



Community Ambassadors



Community Ambassadors



LOCATION

Long Beach, California

TIMELINE

2020

ROLE

Collaborator

SERVICES

Building + Interior

Urban + Systems

Landscape

Planning + Policy

Graphic

Engagement

Tactical

Organization

Throughout the COVID pandemic, City Fabrick worked with the Long Beach Parks, Recreation, and Marine Department, Department of Health and Human Services, and Pacific Gateway to develop a Community Ambassador initiative.

The program employed local residents as stewards of parks and other public spaces to encourage and evaluate social distancing and positive activity within the public realm. In short order during the City's initial response to the outbreak, City Fabrick developed the Community Ambassador branding, including designing uniforms, collateral and forms, and low-bandwidth public service announcements including yard signs, fliers, and stickers.