



Date: Tuesday, August 4, 2020

To: Honorable Mayor and Members of the City Council

From: Vice Mayor Dee Andrews, Sixth District Councilmember

Subject: Reallocation of One-Time Funding for Willow Avenue

RECOMMENDATION:

Reallocate \$30,000 from the Fiscal Year 2018 budget appropriations in the General Fund Group in the Economic Development Department from the original intent of using the funding for beautification efforts along the Pacific Avenue corridor and re-appropriate for beautification efforts along the Willow Avenue corridor and as-needed locations in the Sixth District.

DISCUSSION:

In September of 2017, the Long Beach City Council approved and adopted the Fiscal Year 2018 budget. Part of the adopting motion was an appropriation to allocate one-time funding in the amount \$450,000 to be distributed evenly along the Anaheim, Pacific and Carson business corridors for beautification efforts.

While great efforts have been coordinated in Council District 6 along the Anaheim and Pacific Avenue corridors, the funding has yet not been expended and there has been increased community desire to expand the beautification efforts to an adjacent business corridor: Willow Avenue. The Willow Avenue business corridor in Council District 6 is comprised from Magnolia Avenue to Olive Avenue. Approximately half of this business corridor is considered within the Community Development Block Grant jurisdiction, while the other half is not therefore, creating a barrier to leveraging opportunity for beautification efforts for business and property owners. The Council Office has coordinated community meetings, meetings for business and property owners, and additional stakeholders and a recurring request is assistance with maintaining the weeds, foliage, trash, and sidewalks



along Willow as many storefronts are closed and are lacking general attention from an active tenancy.

In coordination with the Economic Development Department, Council District 6 has been able to use existing funding to identify community-based organization, Conservation Corps of Long Beach as a maintenance provider for business corridors. With the current allocation, Pacific Avenue is receiving power washing services, and bi-weekly tree well maintenance as well as litter containment. This reallocation seeks to extend these services to Willow Avenue and occasionally identified hot spots that our Public Works, Public Service Bureau may be unable to tend to in a timely manner.

This matter has been reviewed by Budget Manager Grace H. Yoon on July 28, 2020.

FISCAL IMPACT:

This recommendation requests the City Manager to reallocate \$30,000 from the one-time funding originally appropriated in FY 18 in the General Fund Group in the Economic Development Department for beautification efforts along the Pacific Avenue corridor to instead be used for the beautification efforts along the Willow Avenue corridor and as-needed locations in the Sixth District. No appropriation change is needed as this is a change in the intended use of funds and not a funding source change. Implementing this recommendation is anticipated to require a minimal impact on staff hours beyond normal budgeted scope of duties and is expected to have a minimal impact on existing City Council priorities.

STATEMENT OF URGENCY:

Council approval at the next Council meeting is recommended in order for the contract to with Conservation Corps of Long Beach to be executed in a timely manner.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: July 28, 2020
To: Monique De La Garza, City Clerk
From: Dee Andrews, Vice Mayor
Subject: Request to Add Agenda Item to Council Agenda of August 4, 2020

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Reallocation of One-Time Funding for Willow Avenue

Council District	Authorizing Councilmember	Signed by
6	Dee Andrews	(e-signature)
8	Al Austin	(e-signature)
3	Suzie Price	(e-signature)

cc: Office of the Mayor