

Residents/We Support the Plan for our Neighborhoods

Downtown Plan (DP) – Talking Points and Advocacy Tips

GOALS: To have a large number of residents in support of Plan attend and speak at the Planning Commission and City Council approval meetings. At least 30 residents in attendance and 5 speakers per neighborhood.

WHEN & WHERE? The DRC is waiting for exact dates for the meeting. Dates maybe announced just 2 weeks prior to meeting. Please be prepared to mobilize your association members. **Note: Please plan on staying for around 2 hours. Please attend even if you're late!**

City of Long Beach Planning Commission Meeting
Thursday, November 10 at 5:30 pm at City Hall

City of Long Beach City Council Meeting
Weeks after Planning Commission Meeting
Anticipated Winter 2011, Tuesday at 5:30 pm at City Hall

FREE Parking at City Hall Parking lot off of Broadway. Bike racks are also available in front of City Hall entrance.

WHAT WE HOPE THIS WILL DO FOR OUR DOWNTOWN, OUR NEIGHBORHOODS:

- We wish for our neighborhoods to be a vibrant, eclectic, inviting, diverse, livable, and healthy community for everyone: young singles, families, seniors, couples, and individuals alike.
- We want our Downtown to be a quality neighborhood in which to walk, dine, shop, raise our kids, retire, work, and enjoy.

WHY THE PLAN MATTERS TO US?

- The Plan creates opportunity. It encourages quality growth and improvements to our neighborhoods that will excite and encourage more individuals to make Downtown their home, attract local business owners to make Downtown their place of business.
- The Plan protects our neighborhoods and ensures that the character and historic integrity of our neighborhoods are not only preserved but celebrated.
- The Plan encourages responsible development that stays true to the vision of the community.
- The Plan makes our hopes and dreams for our neighborhoods a priority before development.
- The Plan helps realize our collective hopes and dreams for our neighborhoods and demonstrates that our City-wide elected leaders care about Long Beach as a whole, and share our passion and optimism about Downtown's potential.

WHAT WE ARE ASKING THE PLANNING COMMISSION AND CITY COUNCIL?

We thank the planning staffing for putting together a plan that lays the framework and takes us one step closer to realizing our dreams for our neighborhood, and ask that the Planning Commission and City Council to adopt the proposed Plan without modification to continue to move Downtown forward.

GOOD HOUSEKEEPING

- Please wear white shirts and dress appropriately – please no ripped jeans, flip flops, sunglasses, etc.
- When addressing the podium – be respectful; always thank Commission and City Council for the opportunity to speak; be respectful of groups not in support of plan or wanting to modify the plan, remember the Plan IS NOT about affordable housing, living wages, or community benefits, so we DO NOT need to attack or be defensive about our love for Downtown.
- Introduce yourself: My name is _____. I live in the _____ neighborhood, and have lived in Downtown for ____ years. The Downtown Plan is important to me because _____. (Remember this is your personal story.)
- Be compelling, but be clear, concise, and to the point; our goal is to impress and persuade, not argue or criticize. Try not to repeat what others have already said.
- If possible, please plan on arriving 15 minutes early and look for designated DRC members to provide your nametag and show you where to sit.

WHAT MORE CAN YOU DO TO SUPPORT THE DOWNTOWN PLAN? Add your name to the growing list of Downtown Plan supporters at www.supportdowntownlb.com/ and <http://www.facebook.com/supportdowntownlb>.