



Long Beach Civic Center

Agency:

City of Long Beach

Role:

Community Outreach

Situation:

- October 22, 2013, City Council selected three potential development partners as the short list of RFQ Respondents
- Next step was to prepare and release an RFP to the short list of bidders to determine if the Civic Center project was feasible and to identify and select a development partner
- Process sought to reestablish the connection between the Civic Center and the citizens of Long Beach, to gather feedback on the redesign, and to assist with the prioritization of citywide benefits

Approach:

- Responsible for connecting stakeholders to the City of Long Beach and the project staff
- Created all collateral materials, graphic design, and branding
- Committed to keeping the community informed throughout the life of the project



Achievements:

- Created project website and launched a research survey to gather feedback from stakeholders
- Worked closely with architectural, economic, engineering firms; and the Business and Property Development department for the City of Long Beach
- Successfully hosted public information sessions

