



Long Beach Downtown and Shoreline Plan: 2023 Community Survey



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Introduction and Background

Long Beach District 6 and District 30 Development

The Downtown Shoreline Planned Development District (PD-6) is an area that contains public and private property, with some existing primary land uses but with significant undeveloped and underdeveloped property. The Plan is intended to coordinate future public and private improvements in a mixed land-use concept. Further, because of the high degree of public interest in this area, the Planning Commission has emphasized the need for a mixture of public and private uses of a variety of land use types, significant public access through and around uses, whether public or private, and to coastal resources, an emphasis on uses of a recreational or recreational access nature, strong land use interactions and access connections with the downtown, an urban park-like setting with a variety of strolling, bicycling, and active and passive recreational areas, exciting water features and abundant landscaping, and the highest quality of development (Downtown Planned Update, PD-6).¹

The Long Beach Gray Panthers

As a multi-generational movement in Long Beach, the Long Beach Gray Panthers are an organization of older adults who work in coalitions and collaborate with other organizations on crucial issues affecting the quality of life. They oppose discrimination against and oppression of persons because of age, race, gender, sexual orientation, religion, ethnicity, nationality, class, physical disability, or political orientation through education and advocacy. Their work education and advocacy include issues in social and economic justice; a clean, sustainable environment; work for the preservation and expansion of social security and Medicare; quality health care for all; decent, affordable housing; full employment or adequate income for those unable to work; promote education and activism for world peace by working for the elimination of all means of mass destruction and a transfer of resources from military to human needs.

People Power Analytics, Inc.

People Power Analytics is a consulting and research organization with over a decade of experience in people analytics. They believe that people analytics is the cornerstone of organizational excellence and champion a human-centered approach, recognizing that every individual's unique contributions drive success. They are staunch advocates for diversity and inclusion, understanding the profound impact on innovation and growth. They offer tailored solutions, acknowledge the uniqueness of each organization, and prioritize transparency, accountability, and the cultivation of a data-driven culture.

Dr. Claudia Maria López, Associate Professor, CSU Long Beach

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¹<https://longbeach.gov/lbcd/planning/advance/downtown-shoreline/#:~:text=The%20Downtown%20Shoreline%20area%20serves,marinas%2C%20shoreline%20parks%20and%20beaches.>

Overview of Community Engagement

The objectives of the community engagement process in Long Beach were twofold (a) to provide a space for senior residents to share personal experiences that increase visibility and understanding of the Long Beach Downtown and Shoreline Plan with the senior community and (b) to gather information for a report to the City of Long Beach to help inform future development policy and projects.

The survey was distributed via two methods to gather comprehensive feedback on Downtown Long Beach and capture a wide demographic: online Google Forms surveys and printed surveys for people who need more technological assistance or more difficult-to-reach groups. A total of 279 people participated. Table 1 details the total number of surveys collected, delineating the modes of engagement employed to ensure varied and accessible participation from the community.

Surveys Submissions

Table 1 offers a succinct overview of the survey collection methods and participant engagement.

Table 1. Surveys Collected

By Engagement Method Participants (%) Online Google Form 205 (73%) Printed Google Form 74 (27%) **Total 279 (100%)**

The "Surveys Collected" table summarizes the methods by which survey data was collected from participants. The data is categorized into two distinct methods of engagement: (a) Online Google Form and (b) Printed Google Form. According to the table, most participants, accounting for 73% (205 individuals), chose to fill out the survey using the Online Google Form, indicating a preference for digital engagement. In contrast, 27% of participants (74 individuals) completed the study using the Printed Google Form, suggesting that a notable portion still opts for traditional paper-based methods. The total number of seniors who participated in the survey was 279, including online and printed form submissions. This distribution highlights the diverse preferences in survey completion methods and suggests the importance of offering multiple options to maximize participation rates in community feedback initiatives.

Relationship to Location

Downtown Long Beach is a hub for diverse activities and lifestyle needs. Survey participants were asked to describe their connection to Downtown Long Beach to understand better how people engage with this urban space. Table 2 captures the essence of these connections, showcasing how residents and visitors intertwine their daily lives with the offerings of the downtown area. Furthermore, of the participants surveyed, the categories of people who provided feedback to the survey fell within the following categories and the various combinations of these statuses: (a) "I live here," (b) "I work here," and (c) "I play here." (See Table. 2)

Table 2. What is your connection to Downtown Long Beach?

Multiple Choice Question #5 (Check all that apply): Frequency (%) I live here 170 (61%) I live here, and I play here 35 (13%) I play here 25 (9%) I work, and I play here 19 (7%) I live here, I work here, and I play here 15 (5%) I work here 10 (4%) I live here, and I work here 3 (1%) No Response 2 (1%) **Total 279 (100%)**

The table titled "*What is your connection to Downtown Long Beach*" presents data on individuals' connections to Downtown Long Beach. It shows the distribution of responses from participants when asked about their relationship to the area. The most common response, accounting for 61% of the frequency, is "I live here," indicating that most respondents are residents. The next most frequent connection, at 13%, is "I live here, and I play here," suggesting that many residents also engage in leisure activities. When combining the first two, 74% of the participants live there. Lesser percentages are noted for other connections, such as "I play here" and "I work, and I play here," representing 9% and 7% of the responses, respectively. The option "I live here, I work here, and I play here" received 5% of responses, indicating a smaller group of respondents with a multifaceted relationship with Downtown Long Beach encompassing living, working, and leisure. The table illustrates how people interact with and perceive their connection to Downtown Long Beach, with living there being the most prominent.

Age

The "Age Groups" table categorizes participants by age group, providing a demographic breakdown of those who participated in the survey. It illustrates the distribution of different senior age groups within a sample population and the engagement levels of each category.

Table 3. Age Groups

<u>Sign-In Form</u>	<u>Frequency (%)</u>	90-100	9 (3%)	80-89	38 (14%)	70-79	125 (45%)	60-69	87 (31%)
		50-59	12 (4%)	49-Below	8 (3%)	Total 100 (%)			

The table shows that most participants fall within the 70-79 age group, accounting for 45% of the total, followed by the 60-69 age group, which makes up 31%. The least represented age groups are those aged 90-100 and 49-Below, each constituting just 3% of the total participants. This demographic snapshot is crucial for tailoring future initiatives, programs, or services to meet the needs and preferences of the predominant age groups or to address the need for more engagement among the less-represented demographics.

Ethnicity

The table titled "Ethnicity" presents a breakdown of the ethnic composition of survey participants, reflecting the community's diversity. The categories are delineated by ethnicity, offering insights into which ethnic groups are most and least represented in the participation. Only four ethnicity categories were made available in the survey; these categories are represented below.

Table 4. Ethnicity

<u>Sign-In Form</u>	<u>Frequency (%)</u>	Caucasian (CA)	96 (34%)	African-American	82 (29%)	No		
		Response	48 (17%)	Hispanic (HI)	34 (12%)	Asian (AS)	19 (7%)	Total 279 (100%)

From the data provided, Caucasians represent the largest group, accounting for 34% of the total participants, followed closely by African Americans at 29%. A notable 17% of participants chose not to disclose their ethnicity, while Hispanics and Asians are represented at 12% and 7%, respectively. The table serves as a tool to understand the ethnic diversity of the attendees, which can be crucial for tailoring inclusive events and ensuring that all community voices are heard and engaged.

Methods

Outreach

The Long Beach Gray Panther members did extensive outreach to inform people about Long Beach District 6 and District 30 Development. This outreach included emails and calls to the groups and individuals in the City's various networks, with special targeted efforts to reach Spanish speakers and other diverse communities through translation, emails, and calls to local organizations and nonprofits serving older adults in Long Beach.

Data Analysis Methodology

The survey submissions were reviewed using a multi-step process to identify the most common themes. In the first round of review, the submissions were coded to identify keywords and phrases stated in the submissions, which could be used to describe or summarize elements in the survey submissions. This coding produced several repeated topics across the surveys. These topics were then grouped into themes that fell under general categories stated in the survey: (a) Open Spaces and Cultural Resources, (b) Mobility, (c) Economic Development, (d) Housing, and (e) Shoreline Area. The final coding counted the keywords and phrases under each theme, resulting in the frequencies in the Findings section below.

It is important to note that themes can overlap in thematic coding and analysis. The decision to code a unit of text to one theme, another theme, or both involves judgment and, therefore, a

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degree of subjectivity. Quantifying the themes provides information about more common versus less common experiences and viewpoints among the participants.

Findings

The survey had a total of twenty-five questions. The first five questions focused on the demographic information of the survey participants discussed in the section above. In what follows, we will discuss the remaining 20 survey questions on the PD 6 and PD 30 Developments. These survey questions had four major categories: (a) Open Spaces and Cultural Resources, (b) Mobility, (c) Economic Development and Housing, and (d) Shoreline Area. We will break down the survey submissions and feedback according to the sections above and provide the subthemes according to the input.

A) Open Space and Cultural Resources

In the Open Space and Cultural Resources section, the survey asks questions on (a) feedback on how to improve the open public spaces and (b) how to improve the cultural and community assets. Below are the themes that emerged:

Open Space

Accessible Public Spaces and Affordable Recreational Areas. The senior community strongly desires to see parks and recreational areas developed in Downtown Long Beach. Preferences for diverse and multifunctional public spaces include "water parks for adults & children, day spas, libraries, bookstores," and "new parks with open spaces." The emphasis on inclusive amenities, such as "more bathrooms, sources of food, more security," and "more dog parks," underscores the need for public areas that cater to various community needs, from families and pet owners to those seeking leisure and relaxation. Furthermore, many responses highlight the need for senior-friendly and accessible spaces. Suggestions for "more space to sit down for older people" and "benches in open spaces and near the beach" concern the elderly and those with mobility challenges, underlining the community's desire for comfortable public areas accessible to all.

Focus on Security and Safety in Public Areas. Safety and security are significant concerns

recurring throughout the report. Calls for "more security for seniors, more police presence" and "increased security with volunteer policing" indicate a strong desire for safe public spaces. Additionally, homelessness is critical to enhancing shared spaces. Concerns about homeless tents and the need for secure environments before any transformation suggest tackling these essential needs for the unhoused population to improve public spaces.

Innovative Solutions for Urban Space Utilization. Respondents propose creative solutions to urban space challenges, such as "closing Pine Ave to car traffic on weekends" and utilizing "eminent domain for empty lots." Ideas like "Aerospace monorails," "Bring back the trolley," and reconfiguring "City Place" for parks reflect a progressive attitude toward urban development.

Cultural Spaces

Diverse and Creative Proposals for Public Space Enhancement. The community's various ideas range from practical improvements like "more parking spaces" and "better sidewalks and streets" to unique proposals such as "fabric stores" and "Target or Joanns." This variety highlights a community eager for a broad range of urban enhancements that are both practical and useful in

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the day-to-day. Additionally, the demand for accessible cultural assets is apparent, with calls for "affordable restaurants and theaters" and "free classes" for the community. This emphasis on affordability and inclusivity highlights a commitment to making cultural activities accessible to all community members. Finally, the community sees parks and public spaces as central venues for cultural activities. Suggestions to use these spaces for "recreation for younger people" and "music and choral groups" indicate a desire to transform these areas into active centers for community engagement that can be multi-use for the different constituents in the city.

Need for More Community Events, Festivals, and Live Entertainment. The desire for more cultural events is evident, with calls for "cultural events for older people" and "multicultural festivals." The interest in "more art shows and community gatherings" showcases the community's appetite for culturally diverse and inclusive events that everyone can share in regardless of age. Additionally, The community offers a range of ideas for cultural enrichment, from "more market days" to "dynamic library activities" and showcasing "different cultures throughout the year." Finally, there is an apparent demand for vibrant entertainment, with a desire for "more live music on weekends" and "event parks for live shows" that are free and open to the public. This demand for various performing arts on weekends shows the senior community's enthusiasm for rich entertainment experiences that represent the diversity of cultures in the city.

B) Mobility

In the Mobility section, the survey asks ten questions on (a) improving access to Shoreline, (b) what places can be improved, (c) bicycle parking, (d) transit stops improvements, (e) frequency of transit use, (f) improvement for transit users, (g) access to buses and train, (h) parking challenges, (i) parking areas recommendations, and (j) vehicle access and circulation. The top themes of the ten survey questions regarding mobility in downtown Long Beach are presented below:

Transportation Options and Accessibility. The community strongly prefers enhanced shuttle services, with numerous calls for "free shuttles" and "shuttle buses" for seniors. Quotes like "free shuttles to the beach" and "more shuttle services to senior centers" indicate a desire for convenient, cost-effective transit options. Improved public transit services are also a central

theme, with participants seeking "more accessible buses" and "increased frequency of passport buses," highlighting a demand for a more comprehensive and user-friendly public transportation network specific to senior needs.

Senior Citizens' Accessibility Needs. The survey responses reflect that seniors often face less-than-ideal conditions for walking and using public transportation, highlighting the need for age-inclusive urban design. There is a clear consensus on the need for better infrastructure to support walking and biking, with calls for "SLIP PROOF SIDEWALKS" and more connected bike lanes. A consensus exists on the need for improvements in accessibility and comfort for pedestrians and cyclists, with suggestions for "more bicycle parking with seating" and "more greenery with open space." Finally, the particular needs of seniors and disabled people are brought to the forefront, with calls for "personalized assistance for street crossing" and "safer barriers for biking." These quotes suggest a community committed to inclusivity in transit solutions.

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Specific Areas Lacking Bicycle and Car Parking. There is a significant need for more bicycle parking, especially in downtown areas, along major streets and transit lines, and in residential areas like the Alamitos area and Redondo. Furthermore, responses reflect a city-wide issue with parking availability, affecting areas like downtown Long Beach, suggesting a need for a city-wide strategy to improve parking solutions. The unique parking requirements of seniors and disabled individuals are noted, with a focus on parking solutions that cater to these groups.

Areas Perceived as Unsafe or Inaccessible. The downtown areas and specific locations like the marina and Ocean St are cited as problematic due to safety concerns, with quotes emphasizing the need for more secure and accessible options for walking and biking. Furthermore, respondents express unease about homelessness and crime affecting the accessibility and usability of walking and biking paths. Moreover, improvements in walkways and bike lanes are crucial, with many respondents advocating for "better-marked bike lanes" and "separated bike and walking lanes." The community's call for "more lighting" and "enhanced security measures" underlines the importance of a safe and well-maintained environment for pedestrians and cyclists of all ages.

Bus Routes

The following table encapsulates the frequency of each bus route or specific location, as mentioned by survey respondents. It indicates the popularity and significance of various transit options with seniors, highlighting routes and locations integral to the residents' daily commutes. It serves as an invaluable resource for understanding transit patterns, preferences, and possible areas of improvement.

Table 5. Which transit stops do you use the most frequently? Are there any you avoid? Multiple Choice Question #17 (Check all that apply) Frequency Route 151 9 Route 61 8 Long Beach Blvd 7 Route 172 6 Route 173 6 Route 51 5 "Downtown" 4 Long Beach Blvd 7 7th and Pacific 3 Ocean Ave 3 Mentioned twice: Route 111, 121, Atlantic Ave, Anaheim Ave, Del Amo 2 Mentioned once: Routes 21, 22, 31, 45, 46, 71, 90, 91, 92, 93, 94, 101, 1

The table titled "*Which transit spots do you use the most frequently? Are there any you avoid?*" illustrates the frequency of usage and avoidance of specific transit stops by senior participants who don't drive and use public transportation. Route 151 tops the list as the most frequently used stop, with nine mentions, followed by Route 61 and Long Beach Blvd, suggesting these areas have high commuter traffic or are central to the daily movements of the respondents. Conversely,

specific stops such as 7th and Pacific, Ocean Ave, and other routes mentioned once or twice may

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indicate lower usage or particular reasons for avoidance, such as safety concerns or poor connectivity. The table provides a clear indication of transit patterns within the community. It could serve as an essential tool for city planners and transit authorities to improve and tailor public transportation services to meet the community's needs better.

C) Economic Development and Housing

The Economic Development and Housing section explores several themes: (a) ideal industry and job and (b) affordable housing needs. Under the comprehensive theme of "Economic Development and Housing," the survey responses from Downtown Long Beach residents reveal insightful perspectives on the area's retail diversity, cultural richness, job opportunities, accessibility, and the general vision for the future.

Jobs and Industries

Enhanced Business Diversity. Residents express a strong desire for a more diverse retail landscape, with an emphasis on both specialty shops and major retailers. The community calls for a range of businesses, from "Black-owned hair salons, professional barbers" to "crafts store - yarn - fabrics" and a "SHOE STORE." Transforming "The old Walmart location" into a new retail space demonstrates a strategic approach to utilizing vacant spaces, fostering economic growth, and meeting diverse consumer needs. Moreover, the responses highlight a need for convenient and accessible retail options. Suggestions for "shopping stores, restaurants," and "bike repair shops" indicate a demand for comprehensive shopping centers that serve as one-stop destinations for the community's varied needs. As suggested in other sections, there is an ongoing focus on ensuring these spaces are accessible to seniors.

Job Opportunities and Market Expansion. Survey participants identify specific areas for job market growth, emphasizing the importance of sectors like grocery stores, parks, and small businesses. Including "OLDER PEOPLE JOBS" and jobs for those with disabilities shows a commitment to creating a diverse and inclusive employment landscape where opportunities are available for all community members. Furthermore, residents offer a broad range of suggestions for downtown development, from "fabric store" to "Walmart or Target," reflecting diverse interests in possible senior jobs in these areas that address the community's essential needs while fostering economic vitality. Finally, the community's vision for a culturally vibrant downtown is clear, with a call for more "ARTS AND CRAFTS" and "Asian Markets," suggesting a need for varied cultural locations.

Future Vision for Downtown and Shoreline Areas. In terms of future development, there is a strong desire for a thriving hospitality and entertainment sector focusing on enhancing safety and public services. The vision for expanded tourism and retail aligns with the call for cultural and artistic growth, supporting a future-forward perspective that values technology and sustainability. Moreover, residents are keenly interested in diverse and inclusive job opportunities alongside an enhanced urban living experience that prioritizes fun, safety, and beauty. Across all these aspirations, there is a common thread of creating a dynamic, well-rounded urban experience that caters to the community's varied needs and desires.

Qualities Needed for New Job Created

In the ongoing dialogue about job creation and economic development within the community, it is crucial to understand what residents value most in new employment opportunities. Table 6 offers a snapshot of these community priorities, as survey respondents were asked to identify, from a list provided in the survey, the *essential qualities that should be emphasized when new jobs are created*. The table reveals a ranking based on the frequency of each chosen quality, and each participant selected multiple choices depending on where residents prioritize when considering the workforce development vision of their urban planning and economic growth.

Table 6. What are essential qualities that should be emphasized when new jobs are created?
Multiple Choice Question #21 (Check all that apply) Frequency
 Livable Wages 169 Entry-Level Accessibility 157 Various types of jobs 146 Local Hiring 146 On-the-Job Training 141
 Local Business 122 Career Advancement 115 Union Jobs 80 Jobs should not be a priority here 22 Other 32

The results indicate that 'Livable Wages' is the most valued quality, with 169 respondents highlighting its importance, suggesting a community deeply concerned with economic sustainability and fair compensation. 'Entry-Level Accessibility' follows closely with 157 responses, underlining the need for jobs open to individuals regardless of their experience level. The diversity of job types, local hiring, and on-the-job training are also prioritized, reflecting the community's desire for varied employment opportunities, investment in local talent, and pathways for skill development. Interestingly, 'Union Jobs' and the opinion that 'Jobs should not be a priority here' received the least emphasis, suggesting that while there is a demand for structured labor representation, there are other focuses.

Finally, this multiple-choice question had an "Other" section with 32 submissions where respondents recommended the following written submission. The survey data once again reveals an overall strong emphasis on job creation for seniors. This focus is further underlined by additional individual mentions of senior job-related needs, such as "part-time jobs" without heavy labor and specific services like "Senior jobs, title 5," a senior community service employment program that provides recruitment, training, and employment opportunities for adults over 55. There is also a clear call for inclusivity in the job market, as seen in the single mentions advocating for healthcare accessibility regardless of working hours, job opportunities for those over 50, and internships for people with autism and handicaps. The community also voices a need for supportive measures like on-the-job training, childcare for working parents, and adaptation to the increased cost of living.

Housing Needs

Universal Need for More Housing Across Long Beach. The responses indicate a city-wide recognition of the need for more housing in general. Phrases like "all over Long Beach" and "Housing is needed in all residential areas to include the homeless" reflect a broad consensus that housing scarcity is a pervasive issue affecting all areas of Long Beach.

Suggestions for Improved Housing Policies and Development. Solutions proposed include constructing more buildings, ensuring parking spaces in new housing, and advocating for more Section 8 housing. A profound concern for affordability resonates in statements like "HOUSING

NEEDS TO BE AFFORDABLE" and "We Need More Affordable Houses." This reveals a critical perspective on the current housing market in Long Beach, where the cost of living has escalated beyond the reach of many residents. These suggestions aim to alleviate the pressure on the existing housing market and reflect a call for policy changes to accommodate growing demands. Furthermore, the downtown area, often seen as the heart of urban living, is highlighted as a crucial zone needing affordable housing. The emphasis on downtown reflects a desire to see this central area become more inclusive and accessible to diverse income groups. Finally, respondents criticize the existing housing strategies, highlighting issues such as exorbitant housing costs and "long waitlists for seniors." The quotes convey frustration with the current state of housing development and its failure to adequately meet the needs of the non-wealthy.

Housing for Vulnerable Groups and Near Essential Facilities. Respondents recognize the importance of specific housing needs near hospitals and other vital areas. The quotes stress the necessity for housing that accommodates seniors, disabled individuals, and people experiencing homelessness, indicating a focused concern on ensuring housing accessibility for these vulnerable groups cannot go unnoticed in this development plan.

D) Shoreline Improvements

To understand public opinion on urban development, a question was specifically designed to gauge which improvements to the Shoreline area would encourage senior residents to extend their visits. The findings, as detailed in Table 7, provide valuable insights into the community's priorities for making the area more inviting and liveable.

Table 7. What would improve your day in the Shoreline? What would you stay longer for?
Multiple Choice Question #24 (Check all that apply) Frequency
More Events and Programs 184
Better Ways to Get There 159
More Public Green Space 157
More Shade 153
More or Improved Walking and Biking Paths 128
Better Access to the Water 129
More Shopping and Retail 123
More Restaurants and Bars 105
Other 62
More Hotels 27

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The survey responses suggest that 'More Events and Programs' is the most popular improvement, with 184 respondents indicating that this would positively impact their day in the Shoreline area and inspire them to visit more. Close behind, 'More Public Green Space' had 157 responses, emphasizing the community's desire for more natural environments within urban settings. 'Better Ways to Get There' and 'More Shade' were also high on the list, with 159 and 153 responses pointing to improved transportation options and protection from the harsh sun. Other areas of interest that were top of mind included enhancing walking and biking paths, improving water access, and increasing affordable shopping and dining options for seniors. The category 'Other' comprises 62 varied responses that did not fit the predefined choices (a separate paragraph is provided below), and 'More Hotels' was seen as the least impactful improvement with 27 responses.

Finally, every multiple-choice question had an "Other" submission section where respondents recommended 62 written submissions for this section. A predominant theme is the need for enhanced security and policing, with numerous mentions of "More police security" and improved community policing programs, first and foremost reflecting a widespread desire for a safer environment. Senior-focused amenities are also a significant concern, with calls for dedicated spaces and activities like "Meeting space for seniors to play games" and "Dancing Clubs for seniors only," indicating a strong inclination towards creating an inclusive and

engaging space for older adults that is more intentional. Parking accessibility and affordability also emerge as vital, with suggestions for "Cheaper Parking" and "Free Parking," especially with senior discounts, highlighting the need for convenient and economical parking solutions. Specifically, requests for "Grocery Store" establishments, "Clean Restrooms," and "More outdoor beach picnic benches" were suggested. There is a clear preference for simple, traditional leisure activities and a rich, diverse culinary scene, as seen in requests for "ethnic restaurants." Additionally, unique suggestions for integrating educational opportunities into the Shoreline area were submitted, like adding university and college branches, reflecting a holistic vision for a space that blends leisure, learning, and inclusivity of all age groups.

Shoreline Area

Residents strongly desire a future where the Shoreline is a safe and clean retreat and a beautifully maintained haven that fosters relaxation and communal joy. In the section on the Shoreline Area, there are several themes reflected in the survey: (a) hopes for the future Shoreline Area, (b) recommended event types for the Shoreline Area, and (c) changes to the Shoreline Area.

Hopes and Recommendations for the Future Shoreline Areas

Atmosphere and Mood. The atmosphere and mood desired for the future Shoreline are captured in words like "Easy and breezy," "energetic," and "fun activities." These responses indicate a collective wish for an area that embodies relaxation, enjoyment, and vibrant energy. Terms like "comfortable relaxing," "friendly," and "welcoming to all" reflect a community-centered approach, where inclusivity and comfort are as important as the physical aspects of the space. Furthermore, aesthetics play a crucial role in how respondents envision the future of Shoreline. Descriptions such as "beautiful," "HEAVEN," and "pretty" suggest aspirations for a visually appealing and well-maintained environment. Using "cleaner" and "beautiful atmosphere" points to a longing for an area that is not just functionally but also visually pleasing.

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Accessibility and Convenience. Accessibility and convenience are also highlighted, with direct calls for "more parking" and creating "a space for tourists to explore the city." These comments emphasize a pragmatic approach to urban design, acknowledging the practical needs of both residents and visitors for easy access and mobility. The desire for an area that is "accessible & safe" ties back into the overarching theme of safety, showing that respondents value a Shoreline that is easily navigable without compromising on security.

Economic Development and Family Housing. The future vision includes a thriving economy and diverse housing options. Phrases like "resort living" and "accessible & safe" housing indicate a desire to blend leisure and everyday practicality in living arrangements. Furthermore, the call for "ECONOMICALLY FRIENDLY" places and "*Con más lugares para ir con la familia*," ("more places to go with the family"), it is clear that the community's vision for the Shoreline that is as diverse for its inhabitants. Economic vitality is envisioned through "multi-culture" commerce and job opportunities that are "thriving ...safe ...affordable," suggesting a balanced approach to development that prioritizes inclusivity and economic accessibility.

Safety and Security. The preeminent concern among respondents in every category is the safety and cleanliness of the Shoreline area. Phrases like "safe environment," "police patrol walkers," and "safe & clean" were repeated once again, underscoring the senior community's strong desire for a secure atmosphere where they can relax without concern. The recurrence of "safe" in numerous responses is a stark indicator of the priority placed on security. The emphasis on safety is about more than just policing. It also encompasses a broader appeal for a general sense of

well-being and orderliness.

Event Types for Shoreline Area

Educational and Developmental Events. Education and personal development are also focal points for event preferences. Some respondents are looking for "educativos" (educational) activities, which indicates a community interested in learning and intellectual engagement. Additionally, events aimed at personal growth, such as "public speaking events for self-help," suggest that the community values opportunities for self-improvement and empowerment. This combination of educational and self-help-themed events points towards a community prioritizing learning and personal development as key components of public events.

Cultural and International Focus. With specific suggestions for "international events" and "cultural events, festivals," there is a clear indication that senior residents value the Shoreline area as a hub for cultural diversity and global engagement. This desire for international exposure through events aligns with the multicultural identity of the community, highlighting a collective aspiration to celebrate a wide array of cultural traditions and global connections. Within this context, respondents specifically mention "concerts, live music," showcasing a general interest in live performances. Cultural music preferences are also noted, with requests for "Japanese music." This suggests a community interest in international genres, expanding the cultural exposure to the area. Folk music is another desired genre, with respondents looking forward to "folk music" events. Several respondents want "jazz concerts," "Motown," and "R&B," indicating a need for these musical styles. These varied music event preferences reflect a community that values diversity and specificity in its cultural entertainment offerings.

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Family-Centric and Child-Friendly Activities. The senior community's interest in family-centric and child-friendly activities is apparent. Some responses, like "more place for children to have fun" and "Family events," underscore the importance of creating spaces and events that cater to families and children. This focus on inclusivity for all ages demonstrates a recognition of the need for a family-friendly environment where children's entertainment and comfort are also considered, ensuring that public spaces are welcoming and enjoyable for the younger demographic.

Accessibility and Affordability of Events. Accessibility and affordability emerge as key themes in the survey responses. Participants expressed a need for "affordable special events" and events that are "more affordable, fun things to do." The desire for cost-effective activities suggests that economic inclusivity is important to the community, advocating for events that are financially accessible to a broader audience. The mention of "more parking" also indicates a concern for logistical accessibility, acknowledging the practical needs of attendees.

Changes to Shoreline Area

Survey participants were asked to select all options they felt would positively impact their community, clearly indicating where focus and resources should be directed to meet public expectations and needs. Table 8 captures the changes they believe would most benefit the area.

Table 8. What Shoreline area changes would have the most positive impact on your community?
Multiple Choice Question #25 (Check all the apply): Frequency Promote Affordable Housing 175 Improve Mobility 171 Expand Open Spaces 156 Create Jobs 147 Improve Access to the Water 145 Improve Climate Readiness 100 Other 29

The table titled "*What shoreline area changes would have the most positive impact on your community?*" presents a breakdown of senior community preferences for changes in the Shoreline area that would positively impact their lives. The data indicates that promoting affordable housing is the most desired change, with 175 mentions suggesting a significant concern about the cost of living. Close behind, with 171 mentions, is the improvement of mobility, reflecting the community's need for better transportation options. Expanding open spaces received 156 mentions, indicating a value for recreational and green areas, while creating jobs was selected 147 times, underlining the importance of employment opportunities. Improving access to water and climate readiness was also significant, with 145 and 100 mentions pointing to environmental concerns and the desire for a sustainable future. The 'Other' category received 29 mentions, encompassing various unique or individual suggestions not captured in the predefined categories.

Finally, the multiple-choice question "Other" with 29 submissions (Table 8) recommended the following written submissions. A significant emphasis is placed on recognizing and engaging seniors, with calls for acknowledging their value in society and fostering intergenerational connections, such as seniors assisting youth with schoolwork. Family and child-friendly spaces,

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crucial for a welcoming environment for all ages, were once again reiterated, along with dedicated support and solutions for the homeless population. Cultural and educational initiatives, including bookstores with speaker events and partnerships with educational institutions, are vital for enriching community life. Environmental improvements, such as planting more trees and flowers, point to a need for aesthetic and ecological benefits. Safety concerns are addressed by enforcing transportation laws and providing basic amenities like public showers, laundry facilities, phone charging stations, and restrooms.

Discussion

Based on the data above, the discussion section of the report explores the key findings from the community survey about the changes desired in the Long Beach Downtown area and the implications of these findings.

Housing. The most salient outcome of the survey is the community's call for the promotion of affordable housing, which is a clear indicator of the growing concern about the affordability and accessibility of living spaces in the area. This suggests a need for policy interventions and development projects that focus on creating housing that is financially accessible to a broader demographic, which could help in alleviating economic disparities.

Mobility. Improvements in mobility were almost equally important to respondents, indicating that transportation infrastructure and services for seniors are perceived as inadequate or a critical area of improvement. This may reflect issues such as insufficient public transit routes, infrequent services, or the need for more pedestrian and bicycle-friendly pathways. The community's emphasis on this area signals that enhancing transportation could increase satisfaction with daily life and broader economic benefits by facilitating easier access to jobs and services.

Beautification. The desire for expanded open spaces reflects a community preference for environments that promote cleanliness, health, leisure, and social interaction. This could inform urban planning to incorporate more parks, playgrounds, and community gardens, which could also play a role in environmental conservation and local air quality improvement.

Senior Jobs. Job creation was another significant aspect, highlighting the necessity for economic development initiatives ranging from supporting small businesses to attracting new industries

offering diverse employment opportunities specific to seniors. The emphasis on senior job creation aligns with the need for affordable housing and mobility, as these elements can contribute to a more robust and equitable economic foundation for the community.

Safety and Security. Safety and cleanliness are top concerns among respondents, and it's clear that these themes were prevalent across all major categories. The senior community values a secure environment where they can feel at ease without any apprehension. It's important to not only focus on policing but also address concerns around general well-being and orderliness to achieve a safe and comfortable environment.

The data reflects a community deeply invested in their area's socio-economic and environmental well-being. The findings suggest that strategic planning or development initiatives take a

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multi-faceted approach, considering housing, transportation, employment, recreation, and sustainability to create a more inclusive and thriving Shoreline area.

Conclusion

The comprehensive survey data provides insightful reflections from the senior community on the desired changes and improvements in the Long Beach Downtown area. The emphasis on promoting affordable housing and improving mobility indicates a collective aspiration for a more inclusive and accessible community. These priorities are closely followed by the need for expanded open spaces and job creation, reflecting a balanced concern for economic vitality and quality of life.

The proposed enhancements for Long Beach, driven by the needs and preferences of the senior community, demand considerable financial commitment. Nevertheless, the anticipated benefits—ranging from a happier, healthier senior population to broader economic and social gains—present a compelling case for the city's strategic investment in these areas. The potential for Long Beach to emerge as a leading senior-friendly city underscores the importance of a nuanced approach where the costs are carefully weighed against the multi-faceted benefits.

Investments in promoting affordable housing, while incurring substantial initial and ongoing costs, can lead to a stable, engaged senior population with more disposable income to spend locally. Mobility improvements, although requiring significant expenditure for transport services and infrastructure upgrades, promise to enhance the daily lives of seniors, increase their participation in the local economy, and reduce traffic congestion. The expansion of open spaces is associated with costs related to land, development, and maintenance; however, the benefits include improved public health and potential boosts to tourism and property values.

The introduction of more educational opportunities, though necessitating partnership development and facility expansion costs, would lead to a more knowledgeable senior community capable of contributing significantly to the city's vibrancy. Furthermore, enhancing parking accessibility may reduce direct parking revenue, but the potential for increased business patronage could offset this loss. The uplift in community satisfaction and property values could balance the costs of improving cleanliness and maintenance. Lastly, bolstering security and policing efforts to create a safer environment for seniors would lead to higher living standards and could act as a catalyst for community growth and attractiveness.

Implementing the desired changes by the senior community in Long Beach presents a significant

investment for the city. However, the potential benefits of improved quality of life, economic activity, and urban attractiveness could outweigh the costs. Investments in affordable housing, mobility, and open spaces could improve the city's profile as desirable for seniors and others. Providing amenities and prioritizing cleanliness would benefit seniors and enhance the experience of all residents and visitors, fostering a more robust community fabric. Moreover, focusing on safety and education can lead to a more engaged and empowered population. The analysis suggests that, with strategic planning and execution, Long Beach can reap substantial rewards from investing in its aging population.

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Moving forward, the City of Long Beach policymakers, urban planners, and community leaders must leverage these insights and work together to create a Shoreline area that genuinely embodies the aspirations of its inhabitants. By fostering a community-centric development model, there is potential to transform the Shoreline into a beacon of affordable living, vibrant economic activity, and environmental resilience for years to come, setting a precedent for other communities to follow.

