



**Downtown Long Beach Associates
Public Safety Task Force Notes**
Wednesday, January 14, 2009—10:00 a.m.
100 West Broadway, Suite 120
Long Beach, CA 90802

Members Present: LASD Lt. Jenny Bethune, LASD Darryl Chevalier, Don Darnauer, Paulita Elliott, LBPD Cmdr. Jay Johnson, Janet Moore, John Morris.

Staff: Mary Coburn, Erin Murphy

I. CALL TO ORDER

Mary Coburn called the meeting to order at 9:30 a.m., and self-introductions were made.

II. DLBA 2010 OVERVIEW AND TASK FORCE GOALS

Erin Murphy provided an overview of *DLBA 2010: A Focus for Leadership and Development*, the DLBA strategic planning document produced in July 2007, which included public safety recommendations, among others.

III. POTENTIAL PROJECTS AND TIMELINES

Public Perception

- “Junk in the Trunk” campaign aimed at motorists advising them not to leave or to secure any valuables in their vehicles. Posters and postcards would be created to distribute via parking garages. Cmdr. Johnson discussed vehicle break-ins as crimes of opportunity and the general trend of property crimes increasing during economic downturns. He added that LBPD was interested in creating a city-wide campaign. The Task Force discussed adding the message to parking tickets, on elevators, or painting it on columns within parking structures. Cmdr. Johnson and Lt. Bethune spoke of similar reminders provided to motorists in MTA park-and-ride lots.
- MTA Public Service Announcements (PSAs) aimed at potential shoplifters were discussed for the Blue Line. Coburn offered to do research on costs for the next meeting.
- LBPD record-low crime statistics for 2008 and public relations efforts were discussed.

Downtown Deployment

Cmdr. Johnson noted that the low crime rate in the Downtown does not justify the additional expense of a Downtown-specific detail. There was some discussion about whether Tidelands funds might be a potential source of revenue for a Downtown detail, and staff offered to investigate and report back. Cmdr. Johnson will report further information at next meeting.

Action Items for Next Meeting on 1/29/09

- Downtown Detail—funding and logistics
- Public Relations Efforts (General, “Junk in the Trunk,” and MTA PSAs)