



Long Beach, NY  
The City By The Sea  
*Stronger, Smarter, Safer*



SUSTAINABLE LONG ISLAND

# Long Beach Listens

Phase II  
The Boardwalk as a  
**DESTINATION**

Community participation results

# Introduction

- Long Beach Listens is an initiative by the City to provide an information & engagement hub for residents and businesses
- Two programs from this initiative were implemented in August to gather input on phase II of the boardwalk redevelopment:
  - Online survey
  - Three focus groups targeting sections of the City

# Introduction

- Surveys, focus groups, and summary documents provided by Sustainable Long Island:
  - A non-profit organization whose mission is to promote economic development, environmental health, and social equity.
  - We are a catalyst and facilitator for community development activities, identifying resources and providing tools to promote sustainable development.



# The Importance of Public Input



- Civic participation in the decision making process is critical for future community development.
- Residents actively voiced their concerns in the focus groups and the survey process, demonstrating a strong sense of civic awareness and willingness to become involved.
- Results can be shared with decision makers and taken into consideration during the design process.

# Outreach

To reach as broad a spectrum of participants as possible, the City & SLI:

- Promoted via media: local and regional press
- Promoted through social media outlets such as Facebook, e-mail & through Long Beach Listens, the City, and SLI websites
- Conducted outreach to civic groups
- Distributed flyers to businesses and at events
- Conducted Robo-calls to 15,000 residents

The image shows a Facebook post from the City of Long Beach, New York (OFFICIAL) dated August 18. The post text reads: "In addition to attending this week's focus groups, please take our Boardwalk survey! Visit LongBeachListens.com or use the Long Beach Response mobile app to participate. Help us make the Boardwalk a true family-friendly destination for Long Beach residents. We sincerely value your input!". Below the text is a photo of a wooden boardwalk with the "Long Beach Listens" logo overlaid. Underneath the photo is a Facebook interface showing "Home" and "www.longbeachlistens.com".

Below the Facebook post is a flyer for the "Long Beach Listens" community discussion. The flyer features the "Long Beach Listens" logo and the text: "The Long Beach City Council invites you to participate in a community discussion for the next phase of the boardwalk redevelopment...". The flyer lists the following events:

- Monday, Aug. 18<sup>th</sup> – 7:00 – 9:00 p.m. Long Beach Public Library, Central District Residents
- Wednesday, Aug. 20<sup>th</sup> – West End Residents West End Community Center, 111 W. Park Ave.
- Thursday, Aug. 21<sup>st</sup> – East End Residents East Elementary School, 158 Neptune Blvd.

The flyer also includes a note: "These focus groups are an opportunity for the City of Long Beach to gather the views of its residents and businesses for the next phase of the boardwalk redevelopment. All ideas and suggestions are welcome. To ensure that we hear from all residents of Long Beach, we have selected specific sites for neighborhood residents to participate." At the bottom, it says "Can't make the meetings? Take our online survey at longbeachlistens.com" and provides contact information for the project manager, including a phone number and email address.

# Participation



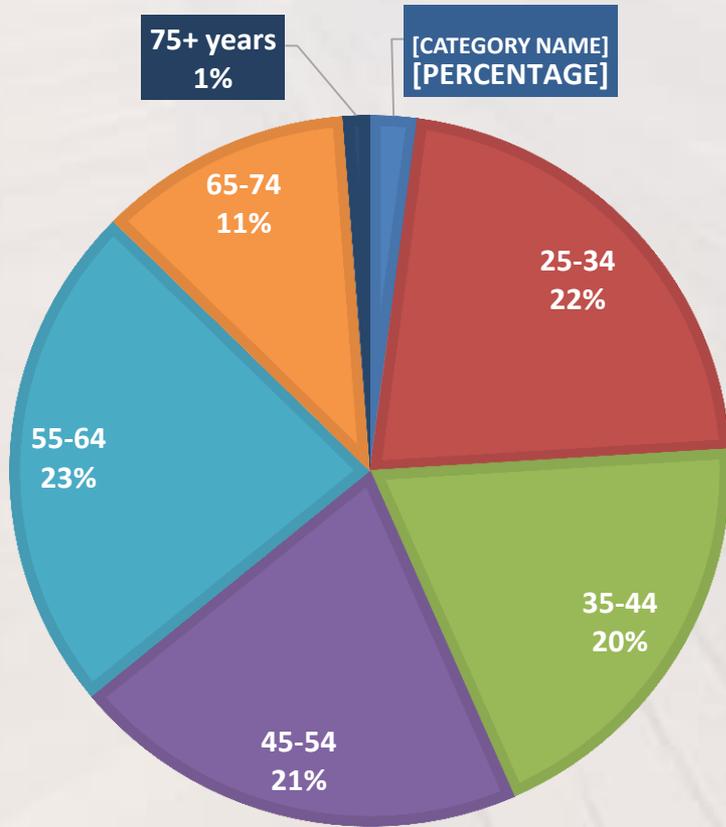
- **1,295** Online Survey responses
- **165** Residents participated in Focus Groups
  - 3 Public meetings
  - 5 Small group activities

# Survey

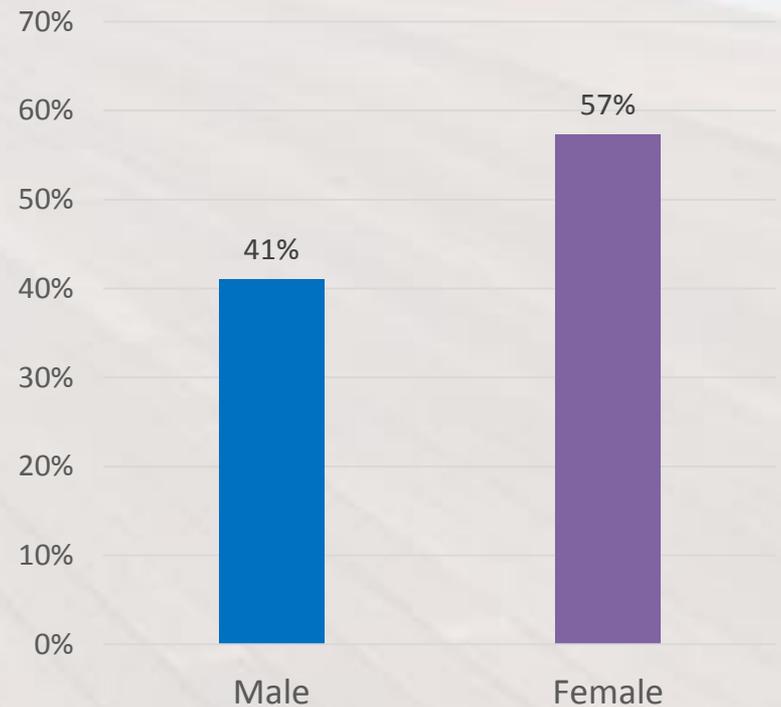
- 20 Questions
  - 8 Questions with option for comments
  - 1,575 Comments collected
- Designed to collect Ratings and Preferences
  - Importance and density of amenities
  - Type and location of concessions
  - Type and location of bump outs
  - Type and location of programming

# Survey Participation

WHICH AGE GROUP DO YOU BELONG TO?

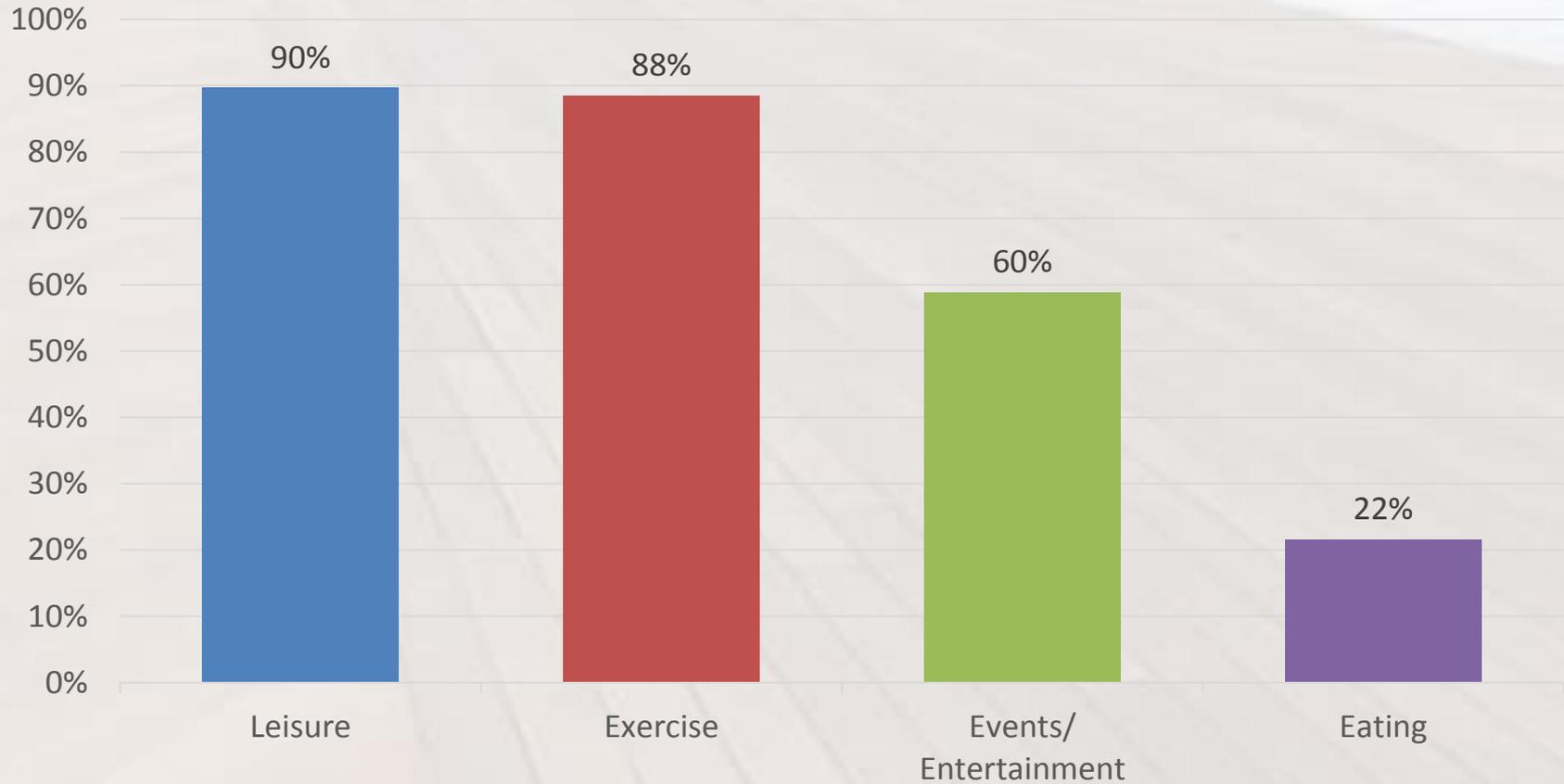


Gender



# Survey Participation

I use the Boardwalk for:



# Preference Results

## Amenities, Concessions & Programming



- A weighted average is provided for all the responses to show where they ranked in level of importance.
- Participants selected an item's level of importance by choosing from a range of choices.
- A weighted average provides decision makers a better sense as to how to rank the community's priorities when considering the amenities, concessions, and programming.

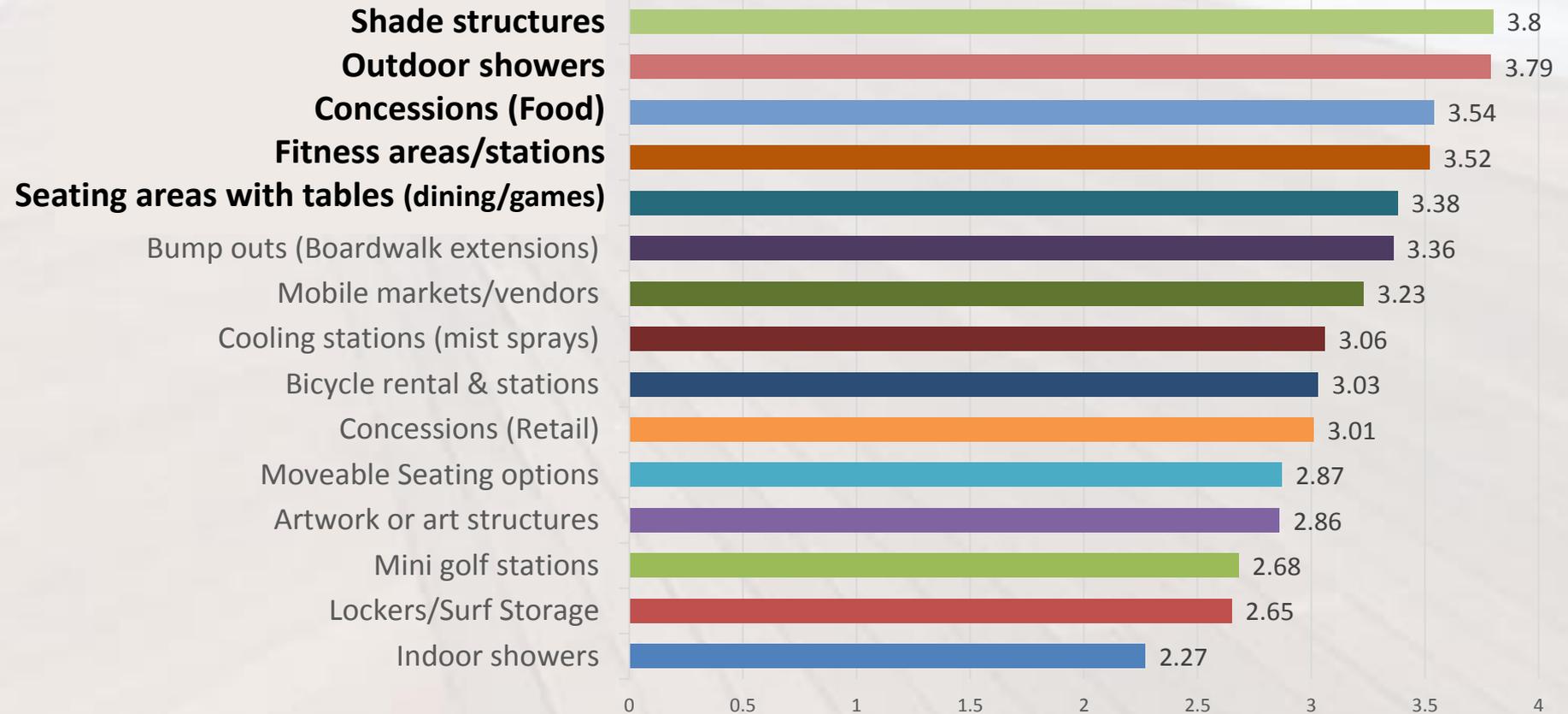
# Preference Results

## Importance of Amenities

Least Important

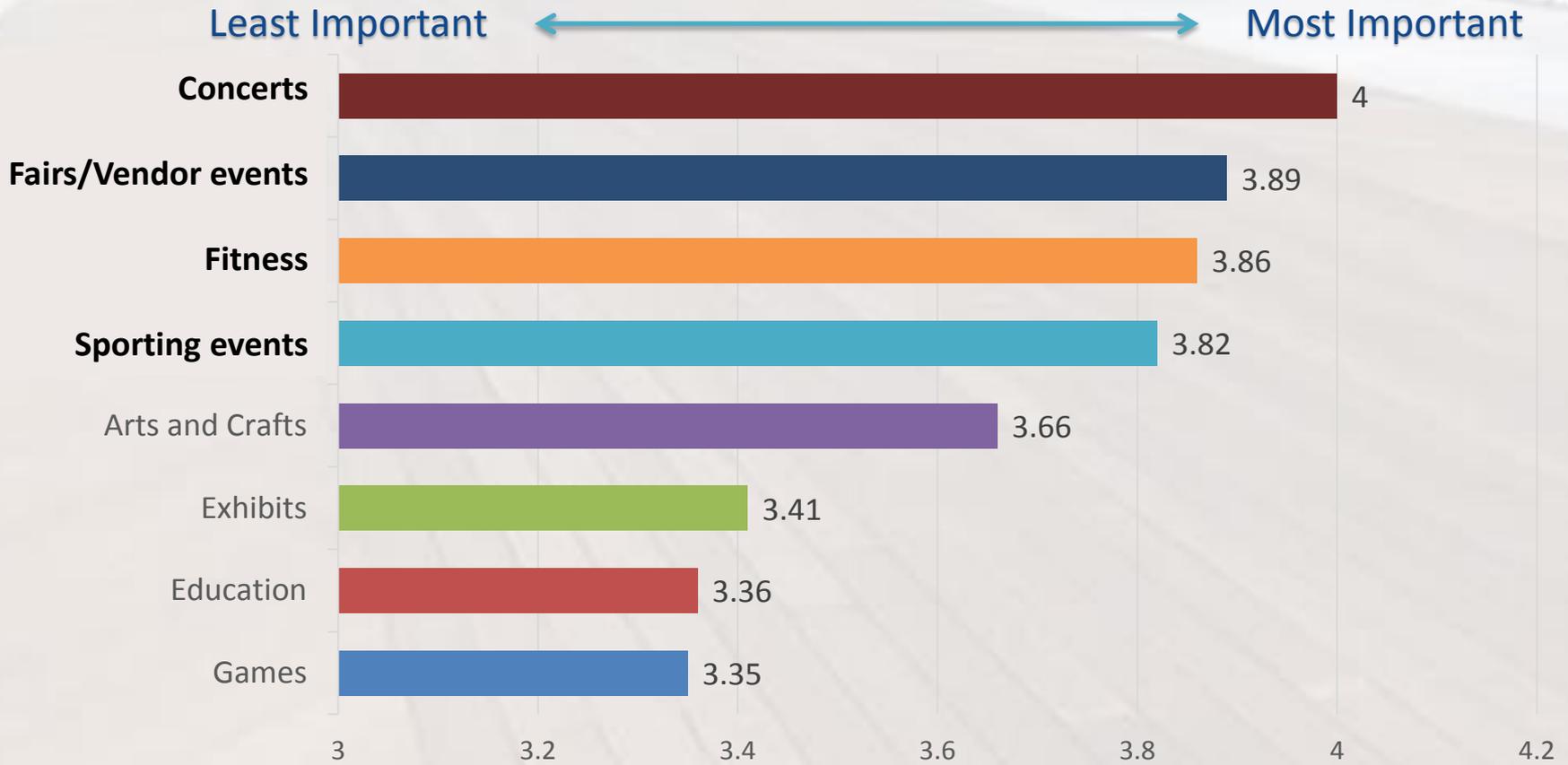


Most Important



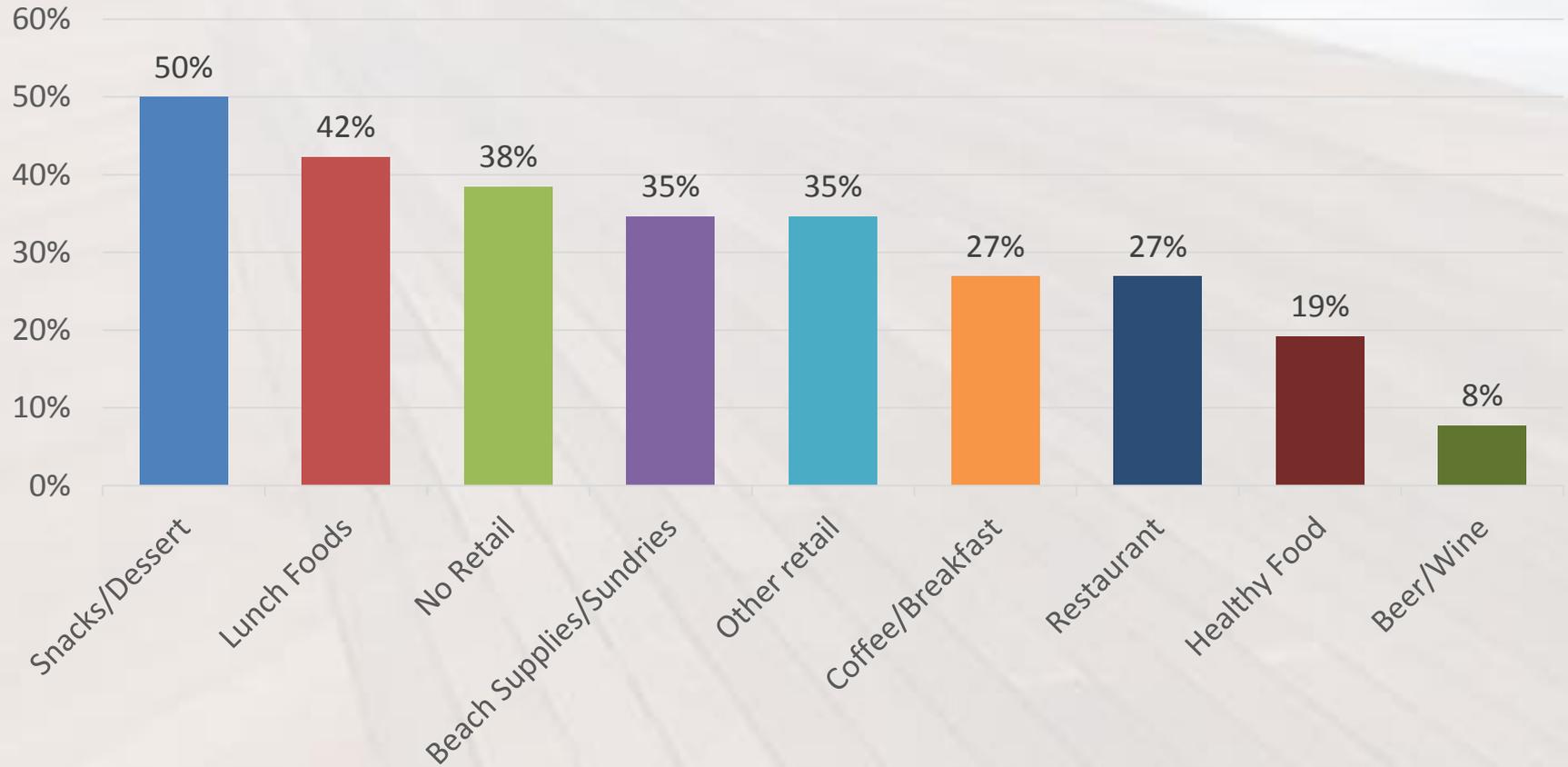
# Ratings Results

## Importance of Programming



# Preference Results

## Concession Preferences

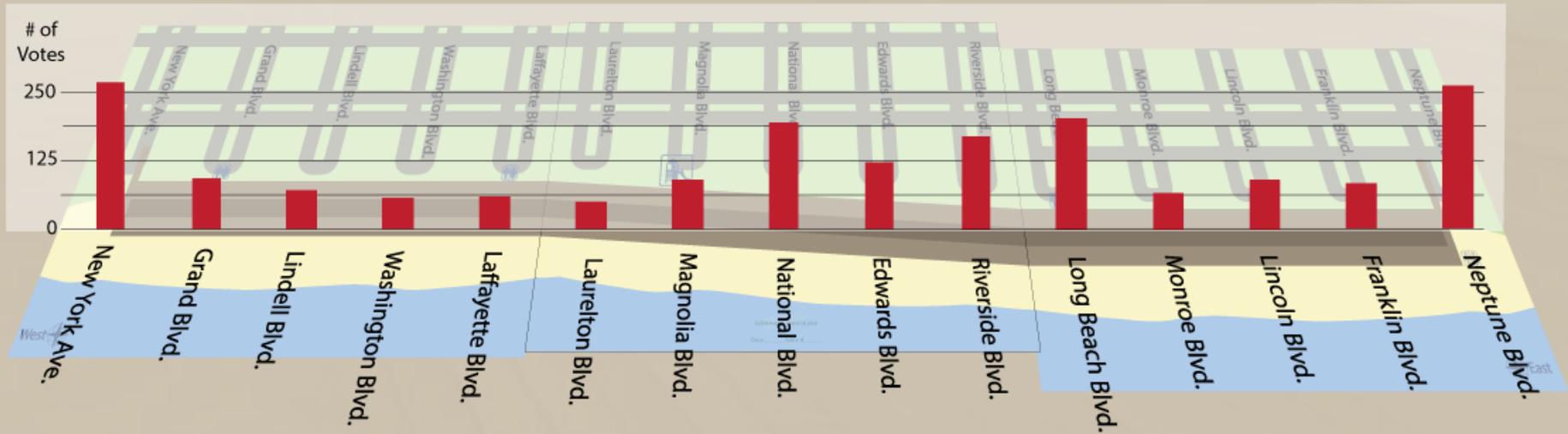


# Location Results



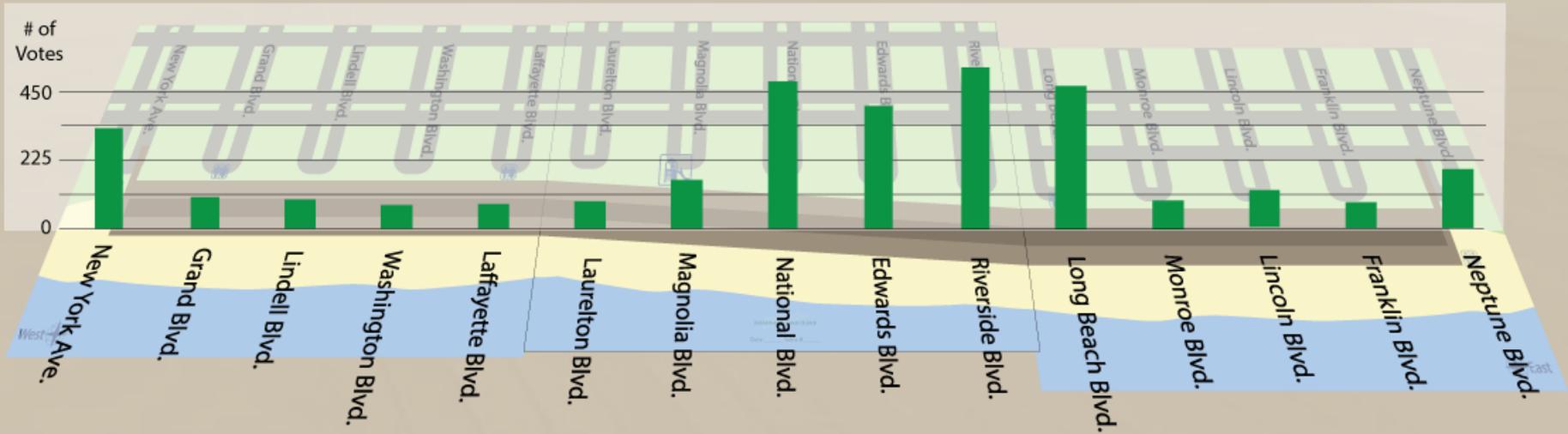
# Preference by Street for Bump Outs

Bump Out Locations



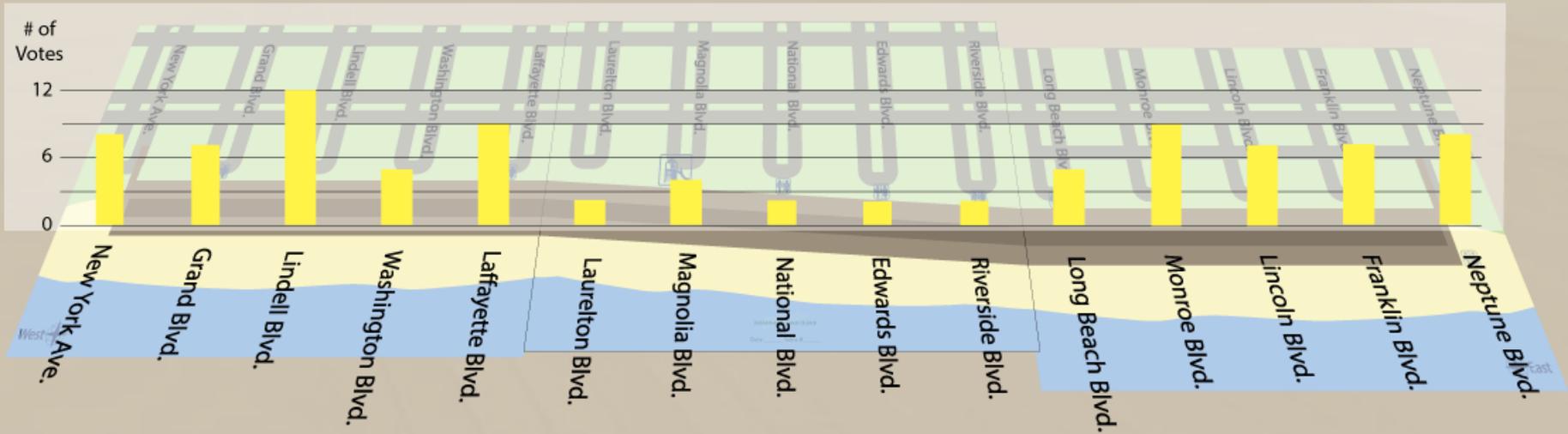
# Preference by Street for Food & Commerce Areas

Food/Commerce Areas



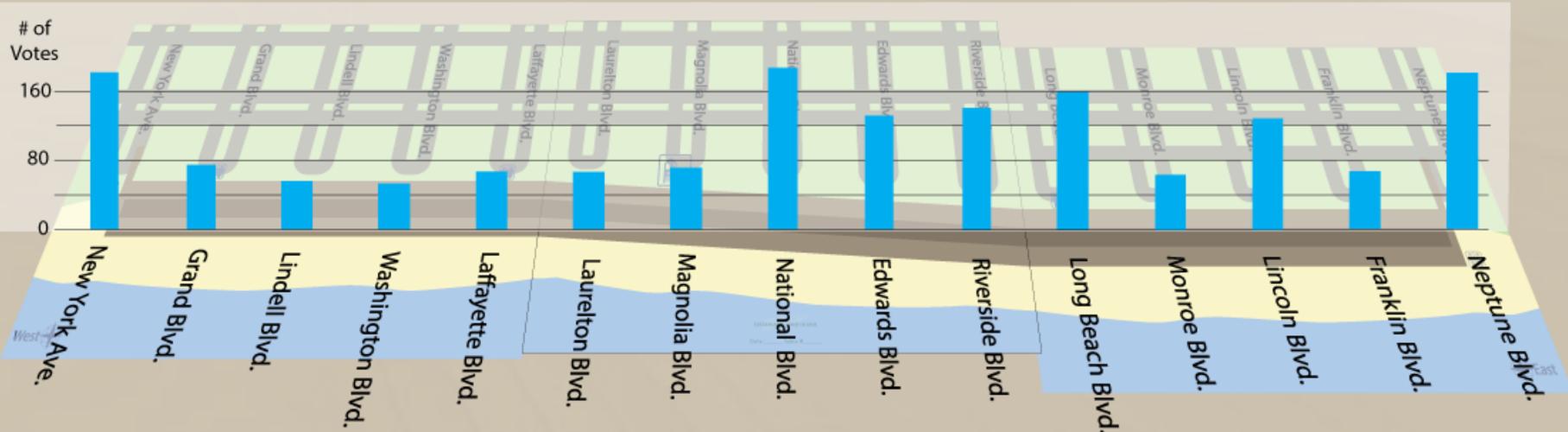
# Preference by Street for Passive/Quiet Areas

Focus Groups:  
Passive/Quiet Areas

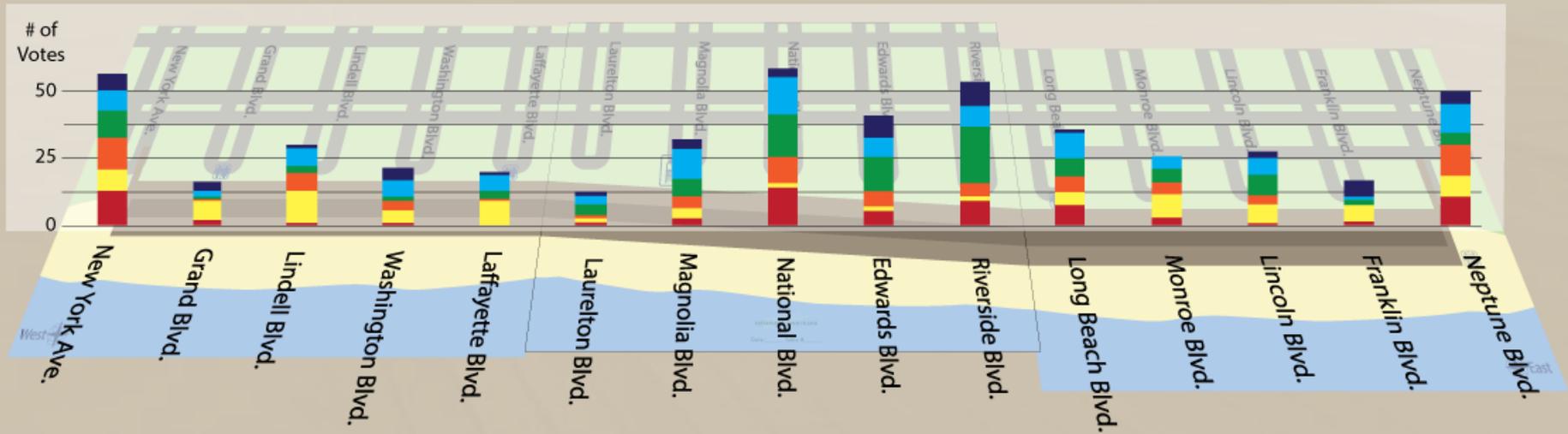


# Preference by Street for Outdoor Showers

Outdoor Showers



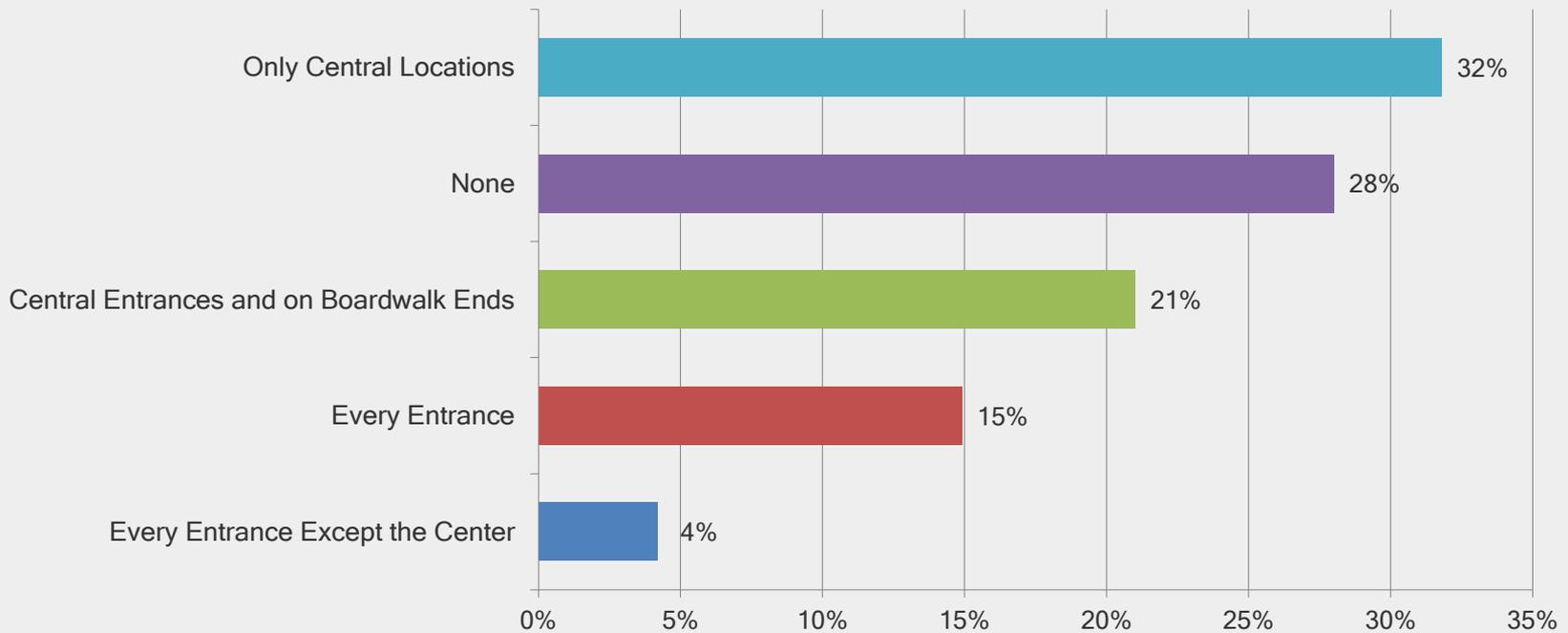
# Overall Location Preferences



- Active Recreation
- Public Gathering Space
- Water Related (Bathroom/Shower)
- Passive/Quiet Recre-
- Food/Commerce Areas
- Information/Landscaping

# Preference Results

How frequently should the boardwalk utilize sponsored informational spots?





# Comments

Preferences	Safety and Enforcement	Concessions	Infrastructure
Preserve current character of the Boardwalk	Police station/Police presence	Limit retail to very few	Need for bathrooms located frequently
Shade	Clearly label bike lanes	Local vendor preference	Concerns that bump outs will decrease parking
Seating	Enforce dog restrictions	Healthy food and drink options	Put signs up labeling street entrances
Fitness options	Collect litter	Support existing businesses	Keep activity and kiosk queues out of the flow of boardwalk traffic
Tables	Enforce skateboard restrictions	Sundries/ Long Beach branded apparel	Increase the number of waste baskets
Restaurants	Police should use small vehicles on boardwalk	More affordable hotel + restaurant	Build attractive beach pass booths

# Comments

Themes from the Commentary:

**Activity** – There were many concerns about boardwalk crowding, and a desire to keep any extra activity out of the flow of traffic.

**Safety** - Having a mobile police station was the second only to shade in the focus groups. Better enforcement of current rules is desired.

**Attractiveness** – An attractive aesthetic and a uniform “classy” identity was desired when considering the new construction. Concerns about signage and trash from concessions on boardwalk also related to this issue.

# In Closing...

- Public input in the redevelopment process has proven itself vital by:
  - Providing a wealth of new information that brings clarity about the needs and desires of residents.
  - Giving decision makers and contractors new information to make informed choices in the design phase.

# Thank You

City Council  
Scott J. Mandel, President  
Fran Adelson, Vice President  
Anthony Eramo  
Eileen J. Goggin  
Len Torres

City Manager  
Jack Schnirman

# Citizens of Long Beach