

Date: May 3, 2021

To: Mayor and Members of the City Council

From: Thomas B. Modica, City Manager 

Subject: **Report on 2020 CARES Act Program Outcomes**

Following the City Council's July 14, 2020 approval of a spending plan for the City's \$40.28 million Coronavirus Aid, Relief, and Economic Security (CARES) Act allocation, the City Manager coordinated a process to implement the 23 City Council-approved programs. The attached CARES Act 2020 – Community and Business Support Program Outcomes Data report summarizes the important work carried out under the CARES Act funding. The report is available on the City's [CARES Act website](#). These programs benefited those who live or work in Long Beach, including working families, individuals, businesses, business associations, arts groups, nonprofits, and community-based organizations. The assistance provided made a critical difference to those most vulnerable populations in the City.

Of the CARES Act Funding, \$19.1 million was dedicated to the City's direct COVID-19 response, and \$20.1 million was allocated for business and community support programs designed to provide direct financial assistance and a variety of support services and programs to businesses, residents, and community organizations. The programs were targeted to the communities and businesses most affected by the impacts of COVID-19 and were designed to ensure equity considerations across the City's hard-hit Latinx, Black, Cambodian, and other communities of color. In partnership with local nonprofit and community-based organizations, the City conducted significant outreach to these targeted communities.

In July 2020, City staff began the process to develop, implement, and monitor these City Council approved programs, several of which included multiple components. Time was of the essence in the delivery of these programs and services due to the economic, health, and employment impacts being experienced throughout Long Beach. The programs were developed and rolled out in record time. Some programs were operational as early as September 2020, with many of the business grants being committed by the end of September 2020.

If you have questions on any of the information in this report, please contact Assistant City manager Linda F. Tatum at linda.tatum@longbeach.gov or (562) 570-6916.

Report on 2020 CARES Act Program Outcomes

May 3, 2021

Page 2 of 2

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LAURA L. DOUD, CITY AUDITOR
LINDA F. TATUM, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
TERESA CHANDLER, DEPUTY CITY MANAGER
REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #[20-0660](#))
DEPARTMENT HEADS

CARES ACT 2020 Community & Business Support Program Outcomes Data

CARES Act by the Numbers

TOTAL
FEDERAL
AWARD

\$40,280,494

COMMUNITY
SUPPORT

\$14,950,000

CITY
COVID
RESPONSE

\$19,130,494

BUSINESS
SUPPORT

\$6,200,000

PEOPLE
SERVED

71,669

NUMBER OF
PROGRAMS
APPROVED BY
CITY COUNCIL

23

BUSINESSES
SUPPORTED

719

NONPROFITS
SUPPORTED

102

CONTRACTS
AWARDED

250

FAMILIES & CHILDREN
SUPPORTED

17,334

PROCUREMENT EFFORTS

CONTRACTING OPPORTUNITIES MADE AVAILABLE

18

RFPs Developed
and Posted

38

Separate Bid
Opportunities

OUTREACH TO COMMUNITY VENDORS

1,150

Calls Made

1,597

Emails Sent

56

Hours Spent on
Outreach

1,772

Total People Contacted
About Opportunites

HOW THE CITY PROMOTED INCLUSIVE & EFFICIENT PROCUREMENT

- Produced Online Procurement 101 video in English, Spanish and Khmer
- Simplified Request for Proposals (RFP) paperwork for easier vendor access
- Lowered insurance requirements to reduce barriers for vendors
- Conducted extensive outreach to local vendors in English and Spanish
- Dedicated staff to answer calls and emails to help vendors navigate PlanetBids procurement system
- Expedited contract and RFP processing timefames

23 Council-Approved Programs

Outdoor Dining
Housing Conditions
Food Insecurity and Meals
Small Business and Non-Profit PPE
Public Health Case Management Support
Residents Open Streets Initiative
Youth Leadership
Digital Inclusion
Older Adult Supports
Economic Equity Study
Economic Inclusion Coordinator
Small Business Transition and Recovery Grants
Small Business Education Budget
Mental Health and Basic Needs Case Managers
Business Improvement and Domestic Violence
Grant to the Arts Community Loan Grant
Early Childhood Supports
Homeless Sheltering
Youth Programming
Business Call Center
Non-Profit Relief

FOOD SECURITY

The Food Security programs provided immediate food assistance to older adults and others impacted by COVID-19



TOTAL FUNDING AMOUNT
\$2,900,000

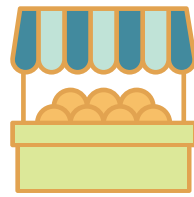
\$473,412

HEALTHY FOOD PROJECTS



\$144,000

HEALTHY MARKET CONVERSIONS



MEAL & GROCERY DELIVERY PROGRAM

11,359

grocery boxes delivered



\$90,000

FOOD PANTRIES



1.28M lbs

FOOD PROVIDED AT FOOD DISTRIBUTION EVENTS



74,260

prepared meals delivered

1,562

people served



TESTIMONIALS



"I just want to thank you again for the meals you are providing. I'm 67, single, and live alone at my house with my dogs. It's been great to receive your meals, because that way I don't have to risk going out to grocery stores."
-Customer from TGIS



"This program has saved my life. I do not know where I would be without it. You have kept us safe and I do not know I will ever be able to thank you or show my gratitude. You have done right by your elders."
-LGBTQ Center participant

HOMELESS SHELTERING

Funding provided safe and socially-distanced congregate shelter for people experiencing homelessness during the pandemic, and for the Project Homekey transitional housing acquisition



TOTAL FUNDING AMOUNT

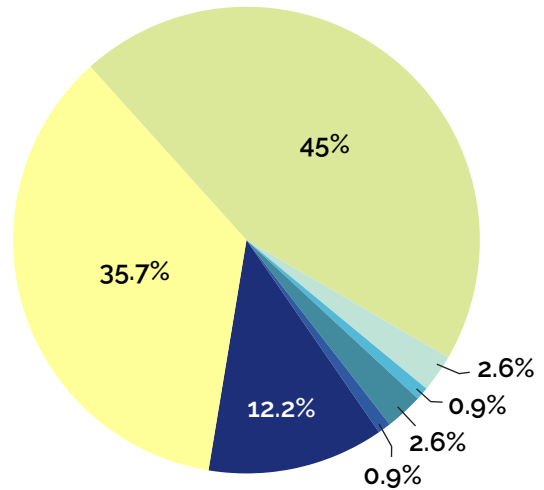
\$2,200,000

\$1,236,325

LEVERAGED TO SUPPORT PROJECT HOMEKEY ACQUISITION



HOMELESS SHELTERED INDIVIDUALS BY RACE



- White (41)
- Black/African American (52)
- Asian (3)
- American Indian/Alaska Native (1)
- Native Hawaiian/Other Pacific Is. (3)
- Multiple Races (1)
- N/A (14)

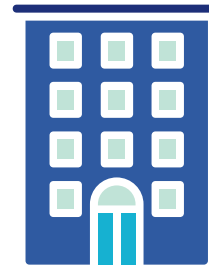
110

PROJECT HOMEKEY UNITS



103

PROJECT HOMEKEY PARTICIPANTS HOUSED

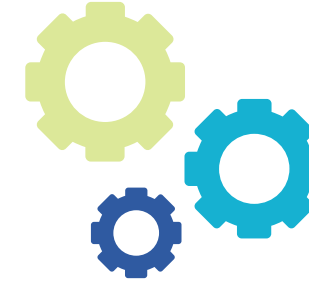


115

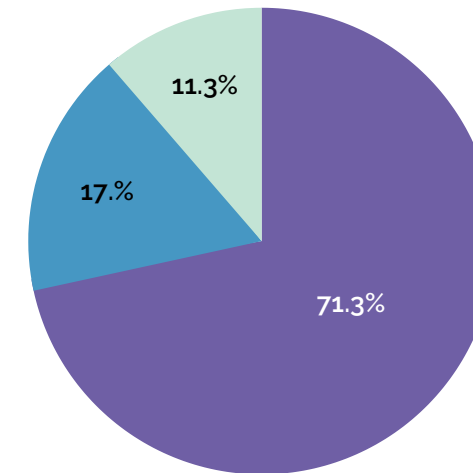
PEOPLE SHELTERED DURING THE COVID-19 PANDEMIC

\$872,675

CONGREGATE SHELTER OPERATIONS



HOMELESS SHELTERED INDIVIDUALS BY ETHNICITY



- Non-Hispanic/Non-Latino (82)
- Hispanic/Latino (20)
- N/A (13)

TESTIMONIALS



"The shelter helped me with my anxiety, and it helped me to find my housing options."
-Congregate Shelter Participant



"I have been in and out of homelessness throughout my life; because of addiction and my disability. [The shelter] was nothing like I have ever experienced - it was safe, it was clean, and I was really surprised because I felt safe and the staff were really helpful."
-Congregate Shelter Participant

NON-PROFIT RELIEF FUND

The Non-Profit Relief Fund awarded grants to organizations that served communities impacted by COVID-19



TOTAL FUNDING AMOUNT
\$1,215,000

TESTIMONIALS



"It has given me great joy to see truly multicultural teaching and learning happen across color, gender, and cultural lines, not to mention spanning several generations. It is my sincere hope that city funds continue to enable more of these events to take place and continue making LGBTQ+ residents' lives better in these unprecedented times."
-Maru Lozano

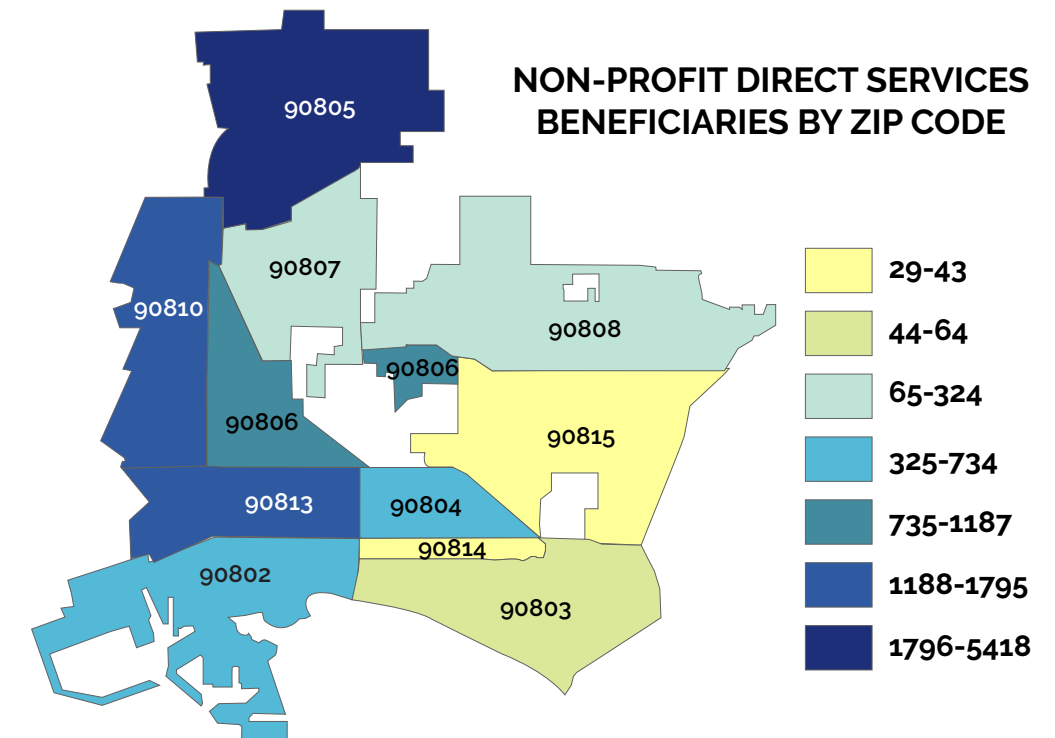
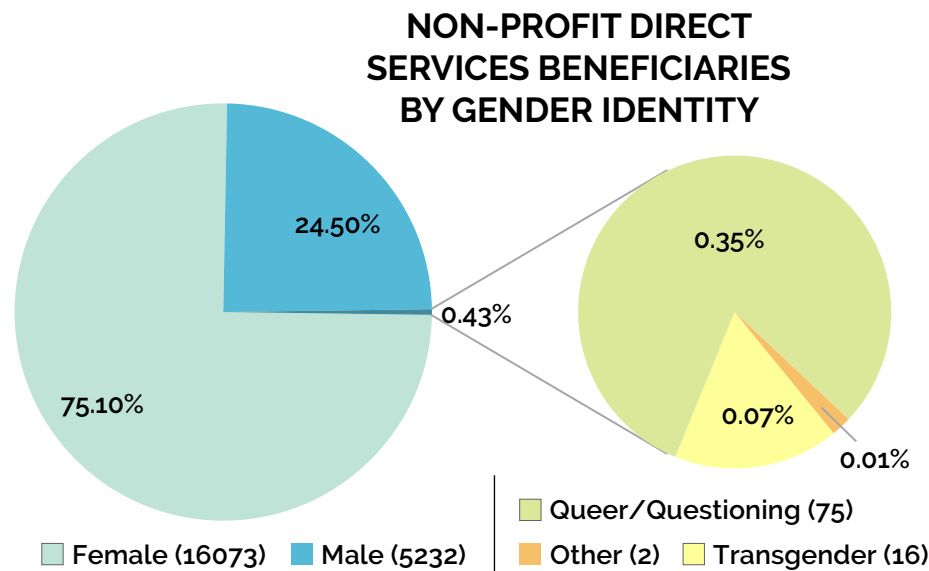
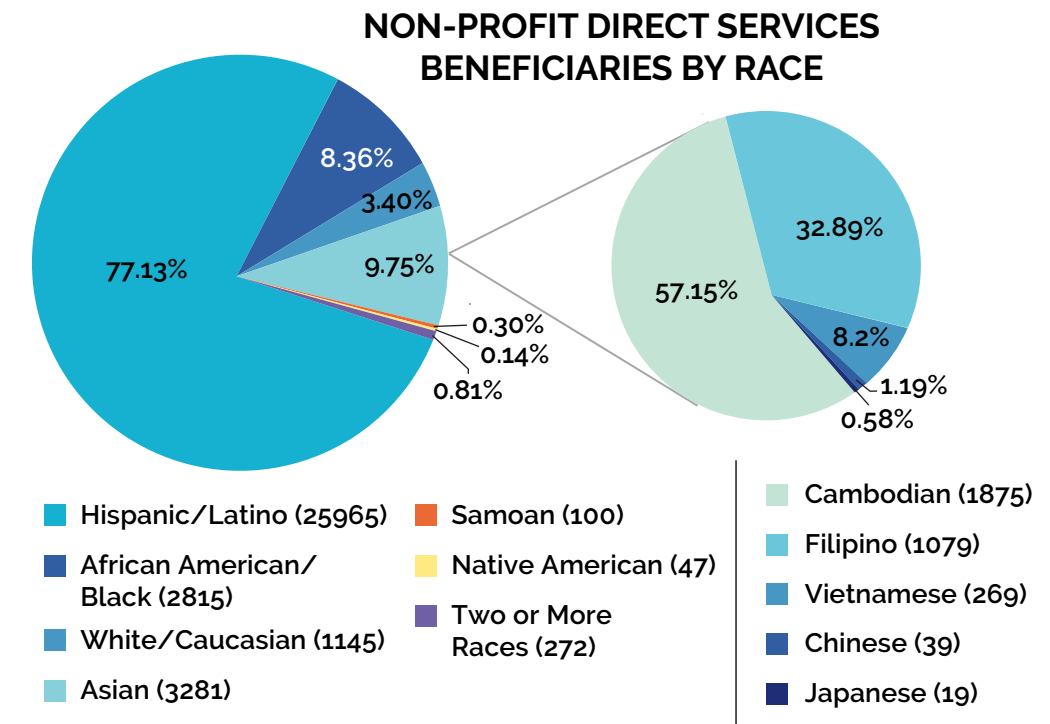


"During a time when I was feeling a little bit of hopelessness seeping into my consciousness, the Earthlodge Center offered, not only myself, but to our community a beacon of love and hope."
-Amber

16 DIRECT SERVICES GRANTS

66 OPERATIONAL SUPPORT GRANTS

20 REIMBURSEMENT GRANTS



DIGITAL INCLUSION

The City's Digital Inclusion Initiative strives to ensure that everyone in Long Beach has access and use of digital literacy training, the Internet and technology devices to be successful in society, democracy and the economy regardless of their background and identity



TOTAL FUNDING AMOUNT

\$1,060,000

DIGITAL INCLUSION COMMUNITY OUTREACH PROGRAM

21,101

Persons reached



18,611

Multilingual outreach materials distributed



DIGITAL INCLUSION RESOURCES HOTLINE

2,433

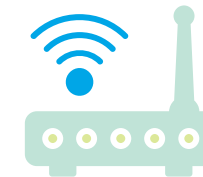
Inquiries



FREE INTERNET SERVICES AND COMPUTING DEVICES PROGRAM

1,093

Hotspots distributed



1,592

Tablets and Chromebooks distributed



VIRTUAL DIGITAL LITERACY TRAINING PROGRAM

500

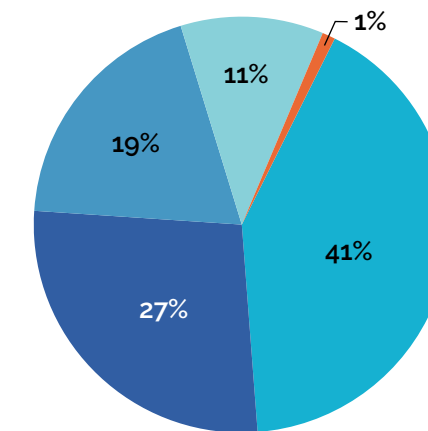
People signed up

DIGITAL INCLUSION RESOURCE GUIDES

Khmer, Spanish and Tagalog

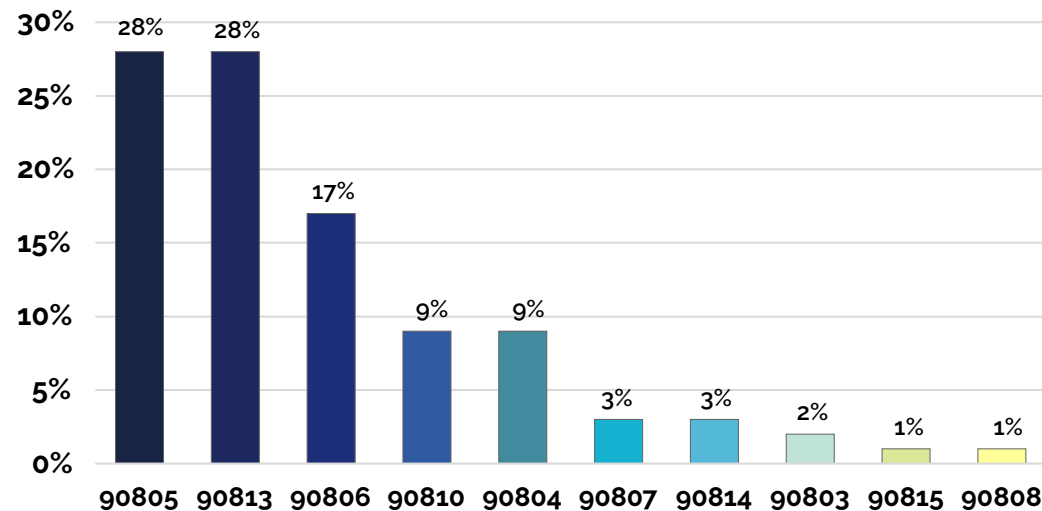


RESIDENTS WHO RECEIVED FREE HOTSPOTS & COMPUTING DEVICES BY RACE/ETHNICITY



- Latinx
- African American / Black
- Asian/Cambodian
- White
- Other/Mixed

RESIDENTS WHO RECEIVED FREE HOTSPOTS & COMPUTING DEVICES BY ZIP CODE



TESTIMONIAL



"Internet and the Surface (tablet) would be such a blessing during my search. I know that I will solidify employment as well as become more technologically savvy to add value to my skill set. I am more than hopeful about this opportunity. Thank you!"
-Long Beach Resident

BASIC NEEDS

The Basic Needs program introduced the online resource and referral platform, Unite Us, to residents and service providers, and established the LB Resource Line to connect residents to resources - food, housing, medical supplies, mental health, childcare, and more



TOTAL FUNDING AMOUNT
\$400,000

TESTIMONIALS

An email from a caller to a Resource Navigator, "I'm not even sure where I got this number from, but I am so glad I called today! Thank you for all the great information!"
-Older adult
Long Beach resident

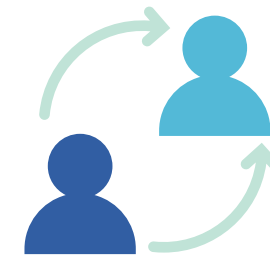


"Thank you for going above and beyond in providing me information! It makes me feel reassured that we have someone to reach out to."
-Long Beach resident

4,119
CALLERS SUPPORTED THROUGH THE LB RESOURCE LINE



21
PROVIDERS USED RESOURCE AND REFERRAL PLATFORM



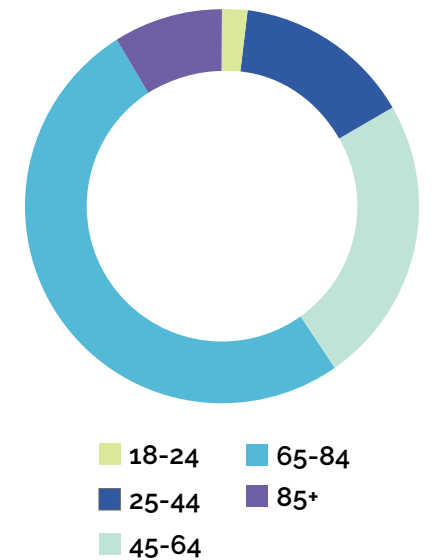
TOP REASONS FOR CALLING THE LB RESOURCE LINE:


Vaccine

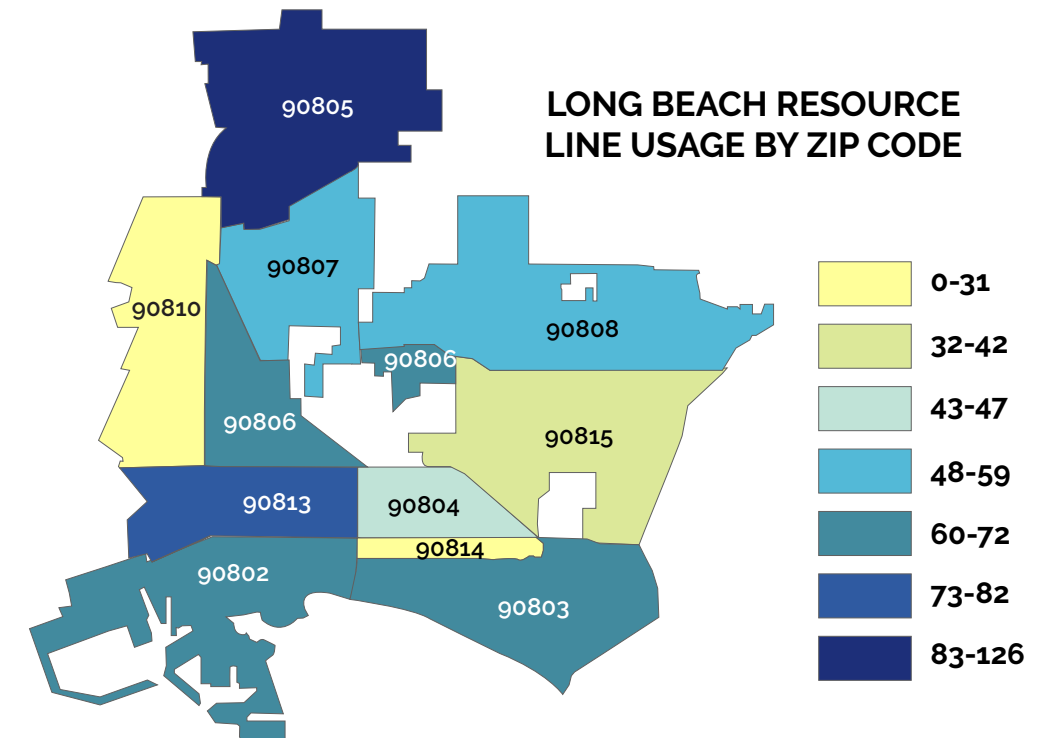

Food


Rental Assistance

LONG BEACH RESOURCE LINE CALLERS BY AGE GROUP



LONG BEACH RESOURCE LINE USAGE BY ZIP CODE



EARLY CHILDHOOD SUPPORTS

The Early Childhood Supports Program ensured that young children, birth through age 8, and those who care for them, have the supports and tools needed to minimize the developmental and financial impact of Covid-19



TOTAL FUNDING AMOUNT

\$1,000,000

17,344

CHILDREN AND FAMILIES SUPPORTED

10,000

DIAPER CREAM TUBES

815,000

DIAPERS

327

CHILDCARE PROVIDERS

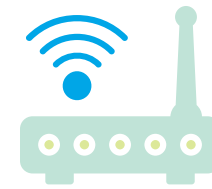
10,000

CANS OF FORMULA

1.4M

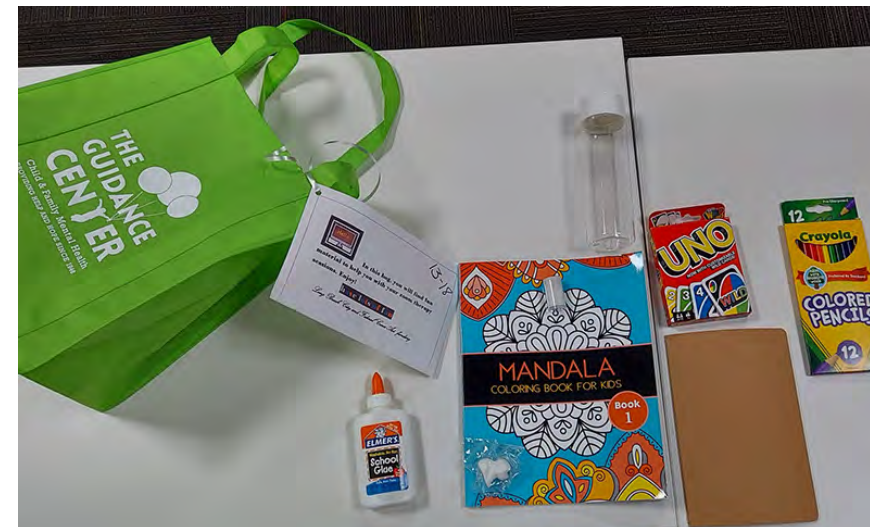
WIPES

PROVIDED FAMILIES OF YOUNG CHILDREN ACCESS TO MEET THEIR DIGITAL NEEDS



1,950

PHYSICAL ACTIVITY KITS TO CHILDREN



157

CHILD CARE PROVIDERS AWARDED

\$273,500

IN GRANTS

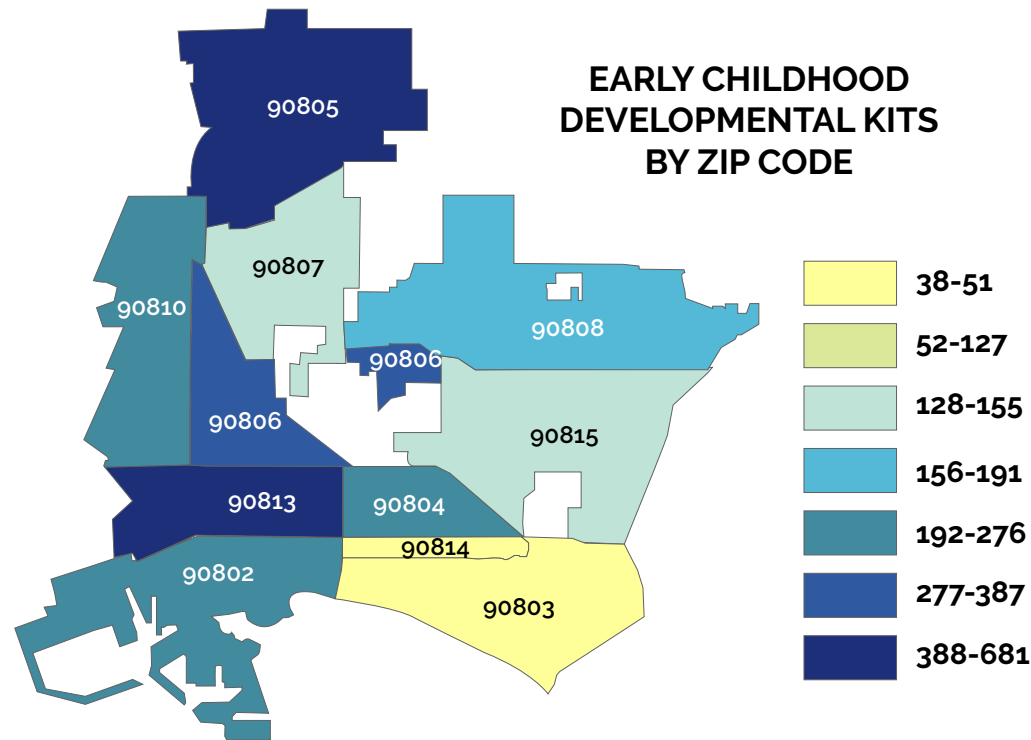
54

CHILDREN RECEIVED

34,560

HOURS OF EARLY CARE AND EDUCATION

EARLY CHILDHOOD DEVELOPMENTAL KITS BY ZIP CODE



TESTIMONIALS



"I haven't worked since last March...and unemployment barely covers rent so the formula and diapers help big time!"
- Father of infant and toddler



"I've been trying to give my son things to do and I've been trying new things. He's only 2 years old and I ask his teacher for suggestions, but it's really challenging. I don't know what to do and where he should be, you know? That's why I came here. I figured I could get more stuff to help with his development."
-Parent of a toddler

OLDER ADULTS SUPPORTS

The City provided resources for Older Adults sheltering at home including healthcare, food, & transportation



TOTAL FUNDING AMOUNT
\$500,000

TESTIMONIALS

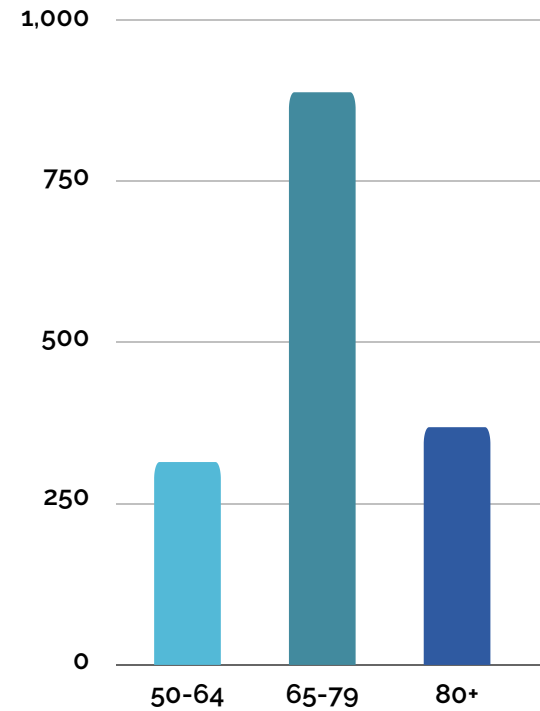


"I know I need these products, but right now, I often find myself too nervous to go to the store to get them. Every trip to the store is a risk right now, thanks for taking that risk for us."
-Mary, age 86, 90802



"This is just perfect, these types of items are the last things I get to buy after money is spent on bills, food, medicine, and housing. There often isn't enough left over. Thank you, this helps more than you know."
-Janet, age 72, 90802

PEOPLE SERVED BY AGE GROUP



21,153

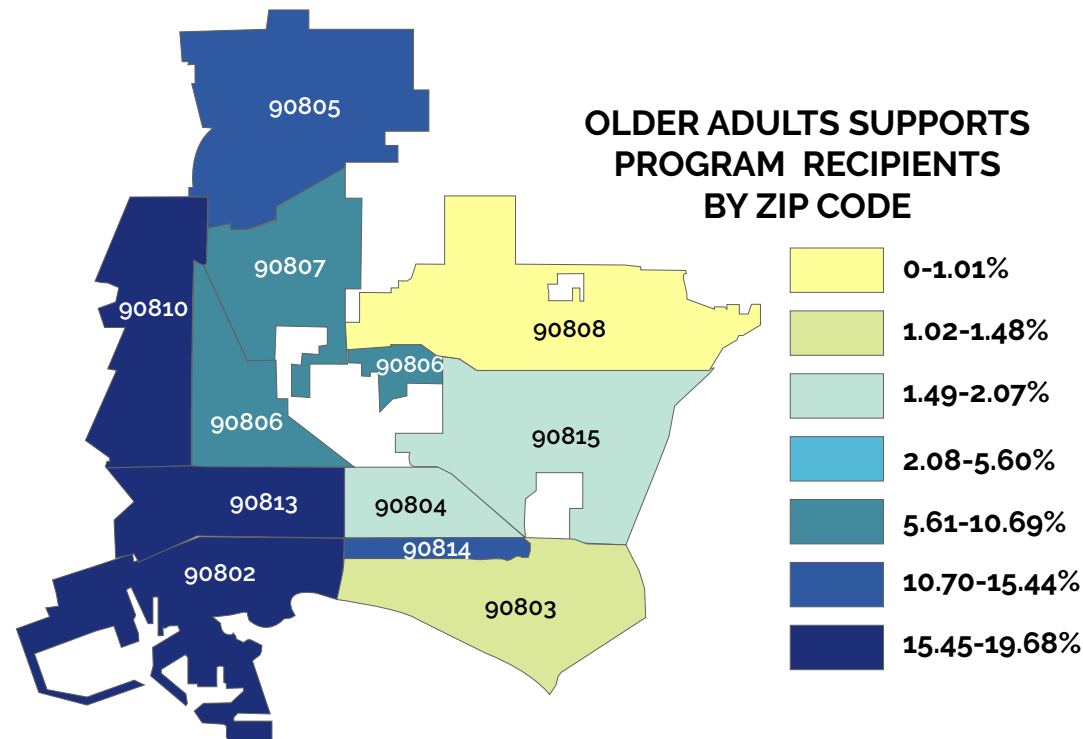
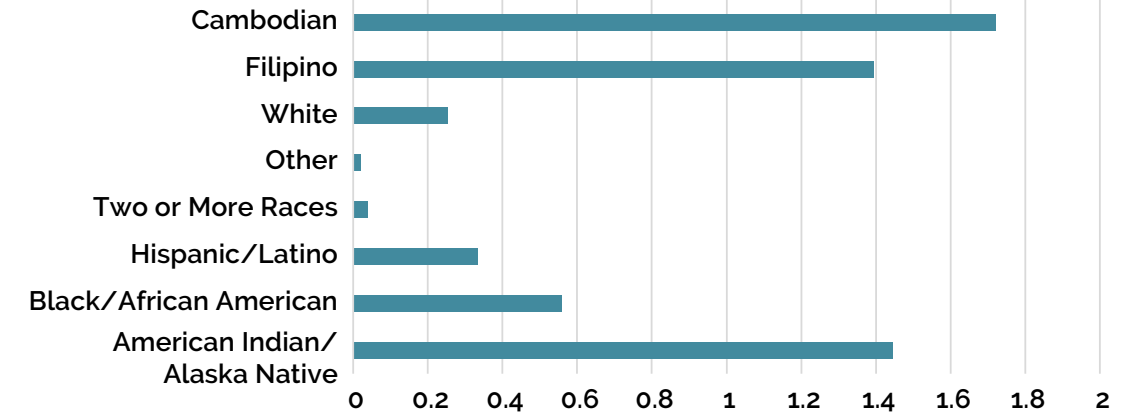
TOTAL HOUSEHOLDS REACHED

585

CARE KITS DISTRIBUTED



CLIENTS SERVED PER 1,000 RESIDENTS



Case Management



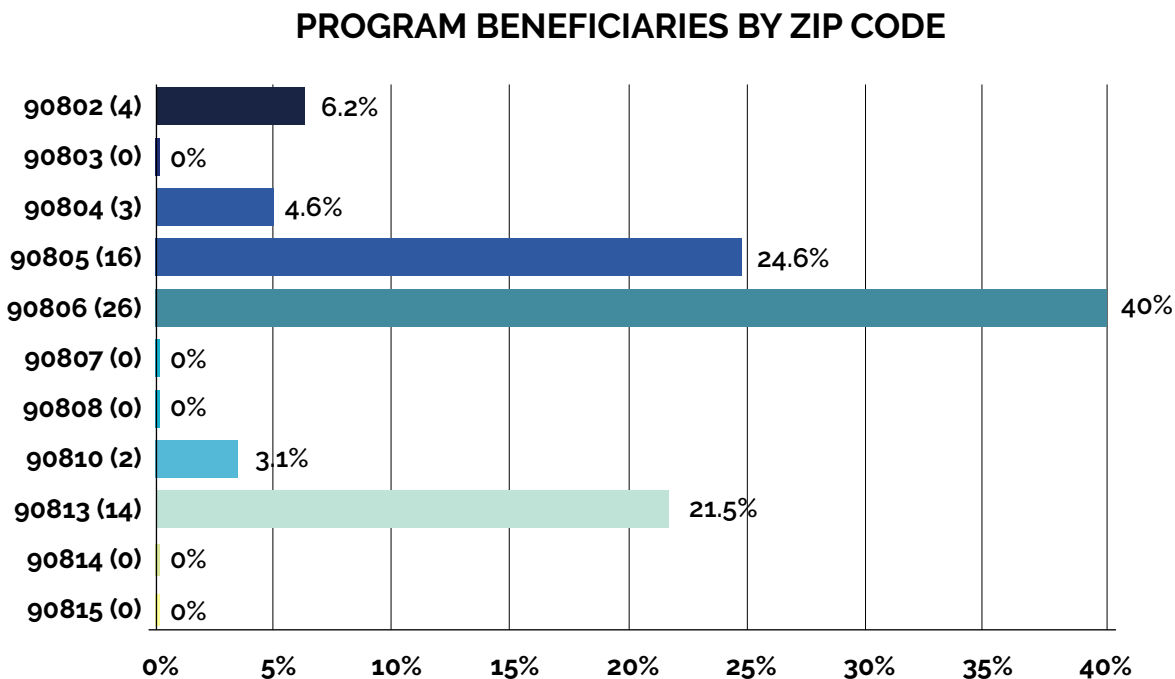
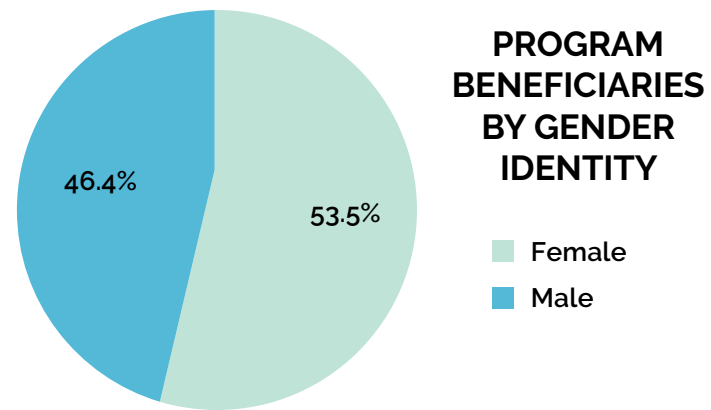
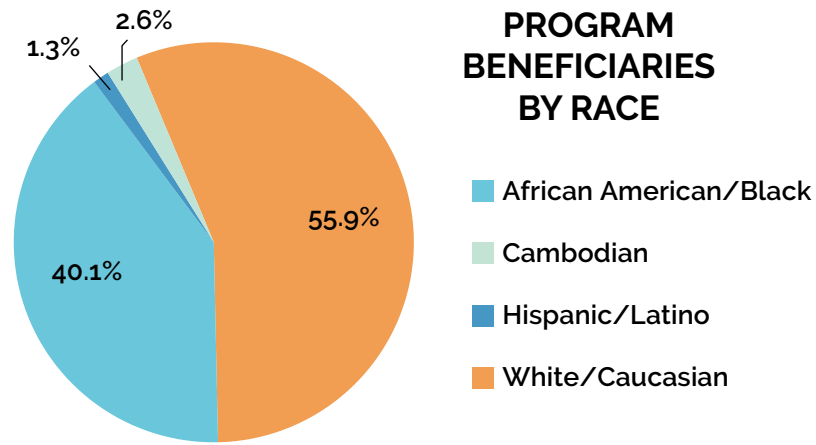
Healthy Aging Center Messaging Service

HOUSING CONDITIONS IMPROVEMENT

The City made repairs to homes in COVID-19 impacted areas to stop the spread



TOTAL FUNDING AMOUNT
\$500,000



TESTIMONIALS

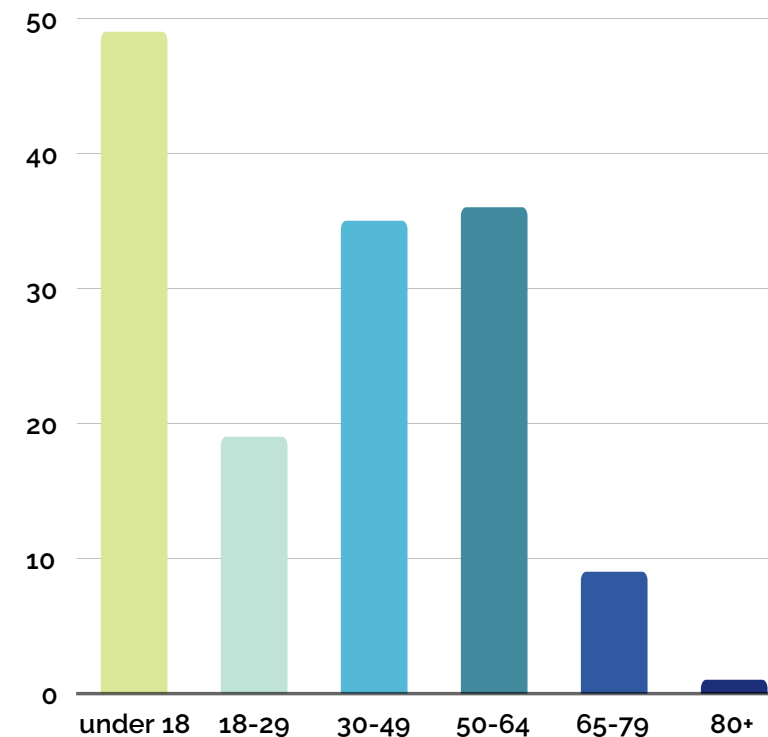


"Great program! I'm able to move with ease because of the new flooring."
-Clark 90805



"Estaba enfermo con covid antes y me siento mejor con el piso nuevo, no acumula polvo y puedo respirar."
It was sick with Covid and I felt better with the new flooring, it did not accumulate dust and I can breathe.
-Rodolfo 90813

HOUSING CONDITIONS IMPROVEMENTS BY AGE OF INDIVIDUAL OR HOUSEHOLD REPRESENTATIVE



65
HOUSEHOLDS SERVED

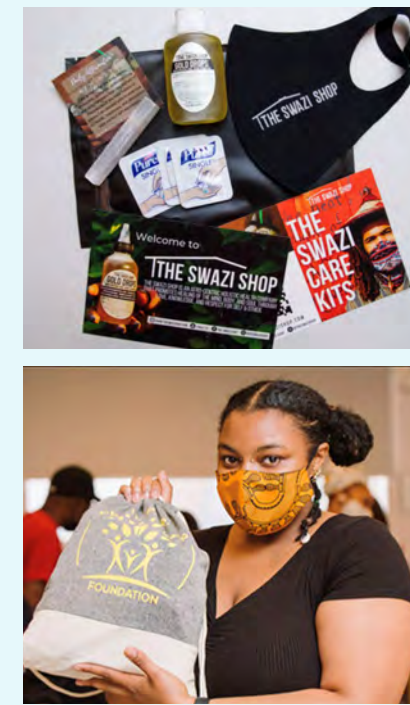
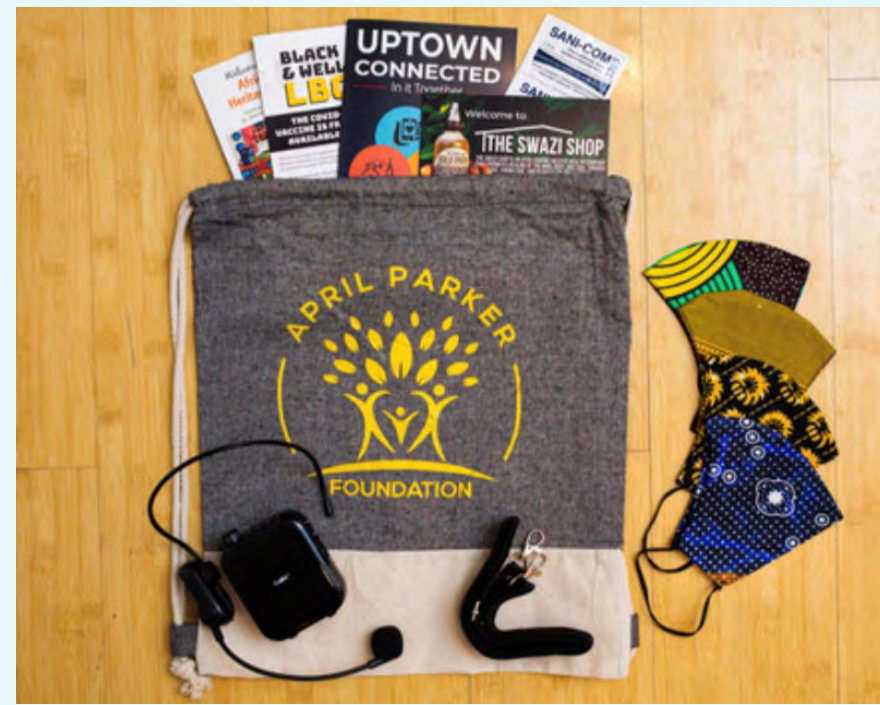


155
RESIDENTS RECEIVED HOME REPAIRS



BLACK HEALTH EQUITY

This program provided educational resources, outreach, and health support to mitigate the spread of COVID-19 among Black residents



TESTIMONIAL

"I'm so grateful for Black Health Equity grants. With my grant I can support my community while keeping my business alive during this pandemic."
 - Ashley Dawkins of The Swazi Shop



TOTAL FUNDING AMOUNT

\$1,000,000

\$330,345

GIVEN FOR DIRECT RELIEF AND RESOURCES



Grants to Support Majority Black Serving Nonprofits and Small Businesses



Access to mental health care



Health Education and Outreach



Coordinate the Black Health Equity Collaborative

MENTAL HEALTH & DOMESTIC VIOLENCE

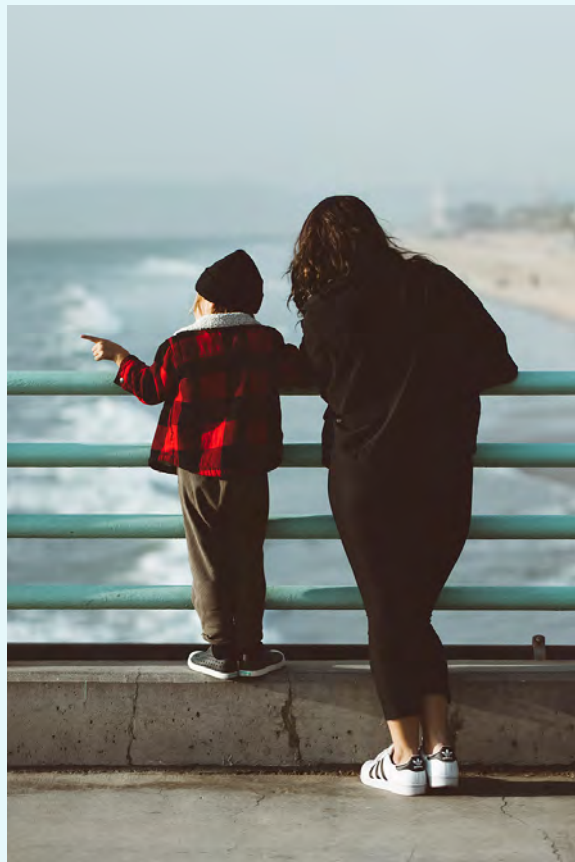
The City partnered with local agencies to provide access to mental health and domestic violence prevention support



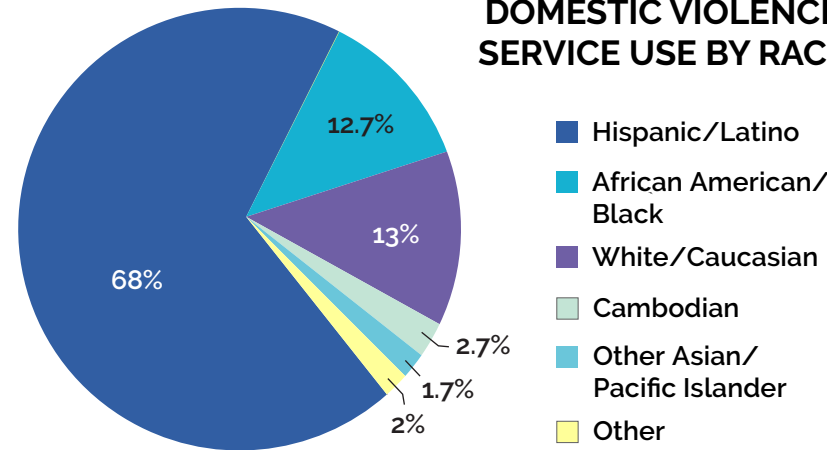
TOTAL FUNDING AMOUNT
\$380,000

TESTIMONIAL

"Tanya is a 36 year-old mother of two, who was required by DCFS to participate in a domestic violence group for survivors...Tanya reported that even though her mandated course is almost complete she would like to continue with the group to deepen her learning and connection with others."
- Jewish Family & Children's Services



DOMESTIC VIOLENCE SERVICE USE BY RACE



Mental Health Campaign estimated to make 1.7M impressions in Long Beach area



Improve Access to Mental Health Treatment



Administer Domestic Violence Direct Service Grants

484

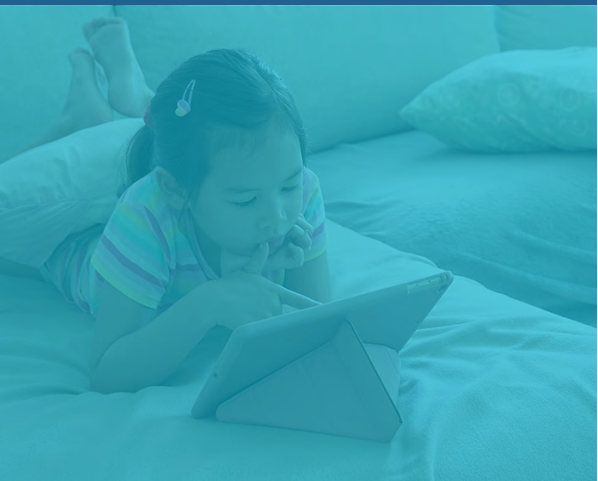
PERSONS RECEIVED DOMESTIC VIOLENCE SERVICES

399

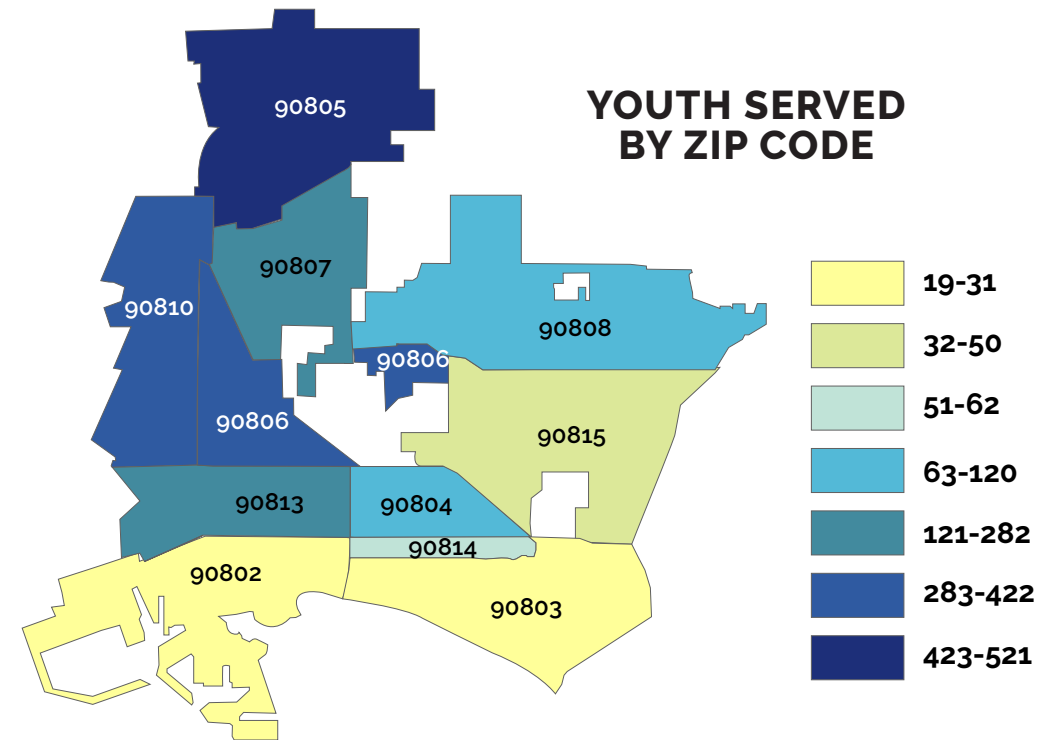
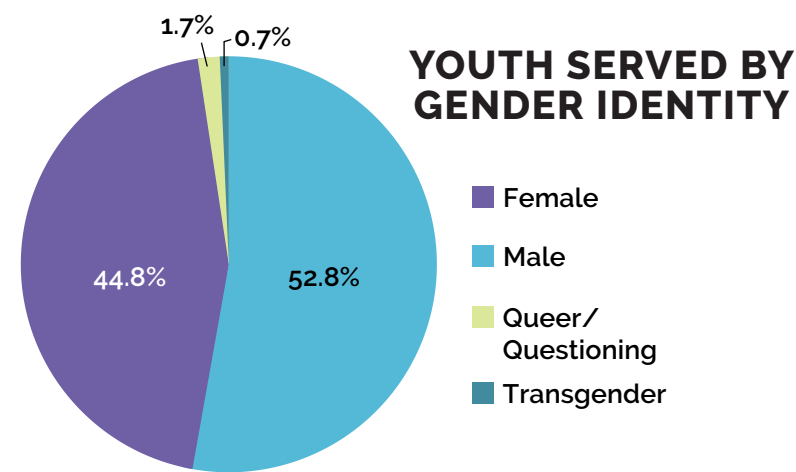
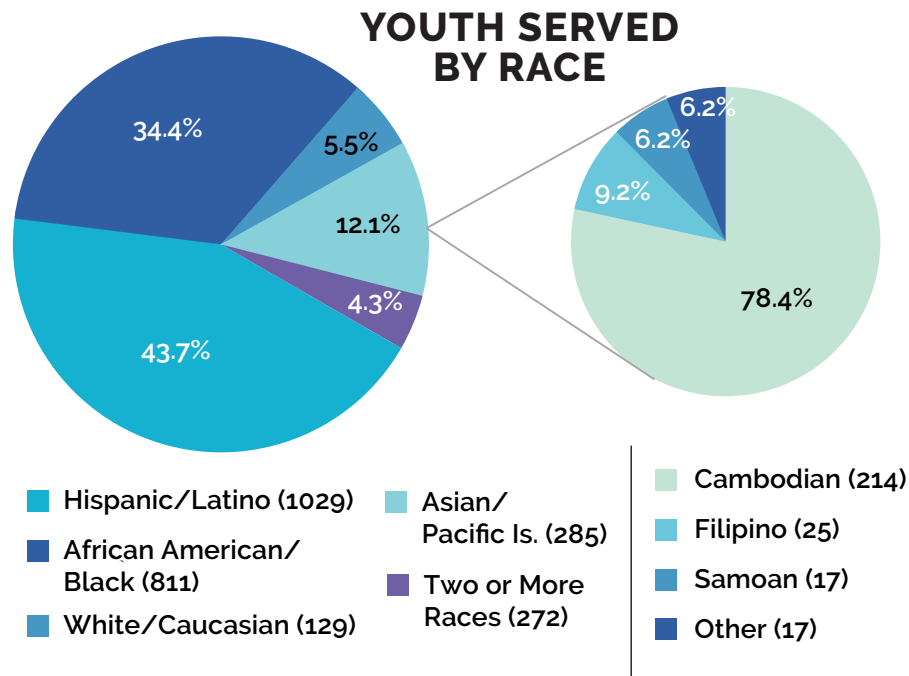
CHILDREN PARTICIPATED IN VIRTUAL MENTAL HEALTH TREATMENT

YOUTH LEADERSHIP

A joint effort by the City's Health & Human Services Department and Parks, Recreation, and Marine Department provided peer navigation, support services, virtual enrichment and mentorship for youth and young adults, ages 10-24



TOTAL FUNDING AMOUNT
\$200,000



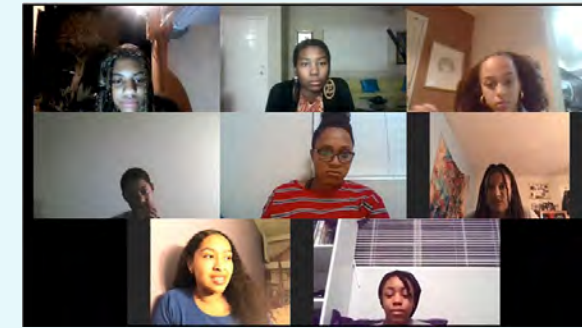
PEER AND MENTOR CONNECTION



2,994

YOUTH SERVED
(INCLUDES DUPLICATES)

TESTIMONIALS



"The partnership with LBUSD school counselors and administrators were vital to help focus on the students that have been struggling during virtual learning academically and social emotionally."
-Long Beach Better Learning For All Students Today (BLAST)



"..It opened up my eyes on what I was struggling with and how I can fix it. Everybody was kind and made me feel like I wasn't alone."
- Marina, Project Bloom

YOUTH PROGRAMMING

The City's Parks, Recreation & Marine Department offered innovative youth programming and resources, including community learning hubs to facilitate on-line instruction and after-school recreational activities



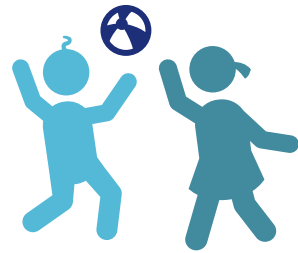
TOTAL FUNDING AMOUNT

\$1,300,000

CHILDREN AND YOUTH SERVED

2,179

AT MOBILE RECESS SITES



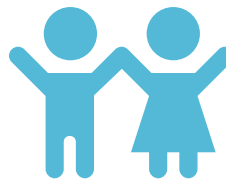
661

AT LEARNING HUBS



3,869

K-8TH GRADE STUDENTS SERVED



1,029

THROUGH VIRTUAL AFTERSCHOOL HELP



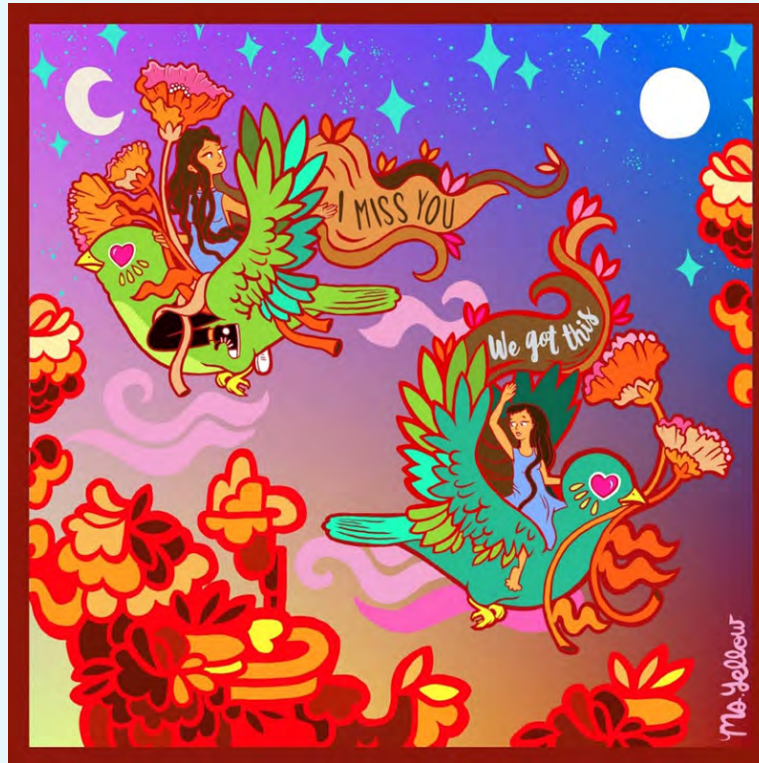
TESTIMONIAL



I would like to thank you and your staff for continuing to run the Houghton Community Learning Hub program safely and smoothly. Because of the program and your staff, I am able to continue working and my daughter is able to continue school safely online.
-Ivy Walker (Mother)

GRANTS TO THE ARTS COMMUNITY

The City provided direct funding to large art organizations. Smaller organizations and artists applied for grants through the Arts Council for Long Beach



TOTAL FUNDING AMOUNT

\$1,500,000

10

GRANTS AWARDED
TOTALING
\$1.425M



96

STAFF RETAINED
IN ARTS
ORGANIZATIONS



7

MULTILINGUAL
EVENTS &
PERFORMANCES



3

YOUTH
PROGRAMS



34

MICROGRANTS
TO ARTISTS & ARTS
ORGANIZATIONS

\$75,000



BID GRANTS PROGRAM

The City partnered with Business Improvement Districts (BIDs) to strengthen small businesses and revitalize commercial corridors within select service areas

TOTAL FUNDING AMOUNT
\$1,000,000



Provided PPE



Marketed and promoted small businesses

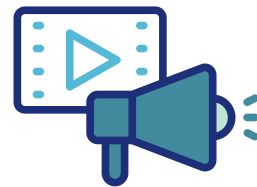


Supported Outdoor Parklets



Sanitization and cleaning services

100+
PROMOTIONAL VIDEOS CREATED FOR RESTAURANTS AND HOTELS

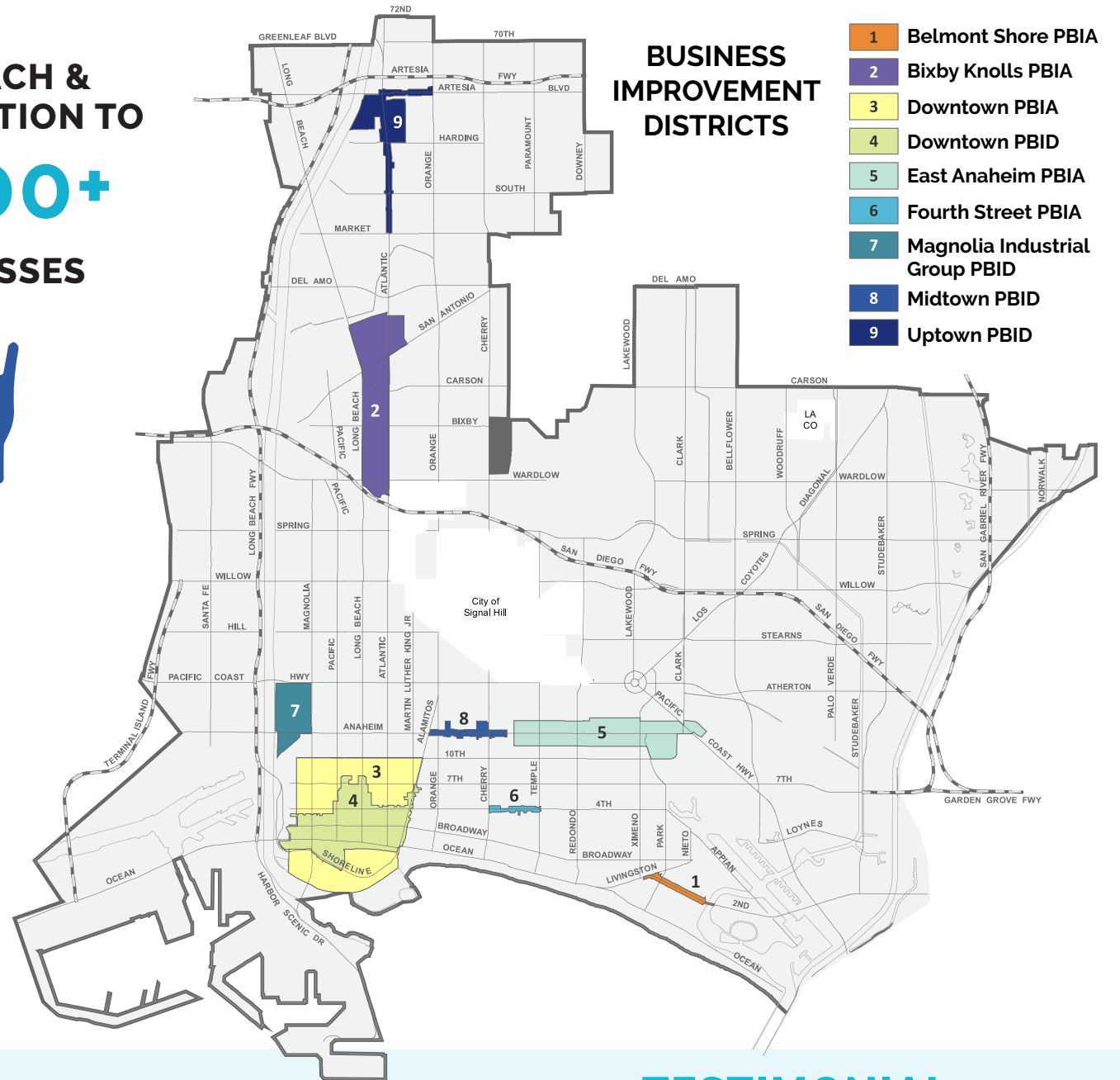


62
BUSINESSES SUPPORTED BY "FLASH EVENTS"

202
BUSINESSES AWARDED
\$412,350



OUTREACH & COORDINATION TO
5,000+
BUSINESSES



BUSINESS IMPROVEMENT DISTRICTS

- 1 Belmont Shore PBIA
- 2 Bixby Knolls PBIA
- 3 Downtown PBIA
- 4 Downtown PBID
- 5 East Anaheim PBIA
- 6 Fourth Street PBIA
- 7 Magnolia Industrial Group PBID
- 8 Midtown PBID
- 9 Uptown PBID

TESTIMONIAL



"If Bixby Knolls Business Improvement Association had not received the CARES funds when we did, we would have seen many more business closures than we did. We were fortunate to have avoided a major "crash" within our district and we are now working to build the local economy back up and keep Bixby Knolls healthy and vibrant..."
- Blair Cohn, Executive Director

ECONOMIC & DIGITAL INCLUSION PROGRAM MANAGER

Conducted planning, development, implementation, and evaluation of the City's Economic and Digital Inclusion Initiatives



TOTAL FUNDING AMOUNT

\$150,000

Created a multilingual Digital Inclusion Resources Hotline



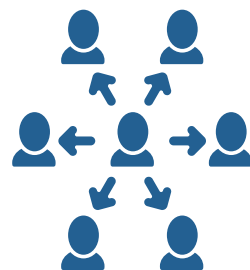
10

Community partners contracted with

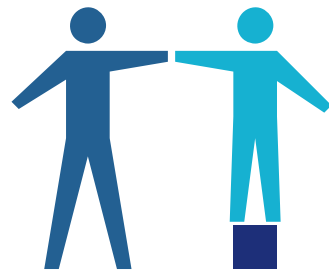


8

Hired, trained and managed digital inclusion navigators



Facilitated an equity lens in all CARES Act digital inclusion programming efforts



Collaborated with community partners and implemented more than 200 community outreach activities



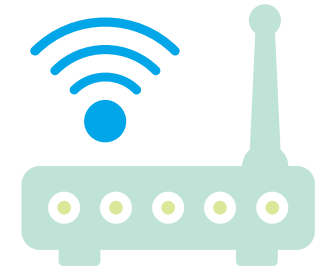
Co-implemented 500 virtual digital literacy training sign ups with community partners



Co-designed the multilingual Digital Inclusion Resource Guides with community partners



More than 1,000 free hotspots and 1,500 computing devices distributed to low-income residents



TESTIMONIAL



"We must intentionally apply an equity lens as we develop and implement digital inclusion strategies. This will allow us to address the root causes, institutional and systemic barriers that are perpetuating digital inequities."

-Economic and Digital Inclusion Program Manager

ECONOMIC EQUITY STUDY

The City strategically prepared for economic recovery by conducting research to understand COVID-19 economic impact, trends, retention, and recovery measures



ECONOMIC TREND ANALYSIS



ECONOMIC IMPACT ANALYSIS



CSULB SMALL BUSINESS SURVEY

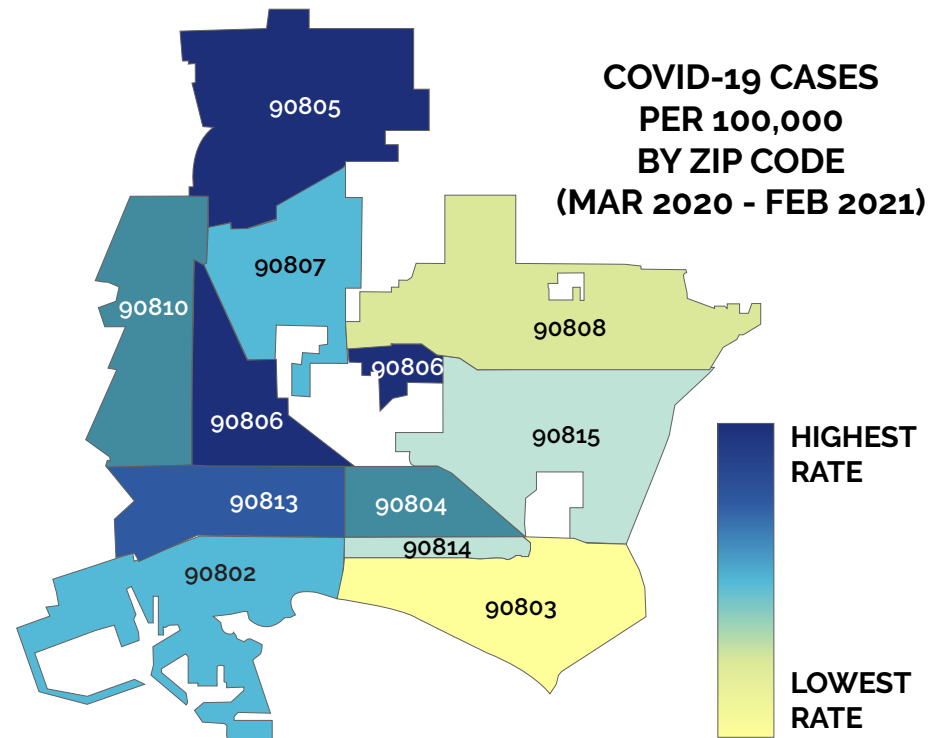
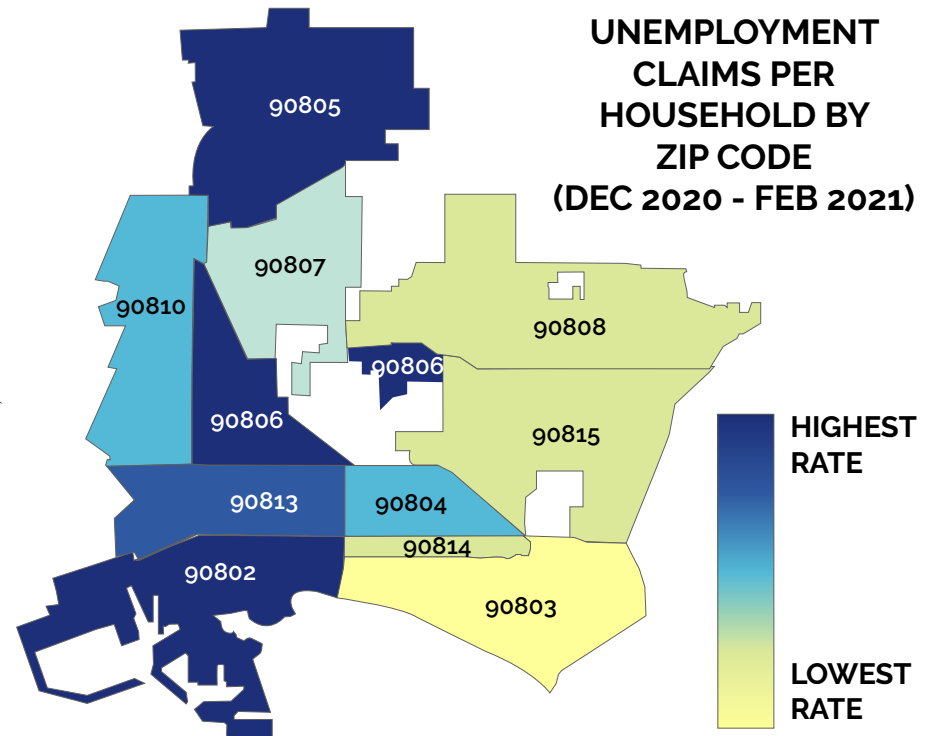
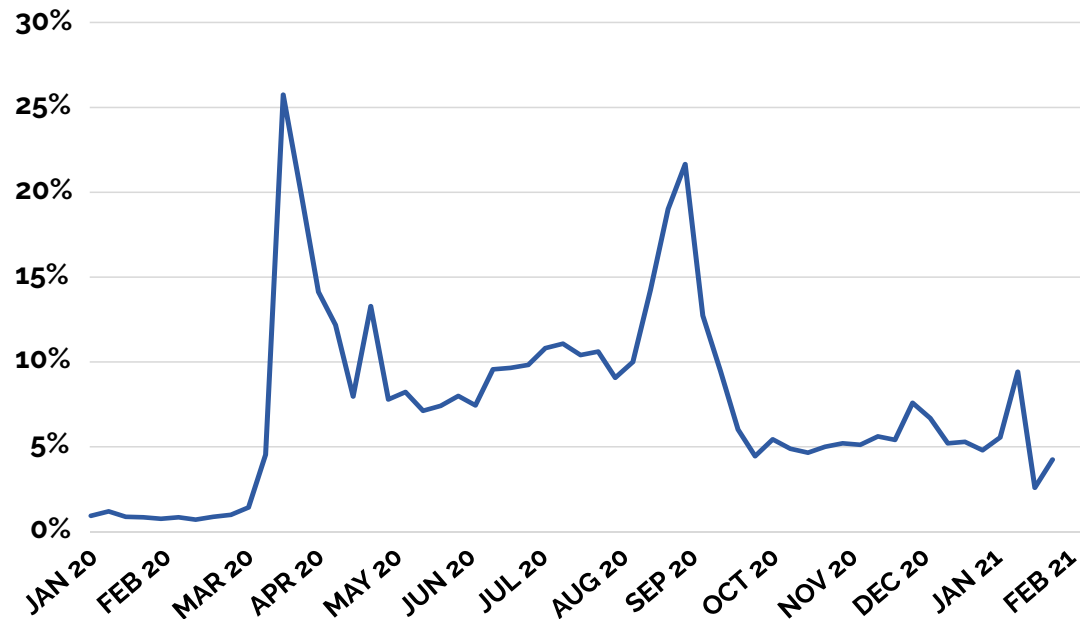


RESTAURANT RETENTION STRATEGY



INTERVIEWS WITH LATINX, AFRICAN AMERICAN, CAMBODIAN, API, REENTRY WORKERS AND BUSINESS OWNERS

INDEX OF INITIAL UNEMPLOYMENT CLAIMS (BASE: JAN 2020)



TESTIMONIALS

“..Because they're, you know, the only employable skills they had was bartending or serving. And those jobs aren't really available right now.”
- Carlos Gacharna

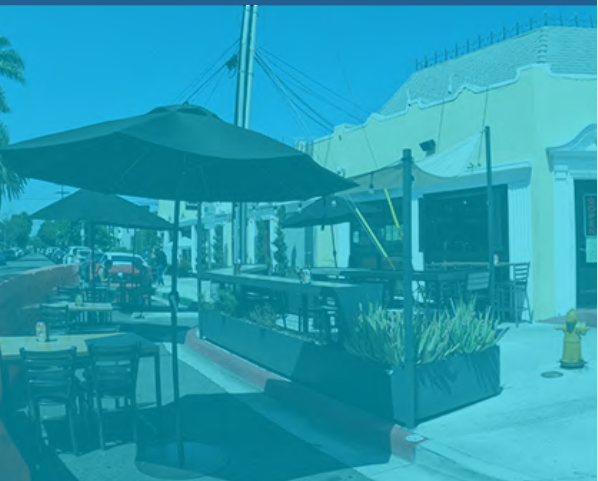


“I particularly am the founder of a space called play nice long beach. And it's a creative studio art gallery, and we host pop ups, probably about three a week, prior to COVID. So a lot of those events are will be, you know, hired (out) to provide video services as well.”
- Ryan Hoyle

TOTAL FUNDING AMOUNT
\$200,000

OPEN STREETS

The City's Open Streets Initiative repurposes public space for dining, customer queuing, and vehicle loadings

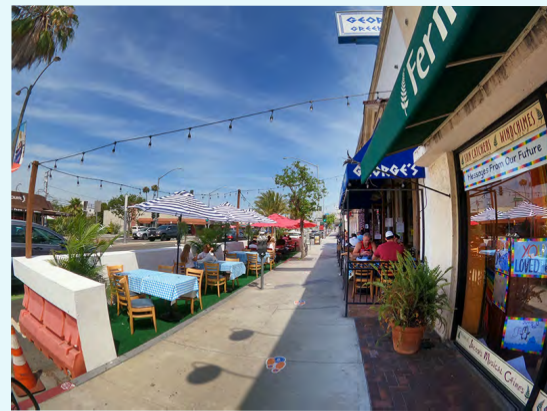


TOTAL FUNDING AMOUNT
\$300,000

TESTIMONIALS



"This has been truly our savior these parklets. If we are allowed to keep them the long term, we'll put money behind it, and do it the proper way, and make sure it only adds charm to our beautiful city."
- George Mlouk, Niko'



"I do think (the temporary parklets) have revived this part of town. We have the best weather in the world. The more outdoor seating you can do the better. We need to take advantage of that."
- Nicky and Jimmy Loisdas, George's Greek Café



2
STREET CLOSURES

15
RESIDENTIAL STREET CLOSURES

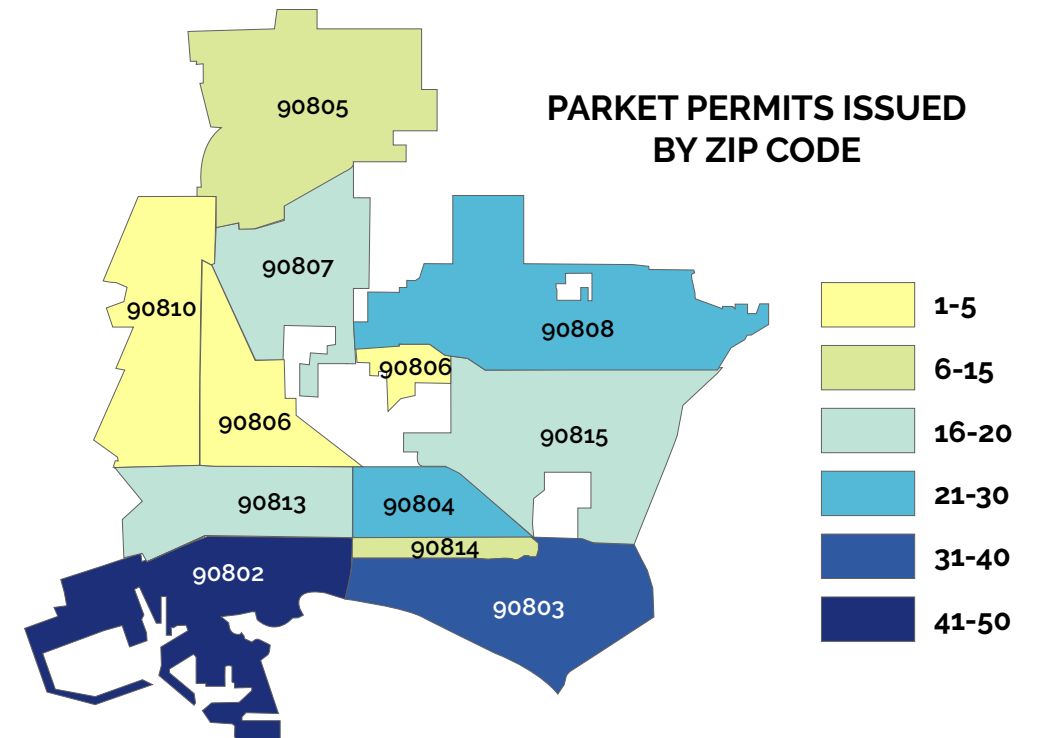
97
OUTDOOR ACTIVITY PERMITS ISSUED



PARKLET PROGRAM

106
TEMPORARY PARKLETS

122
BUSINESSES SERVED



OUTDOOR DINING

The City supported small businesses to help offset costs associated with operating outdoors



TOTAL FUNDING AMOUNT

\$1,095,000

144

GRANTS PAID UP TO

\$10,000



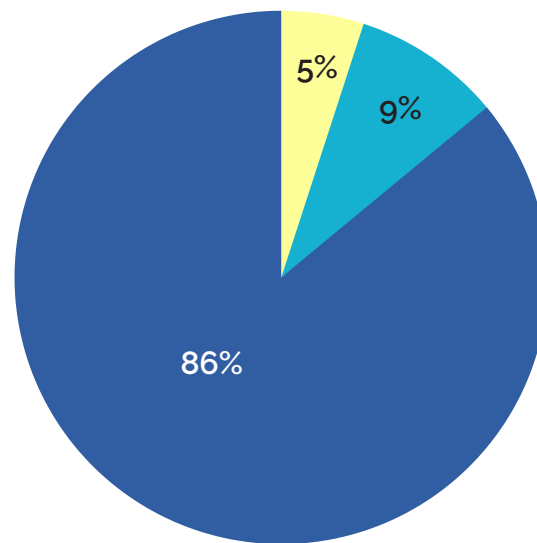
\$1,054,735

FUNDING AWARDED TO SMALL BUSINESS OWNERS



174

BUSINESS APPLICANTS



INDUSTRIES AWARDED GRANTS

- Restaurants
- Bars, Breweries
- Cafes



TESTIMONIAL



"The Outdoor Dining Grant program has been a great help during these unprecedented times. It allowed us to furnish and expand our outdoor dining areas in a way that our Guests still enjoyed their experience. This pandemic affected businesses, restaurants specifically, in ways that no one could have ever imagined. We would like to commend the city for this program, the Open Streets Initiative, and their approach to finding solutions for all impacted."
-Michael King
King's Seafood

BIZCARE, CALL CENTER & POPUP

BizCare pop-ups were equipped with PPE, laptops, wireless internet devices, printers and scanners to assist business owners in applying for grants



TOTAL FUNDING AMOUNT

BIZ CARE

\$150,000

CALL CENTER

\$150,000

4,511

CALLS RECEIVED FROM BUSINESS OWNERS, WORKERS, RESIDENTS



592

EMAIL RESPONSES



476

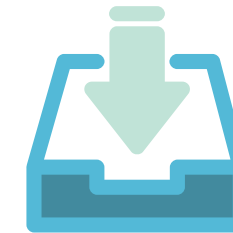
SMALL BUSINESSES SERVED



Grant Document Support



City Grant Opportunities



Grant Submission Support

TRANSLATION SERVICES

English, Khmer, and Spanish

LAP

TOP INFORMATION REQUESTS:

Small Business Grants

Updated Health Order inquiries

COVID-19 Resources

TESTIMONIAL



*"Santos Matadama, owner of SEM Computers came to the popup to add his bank information to his California Grant application. He was assisted by popup staff to upload the missing information, as well as answer any questions that he had regarding his application."
-Call Center Employee*

CARES ACT 2020