designs to expand and enhance the bikeway network and increase public safety					x			
Monitor and track the implementation of health and other elements that contribute to healthy living in the City's General Plan	x							
Maintain all roadways, paths, and sidewalks in a state of good repair					x			
Increase safety in and around schools							x	

POLICIES

HSL-1: Create a Vision Zero program in Long Beach and direct staff to create partnerships and programs, and design infrastructure investments with an overall goal to eliminate fatal pedestrian crashes by 2030

HSL-2: In the design of new streetscape reconstruction projects, ensure that pedestrians are protected from moving traffic through trees, street furniture, on-street parking, and other barriers

HSL-3: Modify crosswalk signals to increase street crossing times in areas with a high percentage of elderly residents and those who are physically disabled

HSL-4: Use traffic calming techniques to slow traffic in areas with a high rate of pedestrian crashes

HSL-5: Reduce speed limits and lane widths in pedestrian priority areas to the extent possible

HSL-6: Support efforts to educate pedestrians and drivers about crosswalk violations and the impact of speeding on pedestrian crashes

HSL-7: Explore technology solutions that provide updated, intuitive, multi-modal wayfinding information for Long Beach residents and visitors

HSL-8: Use Crime Prevention through Environmental Design (CPTED) techniques to make streets safer and more comfortable for pedestrians

HSL-9: Support programs that reduce obesity by encouraging residents to walk, bike, and take transit whenever possible

HSL-10: Minimize crosswalk distances for pedestrians through curb extensions, protected medians, and other devices

HSL-11: Expand the Safe Routes to Schools (SRTS) program to coordinate with and evaluate the impacts of priority projects proposed by the PMP

6.2.5 Public Health, Safety, and Legibility

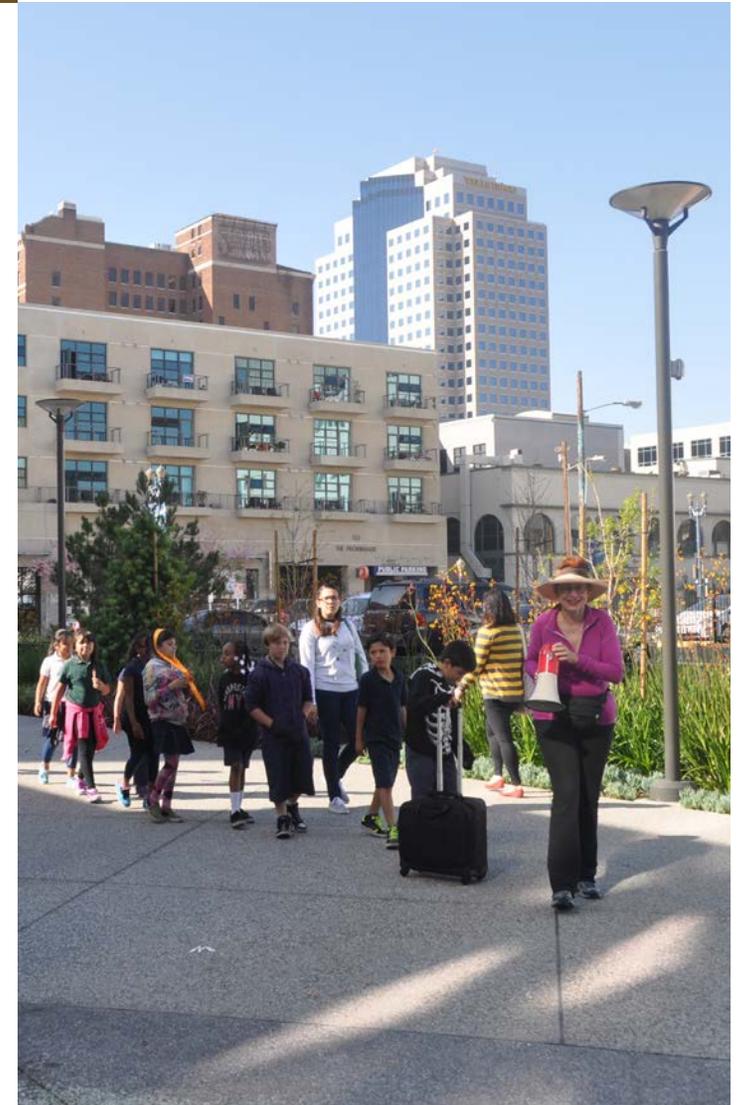
PROGRAMS AND INITIATIVES

Vision Zero Long Beach

Originating in Sweden, Vision Zero is a movement that aims to reduce pedestrian fatalities caused by cars to zero. While drivers pedestrians will inevitably make mistakes, the Vision Zero approach is to design streets with redundancies to minimize crashes. Investments in street infrastructure should make pedestrians visible, provide protection from moving vehicles, and slow traffic in pedestrian-priority areas. Many of these traffic calming devices, such as chicanes, curb extensions, and traffic circles, are included in the PMP Pedestrian Toolkit. Vision Zero programs also include strict enforcement of traffic laws to lower the risk of fatalities due to high driving speeds. These initiatives should be coupled with a robust public outreach effort. Vision Zero programs are being implemented throughout California, including Los Angeles, San Diego, and San Francisco.

Wayfinding Program

Long Beach, with over 6 million annual visitors, has adopted a Downtown wayfinding scheme to direct pedestrians to major destinations such as the Aquarium of the Pacific, Performing Arts Center, Queen Mary, Pine Avenue, and other locales. Signage has been installed along the Promenade, Ocean Avenue, and the Transit Gallery. Wayfinding signage, however, should be more robust, and provide better orientation to and from key destinations and Metro Blue/A-Line stations. While the PMP has shown wayfinding medallions and kiosks along stitch streets and green alleys, Long Beach should commission a study to recommend a variety of creative, coordinated, and effective wayfinding installations throughout the plan area. The study should also explore the use of mobile technology to assist visitors with identifying destinations and routes. Coordination among Long Beach departments, Metro, and Long Beach Transit will be important, as the system should closely integrate with transit service and a proposed bike share program.



6.3 Conclusion and Next Steps

A proactive, multi-pronged approach to mobility will allow the City to realize the goals and objectives in the Long Beach Downtown and TOD Pedestrian Master Plan

The PMP identifies a number of demonstration projects, priority projects, policies, and programs that will engage residents in the development of safer, more attractive, and economically viable corridors in the City of Long Beach. The PMP is an example of “planning while doing;” the City secured grant funding for priority projects while preparing the PMP. In addition, the City, as it did with the temporary, painted cycle tracks for bicyclists along 3rd and Broadway, will engage the community through temporary demonstration projects to solicit feedback, test assumptions, and build support before permanent priority projects are constructed. The City should take this proactive and inclusive approach as it launches a number of priority projects in the near future.

As priority projects are implemented, the City should continue to foster a culture of mobility through the policies, initiatives, and programs outlined in the PMP. Through strategic partnerships with local organizations and community representatives, the City of Long Beach will become an even more attractive and active destination and serve as a model for developing last-mile connections in the Los Angeles region.



