



THIRD  
STREET  
PROMENADE

# The Memo April 2019

## Be a partner in Santa Monica's first ever PRIDE celebration this June

This June, Downtown Santa Monica, Santa Monica Pier and Santa Monica Place, in collaboration with the City of Santa Monica, present the first ever SaMo PRIDE: an entire month of festivities and programming to raise awareness and celebrate the LGBTQ+ community as well as individuality, empowerment and inclusivity within Santa Monica.

We are looking for businesses interested in participating in the festivities, either through partnerships or by offering special offers to visitors to Downtown Santa Monica during the month of June. If you are interested in learning more, please email [marketing@downtownsm.com](mailto:marketing@downtownsm.com) for more information. We're particularly looking for those who would like to host free exercise classes on the Third Street Promenade.

SaMo PRIDE will feature incredible LED light installations that span miles of city streets and light up the sky with a rainbow of colors. The installation, dubbed "Miles of Pride," will serve as a backdrop for a full calendar of events that bring together the Los Angeles community and guests from around the world. With a focus on family friendly art, events and community connection, city partners will host food festivals, happy hours, storytelling time for kids, silent discos and more to celebrate love in every color.

For more information, sign up for the SaMo PRIDE newsletter and view a calendar of events at [www.smpride.com](http://www.smpride.com).

## Homeless population in Downtown drops

The number of homeless people sleeping on the streets of Downtown Santa Monica decreased by 19 percent over last year, according to the results from the most recent citywide Homeless Count, conducted in January.

However, the total number of homeless people in Santa Monica increased by 3 percent, from 957 in 2018 to 985 this year. City officials said the figure was statistically "within the margin of error" due to outside factors like weather or other day-to-day fluctuations in the homeless population.

It is the third straight year the homeless population increased after years of stagnant or declining numbers.

City officials said the drop in downtown suggests "that the City's investment in a geographic-focused multi-disciplinary street team and additional efforts by SMPD's Homeless Liaison Program are making an impact." Four pillars underpin the City's efforts to serve the needs of the most vulnerable living among us in Santa Monica, while enhancing health and safety for all in our community. These are:

- Prevent housed Santa Monicans from becoming homeless and increase affordable housing opportunities.
- Address the behavioral health needs of vulnerable residents.
- Maintain equitable access to safe, fun, and healthy spaces.
- Strengthen regional capacity to address homelessness.

For ways to get involved in homelessness in Santa Monica, visit [weare.santamonica.gov](http://weare.santamonica.gov).

## Meet George, the new downtown ambassador program leader

George Caragea (pronounced: Care-ah-jay-ah) has taken over leadership of the Downtown Santa Monica ambassadors, replacing longtime manager Paulita Elliott, who will become the regional director of operations for Block by Block, the company that provides the ambassador services for DTSM, Inc. and its merchants. Among other positions, George previously served as director of sales and customer interaction for Rainbow Movers-Group and as manager of fleet destination-guest port experience for Celebrity Cruises. He holds a bachelor's degree in communications and journalism from Hyperion University and a master's in political science and administration from University of Babes-Bolyai (pronounced: Babesh Boy-i). George speaks more than 10 languages.

## New public restrooms open near Expo train station

The City of Santa Monica has opened a new public restroom in Parking Structure 5, located at the corner of Broadway and Fourth Street, just a block north of the Expo Light Rail Station. The restroom is located on the ground floor and will be staffed by Downtown Santa Monica ambassadors to ensure cleanliness, maintain access and provide information to visitors. Big Blue Bus' Transit Office, along with the City parking operations, will be located adjacent to the restroom. They should open in the coming months.

## Learn how to make your commute easier

We have created a handful of fun, short, informational videos to help you and your employees get to and from work easier and hopefully less stressfully. These "Mobility Possible" videos borrow from the "Mission Impossible" films, highlighting how easy it is to leave your car at home. That is your mission, if you choose to accept it. Save money, save time, take alternative forms of transit. The videos can be found on our website: [www.downtownsm.com/mobility](http://www.downtownsm.com/mobility).

## Meet your new cops on the beat

Effective April 14, the Beat 1 (Downtown Santa Monica) Neighborhood Resource Officer will be Stephanie Tovar. She has been with Santa Monica Police Department since August of 2017, and prior to that she was a police officer with the Los Angeles Unified School District. Stephanie is very engaging and excited about being one of our new neighborhood resource officers, who act as mini sheriffs, responsible for addressing long-standing issues in a particular area of the city. She quickly established herself in the SMPD as a "can-do" kind of person with a lot of enthusiasm for making our community an even better destination to work, play, visit and live. Business owners should feel free to contact her if they need help addressing crime trends or quality of life issues. She can be reached at [stephanie.tovar@smgov.net](mailto:stephanie.tovar@smgov.net).

Sgt. Matt Rice is also moving to the Community Affairs Unit. The duties are changing in this unit as the SMPD undergoes a reorganization, effective on April 14. Rice will be the sergeant overseeing the Neighborhood Resource Officers, Crime Prevention Coordinators, the Mounted Unit and a crime analyst. Rice has been with the Santa Monica Police Department since 2000. Rice has worked in patrol, investigations, youth services and most recently as a patrol sergeant. He can be reached at [matthew.rice@smgov.net](mailto:matthew.rice@smgov.net).

The new Downtown sergeant is Alfonso Lozano. Lozano started with the Santa Monica Police Department as an Explorer. Explorers are young men and women, age 14 – 20, who are interested in pursuing careers in law enforcement. Lozano started as a community service officer and then moved up to a police officer position and then sergeant. Lozano has been working in patrol for several years and most recently has served as the officer in charge of Morning Watch Patrol. He can be reached at [alfonso.lozano@smgov.net](mailto:alfonso.lozano@smgov.net).

## A-frames not a-ok

There is confusion about the usage of temporary signs in the Downtown area and that can lead to businesses being warned and fined for non-compliance of the City's municipal code. Code number 9.52.130 states that "freestanding and pole signs" are prohibited.

Stores are also prohibited from placing merchandise out on sidewalks or in the street. Businesses are allowed to have signs in their vestibule area as long they don't intrude onto public property. For questions about code compliance contact Code Enforcement at **(310) 458-4984** or Stephen Bradford at DTSM, Inc. at **(310) 393-8355**.

## Upcoming meetings

### **DTSM, Inc. District Issues**

April 19, 10am

Meetings typically held the second Tuesday of each month.

### **DTSM, Inc. Access, Circulation, Parking**

April 23, 9:15am

Meetings typically held on the fourth Tuesday of each month.

### **DTSM, Inc. Board of Directors Meeting**

April 25, 5pm

Meetings typically held the fourth Thursday of the month. Special meetings are held as needed.

All meetings are held at DTSM, Inc., 1351 Third Street Promenade, Suite 201, unless stated otherwise.

## Employee reward of the month

You work hard for the money. Why not save a little? The Downtown Employee Discount Program is a great way to save and still show love for your favorite downtown businesses. Just show your business card or pay stub at participating businesses. For a complete list visit [www.downtownsm.com/employee-rewards-program](http://www.downtownsm.com/employee-rewards-program).

Sumo Dog offers 10 percent off your entire order. It is located at The Gallery Food Hall, First Floor - 1315 Third Street Promenade.



