



HEART OF THE CITY

KXLA

Fridays, 2:00 p.m. Length: 60 minutes

4/4/2008 14:00:00 2 0:58:30 HEART OF THE CITY

Watch the latest "Heart of the City" Every month, Mayor Foster talks to community members and City staff about different projects and issues of concern in Long Beach. Watch the most recent episode of "Heart of the City" by tuning in to KXLA Friday at 2:00.

Mayor Bob Foster

333 West. Ocean Blvd., 14th Floor
Long Beach, California 90802
Tel: (562) 570-6801
Fax: (562) 570-6538
e-mail: mayor@longbeach.gov

City Councilmembers discuss timely issues with City staff and community leaders.

WRIGLEY VILLAGE STREETScape ENHANCEMENT MASTER PLAN

The Wrigley Village Streetscape Enhancement Master Plan lays out a broad scope of streetscape improvements such as landscaping, pedestrian street lighting, median landscaping, and façade improvements. In 2nd Quarter 2007, the Agency entered into a contract with Katherine Spitz and Associates for the development of this project. On April 19, 2007, the consulting team conducted a needs assessment with the community to create a baseline for potential improvements. The project kick-off meeting was conducted on June 21, 2007 with key residential and business stakeholders. To date, three conceptual design options have been presented and the community supported a "Green Street" design that incorporates sustainable practices in all aspects of the street. Other ideas included street furniture made from recycled materials, lighting that prevents light pollution into the dark night sky, and small public parks with demonstration gardens of native and drought tolerant plants.

Budget:
\$500,000 (design and Phase 1 improvements)
Developer:
RDA
Consultant: Katherine Spitz Associates
Location:
Pacific Avenue between Pacific Coast Highway and Willow Street

EXISTING CONDITIONS





4/11/2008 14:00:00 2 0:58:30 HEART OF THE CITY

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The Office of the Mayor

In 1988, after a citywide initiative, the first citywide election for the position of Mayor was held. Since that first election, the city has had only three elected mayors, Mayor Ernie Kell, Mayor Beverly O'Neill, and Mayor Bob Foster.

In 1994, Mayor Beverly O'Neill was first elected as Mayor. In 1998, Mayor O'Neill won the Mayoral seat for her second term with nearly 80 percent of the vote. She then won an unprecedented third term as a write-in candidate in 2002.

In 2006, Mayor Bob Foster was elected as Mayor.

Meals on Wheels is a non-profit volunteer community service for homebound persons unable to prepare adequate meals for themselves because of disability, age or chronic/temporary illness, thus assisting them to remain nourished in their own homes.

Meals on Wheels (MOW) provides home delivery of two dietetically balanced meals per day and is available to all Long Beach area adults regardless of age. Meals on Wheels is not federally funded.

- Pulitzer Prize classic "Picnic" Hosted by MOW board of directors at Long Beach Playhouse. Thursday, April 10, 2008. Reception 7 PM, performance at 7:30 PM. \$25 per person. Open seating. - Visit our Calendar of Events for more information.

Meals on Wheels of Long Beach, Inc. has both the approval and the acceptance of the City of Long Beach Health Department.



Downtown Long Beach, CA

Meal on Wheels of Long Beach
562-432-6215
Monday through Friday
8:00 AM to 1:00 PM * *Except Holidays

Terry Ripple, Executive Director or Judy Pedneault, President
Meals on Wheels of Long Beach, Inc.

241 Cedar Ave.
Long Beach, CA 90802-3031
Phone: (562) 432-6215 or (562)421-6863 FAX :(562) 437-7900
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City Councilmembers discuss timely issues with City staff and community leaders.

A handwritten signature in black ink. The signature is written in a cursive style and reads "Lawrence P. Lewis". The signature is positioned below the text "City Councilmembers discuss timely issues with City staff and community leaders.".

4/18/2008 14:00:00 2 0:58:30 HEART OF THE CITY
Are you ready for the Digital TV switch?



Big changes are coming in television broadcasting. On February 17, 2009, all full power television stations are required to stop broadcasting in analog and continue broadcasting in digital only. This is known as the DTV transition.

Some consumers are asking why they need to switch. First, all-digital broadcasting will give needed communications channels to police, fire and emergency rescue personnel. It will also allow for new wireless services for consumers. In addition, since digital is more efficient than analog, it allows stations to broadcast several programs at the same time, instead of just one program with analog. This means broadcasters can offer consumers more choices. Digital also allows broadcasters to offer improved picture and sound quality, including high definition (HDTV) programming.

It is also important to know that the end of analog broadcasting does not mean that consumers must purchase new TVs, and you certainly don't need an HDTV to watch digital broadcasts. If you currently receive over-the-air programming on an analog television using a broadcast antenna, either through "rabbit ears" on your set or an antenna on your roof, you will only need a digital-to-analog converter box to continue watching broadcast television on that set after February 17, 2009. These boxes will cost approximately \$40 to \$70, and will be available in stores beginning in early 2008.

To help defray the cost of digital-to-analog converter boxes, each U.S. household can request up to two coupons, worth \$40 each, to be used toward the purchase of eligible boxes. This coupon program is being administered by the National Telecommunications and Information Administration (NTIA). For more information on the coupon program visit www.dtv2009.gov or call 1-888-DTV-2009.

If you watch over-the-air programming on a DTV (a TV with a built-in digital tuner), you will not need a digital-to-analog converter box. Also, an antenna you use to receive analog broadcasts should work for receiving digital broadcasts, both on a DTV and on an analog TV connected to a digital-to-analog converter box.

If you subscribe to a paid television service such as cable or satellite TV, you will not need a digital-to-analog converter box, and the TVs connected to your paid service will

continue to receive local broadcast programming. However, consumers are advised to check with their providers to see if they will need any additional equipment in the future.

For more information, call the FCC at 1-888-225-5322 (TTY: 1-888-835-5322) or visit their DTV Web site at www.dtv.gov.



4/25/2008 14:00:00 2 0:58:30 HEART OF THE CITY

Mayor announces new green cleaning pilot program
Goal is to have green cleaning products used citywide

On April 21, 2008 - Mayor Bob Foster announced that the City is launching a green cleaning products pilot program within City Hall.

"This pilot program is another step on our City's path to become an environmental leader," said Mayor Bob Foster. "Using green products, rather than traditional cleaning products, reduces the amount of toxic chemicals that collect in our indoor environments. The goal is to make our City's buildings healthier spaces for our employees and the public."

Sun Valley Green, an environmentally focused company, is donating products for the pilot program. These green cleaning products and their containers are Green Seal Certified, 100% biodegradable, non-toxic and recyclable. The products also are more concentrated, which means the packaging uses less material.

"Currently, there are more than 70,000 cleaning chemicals being used today and fewer than two percent have been thoroughly tested for their effects on people. Long Beach is taking the lead to ensure their employees are no longer exposed to these dangers. We are thrilled to partner with Long Beach," said Teresa Cochran, Founder of Sun Valley Green.

The City already uses several green cleaning products, but still uses traditional products in certain cases. Under this month-long pilot program, custodial staff will clean selected floors with green cleaning products exclusively. The offices of the Mayor, City Council and City Manager will all be part of the green cleaning program.

"This is, quite simply, the right thing to do, because initiatives like this compliment the City's ongoing commitment to environmental sustainability," Assistant City Manager Suzanne Frick said. "We are very proud of our leadership role in this field, as well as our investment in the environment."

A handwritten signature in black ink, reading "Suzanne Frick". The signature is written in a cursive style with a large, sweeping arch over the last name.