

Area 5: Outreach Enhancement Quick List

Several issues have been raised by residents and businesses regarding cleanliness and maintenance needs in the Downtown Manhattan Beach area. They have been organized by the overall complaint area, the itemized suggestions/new approach (determined by staff and stakeholders), and whether the stakeholders reached consensus. Items that reached consensus were provided in the staff report to City Council. Staff can obtain further information on any of the options summarized below if City Council is interested in pursuing these options. Additional details on each item summarized below are available in Attachment 1.

The direction Staff needs is as follows:

Which, if any, of the below “Suggestions/New Approach” options should staff pursue?

Complaint Area	Area	Issues	Option	Suggestions/New Approach	Stakeholder Feedback
Outreach	5.1	Stakeholder suggestions on new outreach programs.	A	Initiate a competition to beautify Downtown.	• No consensus
			B	Start a beautification award program for the cleanest businesses.	• No consensus
			C	“Adopt a Street” program. Businesses or property owners can “Adopt a Street” and be responsible for keeping that street clean.	• No consensus
			D	Create an educational campaign for all stakeholders.	• No consensus