



Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that LISC LA supports the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

Today, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

That is why we are in full support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

Tunua Thrash-Ntuk
Executive Director
LISC LA



June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that the Economic and Policy Impact Center support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

The Economic and Policy Impact Center (EPIC) is a think-tank and advocacy organization working to advance economic opportunity for disadvantaged communities through civic engagement, leadership development and policy advocacy. EPIC had the opportunity to organize and conduct outreach for the nine community conversations that occurred throughout the city between April and June 2019.

While each community we spoke to had varying needs and concerns, the central element cannot be denied. Diverse communities in Long Beach feel that there is not enough access to economic opportunity. Families are working two and three jobs just to cover the cost of rent and basic necessities, entrepreneurs of color can't grow their businesses due to lack of access of capital and support navigating the process, and youth are in need of greater workforce and life skill training.

Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

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- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.



- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

Alyssa Gutierrez, MSW
Executive Director
Economic and Policy Impact Center



June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that the Port of Long Beach support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

Today, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

That is why we are in full support of the following strategies in the core areas below:

- Housing and Homeownership - Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship - Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity) - Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development - Develop a plan to expand and deploy workforce development services to every Long Beach teen center.

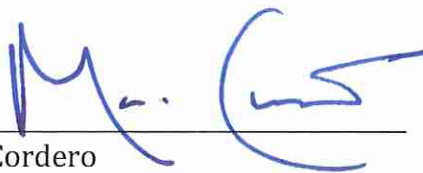


- Economic Resilience - Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for all its residents.

Sincerely,



Mario Cordero
Executive Director
Port of Long Beach

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802



Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that Centro Community Hispanic Association "Centro CHA Inc." support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

- Today, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

That is why we are in full support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

Jessica Quintana



**DOWNTOWN
LONG BEACH
ALLIANCE**

June 10, 2019

Honorable Mayor Garcia and members of the Long Beach City Council
Civic Center Plaza
333 West Ocean Blvd.
Long Beach, CA 90802

Re: Support for City Council Agenda Item #32; 2019 Everyone In Economic Inclusion Implementation Plan

Dear Mayor Garcia and members of the Long Beach City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for June 11, 2019, support for the approval and implementation of the 2019 Everyone-In Economic Inclusion Implementation Plan.

The DLBA is a non-profit organization that represents more than 1,600 businesses and 4,000 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As one of the leading voices for the Downtown community and a partner in the Everyone In Initiative, we want to express our support for the policy recommendations outlined in the 2019 Everyone In Economic Inclusion Implementation Plan. The proposed policy solutions will help deliver economic opportunity and help to ensure equal access to the City's economic opportunities, while promoting a more economically equitable city; a priority item for the DLBA, the City of Long Beach, and its residents.

Today, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threatens not only our Downtown but our entire city. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. As a committed partner throughout the Everyone In Phase I Listening Tour and Phase II Implementation Committee, the DLBA believes that when we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach.

That is why we are in full support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.

- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

Furthermore, we believe in the strategies outlined in the 2019 Everyone In Economic Inclusion Implementation Plan because as witnessed firsthand how programs dedicated to providing greater access to capital and technical assistance training for women and minority owned businesses can have a positive and lasting impact on a communities.

The DLBA has initiated several programs that align with the spirit of Everyone In's Small Business, Diverse Entrepreneurship recommendation including Kiva Micro-Loan, Woman-Owned Business Accelerator, and Entrepreneur Education Series. Our technical assistance and seed capital programs have supported 75% minority-owned businesses and 70% women-owned businesses, and for this reason we know the success such programs can have.

We appreciate the opportunity to share our support for the Everyone In Economic Inclusion Implementation Plan, and we encourage the City Council to approve the proposed policy recommendations under the Everyone In Economic Inclusion Implementation Plan.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kraig Kojian', with a stylized flourish at the end.

Kraig Kojian
President & CEO

cc: DLBA Board of Directors



June 7, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that the Bixby Knolls Business Improvement Association support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents. I also write this letter of support as an Economic Development Commissioner as this plan furthers the recommendations of the Economic Development Blueprint for the city.

Today, seven in ten Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

That is why we are in full support of the following strategies in the core areas below: (and as an Economic Development Commissioner)

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.

Bixby Knolls Business
Improvement Association

4321 Atlantic Ave.
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com
www.bixbyknollsinfo.com



- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for all its residents.

Sincerely,
Blair Cohn
Executive Director
Bixby Knolls Business Improvement Association

Bixby Knolls Business
Improvement Association

4321 Atlantic Ave.
Long Beach, CA 90807

(562) 595-0081

info@bixbyknollsinfo.com
www.bixbyknollsinfo.com



June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Councilmembers:

On behalf of Long Beach Forward, and as a member of the Everyone In Economic Inclusion Implementation Committee, I write in support of the Everyone In Economic Inclusion Implementation Plan, Item 32 of the June 11, 2019 City Council agenda.

The mission of Long Beach Forward is to create a healthy Long Beach with low-income communities of color by building community knowledge, leadership, and power. As a result of our efforts as the support organization for Building Healthy Communities: Long Beach, “economic inclusion” was named as a priority in the City’s Economic Blueprint, and we are encouraged to see it gain momentum in Councilmember Richardson’s Everyone In initiative. At the same time, we know there is a lot of work to do to ensure that the aims of economic inclusion are infused throughout all of our City’s economic undertakings.

Today, seven in 10 Long Beach residents are persons of color, yet persistent inequities by race, class, gender, and geography threaten the city’s economic vitality. We believe the policies and strategies proposed in the Economic Inclusion Implementation Plan are critical first steps to help deliver economic opportunities to our city’s low-income communities of color, primarily living in Central, West, and North Long Beach, who are being left behind in Long Beach’s booming economy.

When we invest in affordable housing and pathways to homeownership, support entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we will enable Long Beach to truly thrive. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

This is why we support the following strategies in the core areas below:

- Housing and Homeownership: Support community-based organizations’ efforts to become HUD-Certified Homebuyer Counseling and Education Centers.
- Small Business, Diverse Entrepreneurship: Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the city.
- Procurement (Supplier Diversity): Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.

- Youth & Workforce Development: Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
 - It is important to note that the City departments spearheading these efforts, especially Parks and Recreation and the Pacific Gateway Workforce Innovation Network (PGWIN), need to partner with community-based organizations to effectively serve the populations who are most in need of workforce-development services.
 - There is a coalition of nonprofit and community-based organizations, including California Immigrant Policy Center, Centro CHA, Green Education Inc., GRID Alternatives - Greater Los Angeles, Long Beach Coalition for Good Jobs and a Healthy Community, Long Beach Community Action Partnership, Long Beach Forward, Long Beach Immigrant Rights Coalition, and United Cambodian Community, who are advocating for PGWIN to be more inclusive in its meetings and planning processes; adequately fund CBOs to provide job training, mentoring, and case management to communities with barriers to employment; create realistic performance measures that prioritize those most in need, not just those most likely to succeed; implement PGWIN's language-access policy with an accountability plan to report progress to its board bi-annually; and reduce transportation as a barrier to accessing services. This proposal partially addresses the transportation barriers that some face in accessing workforce-development support. Community-based organizations with experience working with those who face barriers to employment should also be considered as potential satellite sites for workforce services.
 - As this strategy is developed, we encourage the City to partner with community-based organizations in its design and implementation.
- Connectedness (Economic Resilience): Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

Thank you for your continued commitment to making Long Beach an equitable city for all residents. We look forward to continuing to partner with the City on these strategies and more.

Sincerely,



Christine E. Petit, PhD
Executive Director



Khmer Girls in Action

LIKE A LOTUS, WE RISE

1355 Redondo Ave. Suite 9 • Long Beach, California 90804 • Phone (562) 986-9415 • Fax (562) 986-9416

June 11, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

RE: Support for Everyone In Long Beach Economic Inclusion Plan and evaluation of Economic Empowerment Zones

Honorable Mayor and Members of the Long Beach City Council:

On behalf of Khmer Girls in Action, I would like to express our support for the 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32 and the recommendation to evaluate the feasibility of establishing Economic Empowerment Zones (EEZ), coming before Council on June 11, 2019. As a member of the Everyone In Implementation Committee, we support the advancement of these economic initiatives that aim to deliver economic opportunity to those being left behind in Long Beach's booming economy.

Today, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. The Everyone In Plan's policy recommendations are steps forward toward addressing these disparities. Aligned with the goals of Khmer Girls in Action and the Invest in Youth coalition, we especially look forward to the Plan's recommendations to expand workforce development services at Long Beach teen centers. The need for greater economic opportunity for youth was a major finding in our own research informing Invest in Youth.

We appreciate Councilman Richardson's leadership on this and strongly encourage support from our other councilmembers.

Sincerely,

Lian Cheun
Executive Director
Khmer Girls in Action



UNITED CAMBODIAN COMMUNITY

“Honor The Past-Build The Future”

2201 E. Anaheim Street
Suite 200
Long Beach, CA 90804

Established 1977

Phone: 562.433.2490
Fax: 562.433.0564
www.ucclb.org

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Dennis Smith
Nancy Villasenor

Susana Sngiem, MSW
Executive Director

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

United Cambodian Community (UCC) supports the ‘Everyone In’ Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. The proposed policy will promote a more economically equitable city that invests in community members that historically have not gain access to economic opportunities.

After 40 years since Cambodian refugees immigrated to Long Beach, the Cambodian community continues to have high rates of poverty. Over 33% of Cambodians living in Cambodia Town are in poverty. Additionally, only 25% of Cambodians own a home. Southeast Asian women are the second highest population that are rent burden, paying over one third of their income to rent. Due to the economic needs, UCC seeks to elevate the Cambodian community through local leadership and engagement that embodies Cambodian cultural values. We do this through economic inclusion, health equity, community integration, and youth enrichment. UCC addresses Cambodian community poverty issues by increasing economic development in the Cambodian community through small business supports, EL workforce development, and housing counseling. UCC’s work aligns with the strategies described in the Economic Inclusion plan, so we are in support of the following strategies and express the following recommendations:

- Housing and Homeownership- Support community-based organizations’ efforts to become HUD-Certified Homebuyer Counseling and Education Center. UCC is currently in the process of becoming a HUD-Certified agency and looks forward to providing these services to Cambodia Town residents.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City. The Municipal Small Business Council needs to have a diverse representation of minority-own businesses that reflect all the different city council districts.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals. Including on-call service contracts for small businesses and nonprofits that remove the need for preparing multiple proposals for RFPs.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center that is in

partnership with community-based organizations that provide youth workforce services in specific district areas.

- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities. The CDC needs to partner with anchor community based organizations to best provide culturally relevant services.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

A handwritten signature in cursive script that reads "Susana Sngiem". The signature is written in black ink and is positioned above the typed name.

Susana Sngiem, MSW
Executive Director
United Cambodian Community



CALIFORNIA STATE UNIVERSITY, LONG BEACH

Institute for Innovation & Entrepreneurship

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

I am writing to express my strong support for the 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. As Director of the Institute for Innovation and Entrepreneurship at CSULB and a professor of economics, I see the need for this plan every day. The importance of a diverse, equitable and inclusive economy in building a strong and just economy is undeniable. It is critical that all citizens are included in order to maximize our community's economic potential. The proposed policy solutions in this plan will help deliver economic opportunity to those that are not able to participate in Long Beach's booming economy, while promoting a more economically equitable city consistent with the visionary 10-year Economic Development Blueprint.

As I am sure all of you are aware, seven in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality and hinder our ability to achieve our full economic potential. Embracing diversity as an asset and advancing equity is any city's path to a more prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. Investing in pathways to homeownership, supporting entrepreneurs to start and grow their businesses, and providing youth a safe, accessible place to prepare for the jobs of tomorrow, contributes to a thriving Long Beach. Pursuing equitable growth is not only morally just, it is ultimately the superior economic growth model.

That is why I participated in the Everyone In roundtables and fully support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.

- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

Thank you for your continued commitment to making Long Beach an equitable and prosperous city for *all* its residents.

Sincerely,

A handwritten signature in black ink that reads "Wade E. Martin". The signature is written in a cursive, flowing style.

Wade E. Martin, PhD
Professor of Economics & Director
Institute for Innovation & Entrepreneurship



CALIFORNIA STATE UNIVERSITY, LONG BEACH

Center for Community Engagement

June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is my privilege, as Executive Director of the Center for Community Engagement (CCE) at California State University, Long Beach (CSULB) to support the 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. I believe that its proposed policy solutions will help to improve economic equity in the city.

As a part of this, I support exploration into the following economic inclusion strategies in the areas listed below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

Thank you for considering this letter, and for your continued commitment to making Long Beach an equitable city for all its residents.

Sincerely,

A handwritten signature in black ink, appearing to read "JMB", with a stylized flourish at the end.

Juan M. Benitez, Ph.D.
Executive Director
Center for Community Engagement
California State University, Long Beach

June 11, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

Lee Andrews Group is pleased to support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach, its residents and small businesses.

Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone.

We are fully supportive of the following strategies:

- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center that create opportunities for future career paths.
- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,



Stephanie Graves
President & CEO



ELECTRICAL TRAINING INSTITUTE

For
NATIONAL ELECTRICAL CONTRACTORS ASSOCIATION L.A. COUNTY CHAPTER
And
INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS LOCAL UNION NO. 11



Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

June 10, 2019

Honorable Mayor and Members of the Long Beach City Council:

It is with hope for the future that I and the IBEW/NECA NZP ELECTRICAL TRAINING INSTITUTE support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

Today, seven in ten Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

That is why we are in full support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Go Long Beach!

Sincerely,

Jane Templin
Outreach Director

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that LINC Housing supports the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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3590 Elm Avenue
Long Beach, CA 90807-3903
Telephone: 562.684.1100
Facsimile: 562.684.1137
www.linchousing.org

SERVING
OUR
COMMUNITIES
THROUGH
HOUSING

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rebecca Clark", with a long horizontal flourish extending to the right.

Rebecca Clark
President and CEO



June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that Ronnie's House support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,
Shirin Senegal
Executive Director
6082 Long Beach Blvd.
Long Beach Blvd. 90805

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802



Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that GRID Alternatives Greater Los Angeles supports the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

A handwritten signature in black ink, appearing to read "Madeline Wambel". The signature is written in a cursive, flowing style.

Michael Kadish
Executive Director – GRID Alternatives Greater Los Angeles



CALIFORNIA STATE UNIVERSITY, LONG BEACH

DEPARTMENT OF ECONOMICS

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is my privilege, as Professor of Economics and Chairman of the Department of Economics at the California State University, Long Beach, to support the 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. I believe that its proposed policy solutions will help to improve economic equity in the city.

Specifically, I endorse further exploration into the following strategies in the core areas listed below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
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- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

Thank you for considering this letter, and for your continued commitment to making Long Beach an equitable city for all its residents.

Sincerely,

A handwritten signature in black ink, appearing to read "Seiji Steimetz".

Seiji Steimetz, Ph.D.
Professor and Chair of Economics
Director, Office of Economic Research
California State University, Long Beach



June 7, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that CTI Environmental, Inc. supports the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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That is why we are in full support of the following strategies in the core areas below:

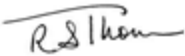
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Page 2 – ‘Everyone In’ Letter

It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,
CTI Environmental, Inc.



Robin S. Thorne
Chief Executive Officer





June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that Berkshire Hathaway HomeServices & Pride Real Estate Professionals Association support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,
Jacqueline Case
Realtor | Berkshire Hathaway HomeServices California Properties
President of Pride Real Estate Professionals Association

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802



Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that Green Education Inc. supports the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,



Stella Ursua
President – Green Education Inc.

June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that I support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,



Lionel Gonzalez
Educator – Long Beach

June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that the Maurice Maynard Foundation Inc. support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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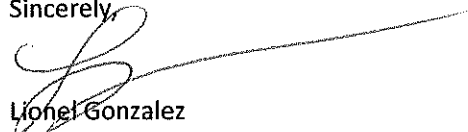
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It is time to take a bold stand to prioritize the needs of underinvested communities. who have. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,



Lionel Gonzalez
Educator

Maurice Maynard Foundation Inc.

June 10, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that Berkshire Hathaway HomeServices & Pride Real Estate Professionals Association support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,
Jacqueline Case
Realtor | Berkshire Hathaway HomeServices California Properties

President of Pride Real Estate Professionals Association

June 7, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that Latinos In Action support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions in the will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. who have. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

Martha Cota

Executive Director/Founder
Latinos In Action

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that I support the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

Walter Larkins

President

Sapphire RCMS, LLC

President

CDR Benefits, LLC

Executive Director

Education Equals Opportunity Too Foundation (E=O2™) 501(c) 3

June 6, 2019

Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

I'd like to share my support of the timely and critical 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

Today, 7 in 10 Long Beach residents are people of color, yet persistent inequities by race, gender, and geography threaten the city's economic vitality. Embracing diversity as an asset and advancing equity is the city's path to a prosperous future. Implementing the strategies presented in the economic inclusion plan is a great first step in creating a Long Beach economy that includes and benefits everyone. When we invest in pathways to homeownership, support for entrepreneurs to start and grow their businesses, and give youth a safe, accessible place to prepare for the jobs of tomorrow, we are contributing to a thriving Long Beach. Equitable growth is not only a moral imperative, but ultimately the superior growth model.

That is why I am in full support of the following strategies in the core areas below:

- Housing and Homeownership- Support community-based organizations' efforts to become HUD-Certified Homebuyer Counseling and Education Center.
- Small Business, Diverse Entrepreneurship- Establish a Municipal Small Business Council with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.
- Procurement (Supplier Diversity)- Increase the percentage of City spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.
- Youth & Workforce Development- Develop a plan to expand and deploy workforce development services to every Long Beach teen center.
- Economic Resilience- Support the Establishment of a Community Development Corporation (CDC) to deploy programs and services that support the economic development and financial empowerment of North, Central, and West Long Beach communities.

It is time to take a bold stand to prioritize the needs of underinvested communities. I am glad that City Council is taking up this important item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,

Dr. Jessica Schumer
Private resident, Pediatrician and Public health advocate

June 10, 2019



Mayor Robert Garcia & Long Beach City Council
333 W. Ocean Blvd., 14th Floor
Long Beach, CA 90802

Honorable Mayor and Members of the Long Beach City Council:

It is with great pleasure that the Long Beach Collective Association supports the timely 'Everyone In' Long Beach Economic Inclusion Plan proposed in agenda item 32, coming before Council on June 11, 2019. It's proposed policy solutions will help deliver economic opportunity to those being left behind in Long Beach's booming economy, while promoting a more economically equitable city; a priority item for the City of Long Beach and its residents.

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It is time to take a bold stand to prioritize the needs of underinvested communities. We are extremely grateful to the City Council for taking up this item and hope it receives unanimous support.

Thank you for your continued commitment to making Long Beach an equitable city for *all* its residents.

Sincerely,
Pam Chotiswatdi, MPH
Community Education Director
Long Beach Collective Association