

March 16, 2021

# **R-15**

## **REVISED**

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

### RECOMMENDATION:

- (1) Receive a presentation on the Proposed Long Beach Recovery Plan, provide input and policy direction, and approve the Long Beach Recovery Plan and its priorities to address the public health and economic impacts of the COVID-19 pandemic utilizing federal, State, and county relief funding, with approval subject to confirmation of compliance with American Rescue Plan Act regulations, when issued, with direction to return to the City Council if there are required material changes;
- (2) Adopt a Resolution authorizing the City Manager, or designee, to execute all Block Grant award documents on behalf of the City of Long Beach (City), and any documents necessary including necessary amendments, to accept State Emergency Rental Assistance Program funding for the City's Emergency Rental Assistance Program;
- (3) Increase appropriations in the Community Development Grants Fund Group in the Development Services Department in the amounts of \$13,754,734 for the federal Rental Assistance Program (ERAP) and \$16,404,412 for the State ERAP, for a total amount of \$30,159,146, to provide for costs related to assisting lower-income renters who have experienced economic impacts due to the COVID-19 pandemic;
- (4) Increase appropriations in the Health Fund Group in the Health and Human Services Department in the amount of \$26,753,750 for the Centers for Disease Control and Prevention's (CDC) Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases (ELC) grant from the County of Los Angeles, to support COVID-19 public health response efforts; and,
- (5) Approve the Economic Recovery Strategy Report. (Citywide)

### DISCUSSION

Since March 10, 2020, when the City Council declared a local health emergency to address the COVID-19 pandemic, the City's top priority has been to mitigate the risks to residents' health and well-being, as well as impacts to the economy and the local business community. This report presents the Proposed Long Beach Recovery Plan (Recovery Plan), which includes an overview of the federal stimulus funding the City anticipates receiving in the coming weeks, and the three major tranches in which this funding will be targeted—Economic Recovery, Healthy and Safe Community, and Securing Our City's Future. As the effects of the pandemic have resulted in greater health and economic impacts to some communities than others, the

Recovery Plan in all aspects utilizes an equity lens to identify the different needs for different communities and includes funding for specific programs, outreach, language access, and digital access to ensure the Recovery Plan will assist all those in need throughout Long Beach. The funding and program details are outlined in Attachment A.

The COVID-19 pandemic has created an economic recession that has further intensified existing economic inequities. The economic impacts of the COVID-19 recession have been unequal and have impacted specific sectors, business owners, workers, property owners, nonprofit organizations, geographic areas, and racial groups differently. The sudden and unanticipated public health emergency necessitated the immediate restrictions (through State and local Health Orders) and, in many cases, closure of specific businesses and customer activities. Following these Health Orders, unemployment rapidly increased from a pre-pandemic low of 4 percent to a high of 21 percent during the peak summer months of 2020, affecting businesses and workers in sectors most impacted by the health restrictions such as retail, hospitality, and services.

Recognizing the inordinate economic impacts that the pandemic has had on Long Beach residents, workers, and business owners, on December 15, 2020, the City Council requested that staff develop an Economic Recovery Strategy to address the economic impacts of COVID-19. Over the past several months, staff have initiated five economic equity studies through the Coronavirus Aid, Relief, and Economic Security (CARES) Act funding, conducted more than 30 listening sessions with over 350 community leaders and representatives, and received City Council input at numerous steps in the process of drafting this plan. Incorporating this diverse input and existing City Council-adopted recommendations for digital and economic inclusion and racial equity, the Economic Recovery Strategy (Strategy), detailed in Attachment B, includes proposals for the economic development strategies needed to create equitable economic opportunities for residents, workers, investors, and entrepreneurs in Long Beach for sustained economic recovery. The feedback, recommendations, and areas of need identified in the Strategy were critical in the development of the programs and initiatives proposed in the Proposed Long Beach Recovery Plan.

## **PROPOSED LONG BEACH RECOVERY PLAN FUNDING SOURCES**

### American Rescue Plan Act (estimated \$152 Million)

On January 20, 2021, President Biden announced a two-phased approach to address the public health and economic crises caused by the COVID-19 pandemic. The first phase, the American Rescue Plan, totals \$1.9 trillion in relief funding and is currently moving through the legislative process in Congress. The second phase, the Build Back Better Plan, is expected to be released after the passage of the American Rescue Plan and will be focused on long-term economic recovery from the detrimental impacts of COVID-19 through infrastructure investments and job creation.

The American Rescue Plan Act of 2021 (Senate version) includes \$360 billion in relief for state and local governments. The legislation proposes to allocate \$219.8 billion to states, Washington, D.C., tribes, and territories; \$10 billion for capital projects to support work, education, and health monitoring; and, the remaining \$130.2 billion would be evenly divided between counties based on population (\$65.1 billion) and cities using a modified Community

Development Block Grant formula (\$65.1 billion). The City is estimated to receive \$141 million in general support for purposes identified below, with the State of California expected to receive \$26.2 billion and Los Angeles County \$1.964 billion. The estimated amounts are subject to change through the legislative process, and final allocations will only be available following enactment of the legislation. Funding would be allocated directly from the federal government to the City in two tranches: 50 percent would be made available within 60 days after enactment, and the remaining 50 percent would be distributed 12 months after the initial allocation. The deadline to expend funds is December 31, 2024.

The legislation provides broad guidance related to eligible use of funds, and staff expect additional regulatory clarification from the U.S. Treasury after it is enacted, similar to the process for the CARES Act funding. As currently drafted in the Senate-approved version, funding must be used to:

- Respond to the COVID-19 emergency and address its economic effects, including through aid to households, small businesses, nonprofits, and industries such as tourism and hospitality;
- Respond to workers performing essential work during the COVID-19 emergency by providing premium pay to eligible workers of a local government performing essential work or providing grants to eligible employers that have eligible workers who perform essential work;
- Provide government services affected by a revenue reduction resulting from the COVID-19 emergency relative to revenues collected in the most recent fiscal year prior to the emergency; and,
- Make investments in water, sewer, and broadband infrastructure.

The CARES Act allowed for similarly broad public health and economic emergency expenditures; however, the revenue reduction provision of the American Rescue Plan Act is new. It will be imperative to analyze regulatory guidance, once available, regarding what items are considered eligible because of the COVID-19 emergency.

The American Rescue Plan Act includes \$5 billion for homeless assistance, and the City anticipates a direct allocation of \$10 million (bringing the total estimated allocation to Long Beach to \$151 million, with \$141 million in a general grant and \$10 million in homeless assistance). These funds will be made available through the Department of Housing and Urban Development (HUD) and must be expended by September 30, 2025. Funding can be used for tenant-based rental assistance, the development and support of affordable housing, supportive services such as counseling and homeless prevention, and the acquisition and development of non-congregate shelter.

On February 27, 2021, the House of Representatives voted 219-212 to advance the American Rescue Plan Act to the Senate; and on March 6, 2021, the Senate voted 50-49 to support an amended version of the legislation. Since the Senate made changes to the legislation, it will return to the House for final legislative approval before President Biden is expected to sign the legislation this week. Final regulations clarifying what the funds may be used for may take a few months after adoption. Staff recommend not appropriating, committing, or expending these

funds until the City Council-approved uses are compliant with the final version of the legislation signed into law and substantially final regulations regarding use of the funds.

Emergency Tenant Assistance Program (\$30 Million)

The Federal Consolidated Appropriations Act of 2021, enacted on December 27, 2020, authorized the Emergency Rental Assistance Program (ERAP) and appropriated \$25 billion in federal rental assistance. California Senate Bill 91 (SB 91) established the State of California's program for administering its share of ERAP funds. On February 9, 2021, the City Council adopted the staff recommendation related to the ERAP, directing staff to request the City's reserved Block Grant amount of \$16.4 million from the State, conform the City's program to the State's ERAP rules, and self-administer a local tenant assistance program combining the State Block Grant with the previously received \$13.75 million direct Federal Allocation, totaling more than \$30 million in new funding to the City. The City Council cited direct local control of a self-administered rental assistance program as a key factor in its adoption of this implementation option. Combined with the \$5.3 million rental assistance program administered last year, which served more than 2,000 tenants, this brings rental assistance for Long Beach to more than \$35 million throughout the COVID-19 pandemic.

To receive its allocation of State Rental Assistance Funds, the City submitted a request for a Block Grant award to the State Department of Housing and Community Development (HCD) on February 12, 2021. The attached Resolution authorizes the City Manager, or designee, to execute all necessary documents and amendments necessary for the City to receive the State Block Grant funds for the rental assistance program.

Epidemiology and Laboratory Capacity Grant (\$26.7 Million)

The City will receive \$26.7 million from the Centers for Disease Control and Prevention's (CDC) Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases (ELC) grant. The Long Beach Health Department (Health Department) will receive a pro rata share of 4.63 percent of the Los Angeles County's total funding, based on Long Beach population data. As part of the [COVID-19 federal interim spending package](#) enacted on April 24, 2020, the ELC program was awarded \$10.25 billion to provide state, local, and territorial health departments resources for COVID-19 testing, contact tracing, and epidemiologic surveillance activities. These are restricted funds for health epidemiology and laboratory work. In addition to COVID-19 testing, this funding can be used to modernize public health surveillance systems, such as strengthening data collection, interoperability of reporting systems, and advancing workforce capacity. Currently, vaccination administration is not an eligible expense for ELC funding. These funds will help support both business and residents in tracking COVID-19, providing free testing for residents, businesses, and contact tracing in the event of outbreaks.

**PROPOSED LONG BEACH RECOVERY PLAN (\$208 million)**

Given the magnitude of these one-time federal investments in the City, the Proposed Long Beach Recovery Plan (Recovery Plan) responsibly, effectively, and equitably allocates stimulus funding to address three key areas of impacts since the pandemic: Economic Recovery,

Healthy and Safe Community, and Securing Our City's Future. These programs as summarized in the following discussion.

### **1. Economic Recovery (\$51 million)**

The Recovery Plan allocates \$51 million in total to the City's Economic Recovery Strategy. Guiding the recommendations for an effective, efficient, and inclusive economic recovery are key principles and focus areas that are critical to recovering businesses and jobs lost to COVID-19. The strategy focuses resources on the areas of the economy that have been most impacted, seeks to relaunch business sectors hardest hit by the pandemic, and proposes ways to strengthen revenue generation and leverage consumer spending to promote lasting economic growth. An effective and efficient economic response needs to be targeted, data-driven, and equitable. The Recovery Plan recommends targeted investments in the following activities that will provide the most benefit to business owners, workers, and residents in Long Beach.

#### Protection for Businesses and Non-Profits (\$13 million)

This program provides funding for COVID-19 testing, epidemiology support, contact tracing, and epidemiologic reporting activities to help protect service sector businesses, nonprofits, workers, customers, and visitors stay safe from future spread of COVID-19. Funding from Los Angeles County ELC will help to keep businesses open by tracking COVID-19, providing free testing for businesses and workers, and contact tracing in the event of outbreaks through the Health Department's ELC Enhancing Detection funding. Businesses and nonprofits will have access to educational materials and visits to their sites to ensure they understand and meet the COVID-19 guidelines for their business, free testing at the City's test sites, mobile testing by appointment, access to personal protective equipment (PPE), and contact tracing in the event of exposures or outbreaks in the businesses. This also includes backbone infrastructure, reporting systems, and other functions to support epidemiological services. These funds are currently restricted and not available for vaccine efforts.

#### Direct Business Support (\$25 million)

The public health restrictions and closures have had an outsized impact on certain industry sectors. Direct relief funding to these sectors is a core economic strategy to support the businesses and organizations hardest hit. Direct Business Support programs will provide working capital grants to assist industry sectors that have experienced financial hardship due to the pandemic—namely restaurants, breweries, bars, fitness and personal services, arts and cultural organizations, and nonprofits. Funds can be used to retire debt, pay fixed costs and utilities, pay rent, rehire employees, buy startup inventory, and relaunch as allowed by public health orders. The proposal also includes a fee waiver program for businesses and nonprofits. Grants will be provided on a pro-rated basis to cover the costs of existing or delinquent business licenses, inspection fees, utilities, and other City-related permits for the period of 2021 to help businesses reopen and begin to recover revenue. These local direct relief programs are in addition to more than \$2.5 billion in small business and nonprofit grants offered by the State, and the federal forgivable loan programs through the Small Business Administration. The Recovery Plan would further leverage funds to provide customer support programs to assist nonprofits, small businesses, and displaced workers with technical assistance regarding

City, State, and federal grant guidelines, health orders, loans, PPE acquisition, and other services. This includes grant funding for community-based support organizations to assist with language access, application, research of grant programs, customer generation strategies, worker safety, customer safety, business transition, accounting, permitting, access to capital, and business planning to help service sector businesses survive and recover. It would also fund inclusive business navigator grants to provide technical assistance to under-represented business owners of color, re-entry entrepreneurs, and women-owned service sector businesses in communities most impacted by COVID-19.

Business closures have crippled the City's commercial corridors. Relaunching business sectors hardest hit by the pandemic is the most important strategy for recovering lost jobs, reducing unemployment, and ensuring the stability of our local economy. The Recovery Plan recommends funding to assist businesses and property owners with reopening along high-need commercial corridors impacted by business closures through property reactivation and storefront reopening grants, programming, and beautification efforts.

Generating customers and visitors is a critical strategy for businesses to strengthen revenue streams and survive through the pandemic. Closures due to COVID-19 have dramatically curtailed consumer spending in service sectors such as tourism, hospitality, entertainment, and accommodations. Attracting investment in local service sector businesses experiencing the greatest economic impacts, revenue decline, and job losses is a key step to advancing lasting economic recovery. These programs would provide funding for visitor attraction and customer activation to promote citywide accommodations and visitor services for the hotel, hospitality, entertainment, and visitor-serving sectors needed to reopen businesses and recover lost jobs.

#### Economic Inclusion (\$7.5 million)

Economic inclusion is critical to the City's Economic Recovery Strategy, and it is essential that the City leverage funding to address historic economic inequities that have intensified as a result of the COVID-19 recession. Building on the recommendations of the City Council-directed Everyone In Implementation Plan, Framework for Racial Reconciliation, and Digital Inclusion Roadmap, these programs will support an aggressive approach to economic inclusion through focused investments to create a more prosperous, resilient, and inclusive local economy for all Long Beach residents, business owners, and workers. Funding includes efforts to conduct community outreach to implement a citywide business council for diverse entrepreneurs, inclusive local procurement strategies to uplift diverse small businesses and create economic opportunities for underrepresented business owners, and the development of an empowerment fund to provide financial services for underserved communities.

A significant portion of the funds would be leveraged to plan, develop, and establish economic empowerment zones to address economic inequities that have been exacerbated by COVID-19. Residential and commercial tenants and landlords have also experienced significant financial hardship due to the pandemic. With changing laws regarding evictions protections and the development of local emergency rental assistance programs for residential and commercial tenants, there is a clear need to provide City coordination to assist tenants, property owners, and lenders to access rental relief grants, technical assistance, and other support programs and strong language access components included in all these programs.

A consistent theme of the Economic Recovery Strategy community outreach meetings and City Council input has been to protect public health and job security of workers. The service sector of the economy has experienced the highest job loss and unemployment caused by the pandemic, impacting low-wage service sector workers who are predominately people of color and women. Relaunching the sectors hardest hit and advancing local job opportunities and workforce development is a critical step for economic recovery. These programs seek to expand access to job training and job attainment in areas that have higher unemployment and lower wage jobs. Funding will support service sector workers most impacted by COVID-19 layoffs and workforce development assistance for underemployed job seekers, independent contractors, and re-entry workers.

Additionally, funding would help service workers find work and generate income through the expansion of WorkLB, a multifaceted, interactive workforce development platform that offers underemployed job seekers, independent contractors, and re-entry workers, broad flexibility and choice in their work hours, locations, and type of work for which they are eligible. The platform uses mobile technology to quickly connect employers with workers and functions in any web browser, as an application available for iPhones/iPads and Android devices.

COVID-19 has heightened the need for equitable access to and use of digital literacy training, the Internet, technology devices, and other digital resources. The City leveraged \$1.5 million in CARES Act funding to provide more than 1,400 computing devices and nearly 1,000 mobile hotspots with one-year paid Internet service plans to low-income Long Beach residents. Long-term economic recovery hinges on access to these technologies and resources to fully participate in the 21<sup>st</sup> Century economy. Additional funding will provide grants to bridge the digital divide in both residential communities and along commercial corridors. Community-based organizations would be selected to deliver Chromebooks, hot spots, and technical assistance to serve residents and businesses adversely affected by COVID-19 and the stay at home health orders. These programs will support nonprofit digital navigator grants for technical assistance and training to help small businesses with online customer generation, activation, and payment processing.

#### Clean City (\$5 million)

Keeping commercial corridors clean and attractive is also important to businesses reopening and attracting customers. Illegal dumping, trash and debris, and general cleanliness in the city has gotten progressively worse during the pandemic, and City staffing capacity has been impacted by COVID-19. Funding would be used to expand illegally dumped items collection crews and promote scheduled special collection programs to reduce illegal dumping. New equipment will allow for staff to access narrow alleys and other difficult terrain for cleanups and provide additional support to business associations, neighborhood associations, and others to support group cleanup activities for litter abatement in commercial corridors. To enhance customer retention for businesses impacted by the pandemic, the City will expand the graffiti abatement program to address the increased number of requests throughout Long Beach. The City will also develop campaigns to educate residents about free, scheduled special collection opportunities to discourage illegal dumping as well as a new litter abatement campaign. These campaigns will focus on the impacts of peoples' behavior on the environment and their local community's health.

Additional resources would be available to address dumped items on State and County property, which are often reported to the City but beyond our capability to respond. The City Council has requested that staff continue to coordinate with Caltrans and other partners to perform needed maintenance and seek reimbursement for City actions taken to clean up State and County property. This funding will be used to increase staffing to post cleanup locations and provide cleanup services like pressure washing after debris abatement. Additional staffing would be available to assist the State and County in maintenance of their areas of responsibility. The City will also strengthen partnerships with community organizations and contractors to supplement City cleanups and provide cleanups at locations that are still inaccessible by City staff or that require HAZMAT collection that staff cannot conduct.

#### Technical Assistance (\$500,000)

Throughout the pandemic, the City has operated a BizCare Call Center and pop-up service centers in high-need areas of the city to provide information regarding business resources, assist with the application for grants, and leverage CARES Act funding to expand the City's outreach efforts through partnerships with community-based organizations and business supporting nonprofits. Funding will expand support for BizCare customer support programs to assist nonprofits, small businesses, and displaced workers with technical assistance regarding City, State, and federal grant guidelines, health orders, loans, PPE acquisition, and other services; as well as funding for BizCare Pop-up Centers at locations including City facilities such as libraries located in high-need areas to promote access and equity. This program provides funding for the "Economic Equity Analysis" from CSULB and/or additional nonprofit research organizations to help track, report, and inform the community regarding the Economic Recovery Strategy to mitigate racial impacts of the COVID-19 recession; and, to prevent economic disparities from growing.

## **2. Healthy and Safe Community (\$73.8 million)**

It is abundantly clear that the COVID-19 pandemic has exacerbated existing structural inequities across the country, having an inordinate impact on our most vulnerable and historically underserved communities. The Recovery Plan proposal has been developed with equity front and center. Just as the City utilized an equity lens to develop and implement each of the City's CARES Act programs, the Recovery Plan aims to address the highest needs of community members most adversely impacted by the COVID-19 pandemic. Creating a healthy and safe city for all Long Beach communities is the second pillar of the Recovery Plan, and the recommended programs and services in this section focus on addressing the underlying social determinants of health and prioritizing the needs of those who have been hit hardest by the pandemic.

The COVID-19 health crisis worsened health inequities among older adults and communities of color. Adults over the age of 65 account for nearly 73 percent of the deaths caused by COVID-19, largely due to the virus spread in long-term care facilities. Latinx, Black, Cambodian, and Native Hawaiian/Pacific Islander community members have been hardest hit, caused by longstanding health, economic, and social inequities. Communities of color are also at higher risk of exposure to the virus because many cannot work from home, cannot afford to miss work, are more likely to live in multigenerational homes, and are disproportionately affected by underlying chronic health conditions that lead to more severe illness. The severity

of illness experienced by individuals who have a chronic health condition that are infected by COVID-19 is adding to our already strained healthcare system, resulting in longer hospitalizations and more costly care. A comprehensive response to the COVID-19 pandemic must include evidence-based prevention efforts and support for initiatives, led by public health.

#### Public Health COVID-19 Response (\$13 million)

A key component of recovery will be to keep COVID-19 case rates low and provide tools to detect, respond, and isolate individuals who are exposed and test positive. The City's Health Department provides these services through epidemiological services and the City's public health lab. The City's COVID-19 data illustrate the correlation between areas of Long Beach with the highest rates of people who have tested positive for COVID-19 and highest rates of poverty and highest rent overburdened communities. Many areas with the highest burden of COVID-19 illness and poverty are also areas that have the densest population of Latinx, Black, Cambodian, Asian-Pacific Islander, Indigenous and other communities of color.

The Health Department, through its ELC Enhancing Detection funding, will provide free testing at the City's testing sites as well as mobile testing in communities most impacted by COVID-19, PPE to nonprofit organizations serving the City's most-impacted communities, contact tracing, educational materials and the COVID-19 language access program to ensure educational materials, social media, appointments, and phone responses are available to those where English is not the primary language. These funds are currently restricted and not available for primary vaccine efforts.

#### Basic Needs (\$7.4 million)

In response to the COVID-19 pandemic, the City created the LB Resource Line, which is averaging 240 calls per week. The LB Resource Line has provided telephone access to resources for residents in English, Spanish, Khmer, and other languages, greatly reducing the barriers for low-income residents who may not have other means of connecting to services. CARES Act funding was initially utilized to support staffing the hotline and to implement a resources and referral technology platform to navigate resources. Funding would support the expansion of this basic needs response infrastructure to increase capacity and clients served, including mental health support, food delivery, social connections, education, and more.

Necessary public health strategies to mitigate the spread of the virus and the concurrent economic impact of COVID-19, combined with limitations on access to healthy and affordable food, have exacerbated poor dietary quality and inadequate nutrition placing our community at greater risk for negative health outcomes due to COVID-19 infection. The number of households which have enrolled in federally-funded nutrition assistance programs, including our Long Beach WIC (Women, Infant and Children) program and CalFresh (SNAP), has significantly increased, demonstrating the need for food security resources. The City has provided large-scale food distribution and meal and grocery delivery for individuals who are homebound through CARES Act funding, and additional resources are needed to ensure continued support during the pandemic. Funding will be used to expand existing programs and to create a more sustainable long-term infrastructure for healthy food access through market conversions, access to fresh produce and culturally-appropriate healthy food offerings, and

mobile farmers' markets for areas that have limited access to supermarkets or grocery stores, including a focus on areas where grocery stores have recently closed or other food desert areas.

Unemployment and job instability created by the pandemic has rapidly exacerbated the housing affordability crisis in Long Beach, particularly impacting low-income residents. The Basic Needs Resource Line has reported that besides vaccines, housing resources are the highest request for support from residents. It is thus crucial to invest in eviction prevention and housing stability to preserve families, prevent trauma, and avoid exhausting City resources. Housing services and resources are often spread throughout different City agencies and nonprofit organizations, such as the Housing Authority, Homeless Services, the Continuum of Care, and the Development Services Department. To assist tenants to connect with appropriate services, the City would develop a position based in Housing and Neighborhood Services in the Development Services Department to coordinate housing resources across the City. This program would also expand the Right to Counsel pilot to provide legal services to prevent evictions and displacement.

COVID-19 has also had a uniquely devastating impact on the older adult population in Long Beach. Currently, adults aged 60 and over represent 11.5 percent of the positive cases of COVID-19, but those aged 65+ represent 73 percent of the fatalities. In addition to being at highest risk of COVID-19 morbidity, many older adults face poverty, difficulty living independently, food insecurity, social isolation or loneliness, and lack digital access and knowledge. This program will expand multilingual staffing for all levels of referral and case management support and telehealth opportunities, through the Healthy Aging Center's Senior Links Program. Community grants will also be created for organizations to survey and address mental and physical health needs of older adults such as increasing social and civic engagement with physical activity. Funding will also enable the City's Senior Centers to increase virtual programming for older adults to engage older adults in healthy activities, while decreasing their risk of contracting COVID-19 in the community.

Physical and Mental Health Equity (\$5.3 million)

Latinx, Cambodian, Pacific Islanders, and Black populations have been disproportionately affected by the public health impacts of the COVID-19 pandemic in terms of cases, hospitalizations, and deaths. As of February 2021, all people of color in Long Beach had higher rates of COVID-19 cases, hospitalizations, and deaths as shown in the table below.

<b>COVID-19 Metrics</b>	<b>Native Hawaiian/ Pacific Islanders</b>	<b>Hispanic or Latino</b>	<b>Black or African American</b>	<b>Asian</b>
Cases	4.2x	2.7x	1.4x	1.4x
Hospitalizations	9.2x	3.3x	2.3x	2.0x
Deaths	7.7x	2.9x	1.8x	1.5x

The Health Equity Fund would focus resources on the populations that have experienced outsized impacts due to longstanding structural inequities and underlying social determinants of health, specifically Latinx, Black, Cambodian, and Pacific Islander populations. Funding would provide direct grants to support nonprofit community-based organizations to advance

physical and mental health services, COVID outreach and education, connection to food resources, and other needed supports. Investments would focus on proportionality of population in Long Beach as well as COVID-19 impacts in each community.

Communities impacted by the COVID-19 pandemic and other health challenges are often some of the hardest to reach populations for government. Promotora, or community health workers, programs are best-practice efforts for trusted voices to promote education and wellness in their communities. This funding would support training for promotora/community health workers and expand nonprofit organization capacity to implement the programs. Promotoras would be trained in chronic disease education and would focus on the underlying health conditions associated with increased risk for COVID-19 complications (i.e., Heart Disease, Hypertension, Cancer, and Diabetes) to encourage and provide access to preventive health screenings and resources at community centers and places where people meet and gather in neighborhoods such as barber shops, nail salons, and community centers. Funding would also support two community health workers at the Health Department, Khmer and Spanish speakers, to coordinate efforts for this program and connect with communities to strengthen health equity efforts.

The COVID-19 pandemic has led to increased mental health challenges across Long Beach, and many community members experience difficulties accessing mental health services. Now more than ever, awareness about mental health and treatment options and domestic violence services is needed. The stressors that have accompanied COVID-19 have resulted in a 15 percent increase in calls to the Long Beach Police Department to respond to violence in the home. The Mental Health and Resilience Taskforce, comprised of City staff and community-based mental health providers, have created a mental health awareness campaign including bus ads, social media, paid social media as well as taped conversations in English, Spanish and Khmer. This funding would seek to expand this citywide campaign, support trauma and resiliency care training for the City and community-based organizations to better respond to people who have experienced trauma, and a mental health crisis response pilot program for responses to lower-risk 911 calls related to mental health, addiction, and homelessness.

#### Early Childhood Education and Childcare Supports (\$2.1 million)

The COVID-19 pandemic has led to the closing of many Early Childhood Programs, due to the changing health protocols. Even when programs can reopen, they are required to operate with significantly fewer children but maintain pre-COVID-19 staff numbers and purchase more supplies to ensure that children are cared for and educated with social distance. Many centers have decreased hours of service to allow for adequate time for heightened levels of cleaning between service days. Working families are especially impacted by the early closures and decreased childcare capacity. This funding would expand the CARES Act resources to offer free developmental and emergency supplies for families in need. These resources provide early childhood development support for at-home, virtual learning and infant supplies. Funding would also support childcare subsidies for families and the transformation of the Health Department's West Facility to create an additional 28 early childhood education slots in West Long Beach. To support the development of early literacy skills, funding would expand the Long Beach library's bilingual parent engagement program.

#### Violence Prevention and Safe Cities (\$4 million)

In the wake of family stress, disconnection from friends and peers, and virtual learning, children and teens have similarly experienced increased mental health challenges during COVID-19. Funding will be used to create programming at parks and teen centers, offering youth safe and developmentally appropriate places to engage in recreation activities, socialize, and build connections while their parents are at work. Expanding full-range summer youth programs at parks would provide working parents with safe spaces for their children during the day, with enhanced programming to support additional opportunities for recreation. Community Safety Programs such as the Be Safe program, midnight basketball, or a modified Police Athletic League could be focused in areas with the highest rates of violence to provide safe recreation activities and activation of public spaces. Mobile recreation programming would also continue to allow for recreation and physical activity in areas with limited park access.

Like many urban cities across the nation, Long Beach has experienced increased violent crime rates during the pandemic, disproportionately affecting the Black community as well as our Latinx and Cambodian communities. Unemployment and other social stressors caused by COVID-19 have resulted in increased rates of violence in Long Beach. Public health approaches to violence prevention focus on interrupting violence before it occurs. This funding would build on the successes of the Washington School neighborhood area service model to develop a community interventionist program in areas of the city with high-poverty, high-COVID rates, and high gun-related violence to expand outreach and activate safe community spaces to provide programs, resources, and services. This model is based on a Quality of Life framework, anchored with Habitat for Humanity as a lead organization in partnership with the City to provide a holistic approach to neighborhood revitalization that includes economic opportunity and safety as critical to the wellbeing of an entire neighborhood. The program has helped coordinate the implementation of the Safe Passage program to ensure Washington Middle School students walk to and from school safely and increase parent engagement, continual activation of neighborhood parks, and COVID-19 resources for the community. With additional funding, the City will expand the reach of the Long Beach Activating Safe Communities interventionist team in high-impact communities (high poverty, high COVID rates and high violence) to outreach to community and reach families impacted by community violence and bridge access to family supportive service. These efforts will create a network of grassroots engagement that will also support a re-entry pilot program to establish an integrated social services and employment model for people who are released from prison or jails during the COVID-19 pandemic.

#### Homelessness (\$12 million)

People experiencing homelessness across the city are among those most susceptible and vulnerable to contracting COVID-19 and suffering or dying from severe COVID-19 illness due to underlying health conditions from living on the streets. The negative impacts of the economic downturn due to the pandemic, particularly on lower income individuals, has drastically increased the demand for interim and permanent housing solutions and supportive services. To respond to this crisis, the Health Department's Homeless Services Division (HSD) proposes to use \$10 million in dedicated homeless services funding, in addition to \$2 million from the City's flexible funding through the American Rescue Plan, for the following activities to prioritize the most immediate needs of people experiencing homelessness.

With additional funding, the City would purchase and set up a site for 50 modular units at the Multi-Service Center (MSC) to provide temporary shelter and engagement for persons seeking services. The modular units are an ideal resource for persons when there is not a bed available or for persons that do not qualify for a non-congregate interim housing bed and are wary about going to a congregate shelter.

To give people experiencing homelessness greater access to resources and linkages to service, the HSD will implement and operate two Mobile Outreach Stations. The program will increase capacity to serve people experiencing homelessness across the City and eliminate barriers for people seeking services. The Mobile Outreach Stations will consist of six outreach workers, four case managers, and representatives from partner agencies that will provide outreach services, intake and assessment, case management, referrals, and other social service programs. Services will be provided five days a week and can include programming on days that the City's Multi-Service Center is closed.

To increase partnerships and leverage opportunities at the federal, state and local level, staff recommend an allocation of funding earmarked for local matching funds or gap funding toward property acquisition and/or capital improvements for the development of interim or permanent housing. As many of these property acquisition options require further planning and collaboration with other agencies, staff recommend making this a flexible allocation of funding reserve for the first year to support the acquisition of another Project Homekey site with additional State investment; capital improvements, master leasing, or programming on properties surrounding the Atlantic Farms bridge housing community; or the acquisition of other property around the MSC.

As the City creates a new model for the Homeless Education and Response Team (HEART) staffed with outreach workers and public health nurses, additional funding will provide two years of programming. Programming costs include vehicle outfitting, fuel and maintenance, as well as program materials consisting of outreach incentives, hygiene kits, PPE, and technology for staff out in the field. This funding allows for HSD personnel to connect persons experiencing homelessness to services and provides engagement with proactive medical outreach, which is critical to addressing COVID-19 in this vulnerable community.

Through the pandemic we have seen increased barriers for people experiencing homelessness to access restrooms and hygiene services. The purchase of a trailer that has showers and restrooms could service multiple high-density areas throughout the city where restroom and hygiene is not readily available. There also is an immediate need to provide non-congregate sheltering during the pandemic. To quickly address the issue, funding will be allocated toward motel vouchers while clients are connected to the MSC where they are given case management and access to services. These clients will be people experiencing homelessness that are more medically vulnerable and would be best suited for a non-congregate shelter setting.

The City has continued to work to provide permanent supportive housing opportunities to people experiencing homelessness. However, supportive housing can often take years as new projects are built or new funding opportunities from HUD become available. A local Flexible Housing Subsidy Pool (FHSP) will quickly create supportive housing for 75 people experiencing

homelessness in Long Beach. Through partnership with a nonprofit, Long Beach would provide case management, support, and rental assistance to persons experiencing homelessness. Based upon future funding opportunities, the program could be expanded or shifted to leverage federal rental assistance to cover the cost of subsidies.

Employment and training opportunities for people experiencing homelessness is important to their future ability to maintain housing. A social enterprise would bring an additional training and income-generating opportunity for people experiencing homelessness. The Health Department would partner with a nonprofit agency to create an affordable healthy food market at the convenience store owned by the City at 6841 Atlantic Boulevard. In addition to ensuring affordable health foods for people living in that neighborhood, the project would provide supported employment opportunities for young adults who are experiencing homelessness. Salaries and operations would be subsidized through programming to ensure both training opportunities as well as to support keeping prices low to customers.

#### Tenant Assistance – Emergency Rental Assistance Program (ERAP) (\$30 million)

Long Beach is a majority renter city, and tenants in the city have experienced severe financial impacts during the pandemic. The City's ERAP is designed to assist lower-income renters who have experienced financial hardship due to COVID-19. Economic impacts and job losses due to COVID-19 have been concentrated in areas of Long Beach that are considered severely cost-burdened and concentrated with renters, where the tenant is paying more than 30 percent of their monthly income on housing. The City's ERAP must fully conform to all State requirements, including the requirement that the program launch no later than mid-March 2021. Households earning up to 80 percent of Area Median Income (AMI) who have experienced economic impacts due to COVID and are at risk of housing instability are eligible to apply. However, the City's ERAP will prioritize assistance to households under 50 percent of AMI who have been unemployed for longer than 90 days due to COVID-19 impacts and who have past due rent from April 1, 2020 to March 31, 2021. The City's ERAP will pay 80 percent of the past due rent directly to the landlord if the landlord agrees to forgive the remaining 20 percent. If the landlord does not wish to participate, the ERAP will provide 25 percent of the past due rent directly to the tenant. Additionally, the program will provide 25 percent of up to 3 months' future rents, as well as pay for past due utility payments owed to the City (natural gas, water, sewer, and refuse).

### **3. Securing our City's Future (\$83.2 million)**

The City, like communities across the country, has faced severe budget impacts due to the public health and economic malaise caused by the COVID-19 pandemic. The City budget relies in part on revenue streams such as sales tax, oil production, tourism, and fees, which have dramatically decreased due to the pandemic. As described in the [Fiscal Year 2020 Year-End Budget Performance Report](#), the City ended FY 20 with a significant budgetary shortfall and has taken necessary actions to balance the budget, including drawing down operating and emergency reserves, cutting departmental budgets, and implementing up to 26 days of staff furloughs. In addition to these budget cuts and revenue losses, the City incurred substantial emergency expenditures for COVID-19 emergency response, given that the City operates its own public health jurisdiction. The fiscal stability of the City is critical to the long-term resiliency of our community.

Replenishing Reserves (\$48 million)

Long Beach has an excellent AA bond/financial rating and has had it since at least 2000. Even at the worst times in the last 20 years, the Mayor and City Council have made decisions that have allowed Long Beach to maintain its bond/financial rating due to good financial management, maintaining reserves, having structurally-balanced budgets, and having and executing sound financial recovery plans. The City Council have improved Long Beach's reserves and have adopted budgets that have maintained a structural balance - a budget where the City lives within its means and does not use reserves or other one-time sources to pay for operations.

These actions have built up the City's financial strength and its financial resiliency. Fiscal strength and resiliency helps provide the ability to survive a major disaster such as an earthquake (or a pandemic); helps avoid major service disruptions during a crisis, and provides easier access to credit markets during difficult financial times; keeps borrowing cost low; and, helps future residents and businesses by not requiring them to pay in the future for services provided earlier to potentially different residents and businesses.

Unfortunately, the financial strength and resiliency of the City have been substantially impacted due to the pandemic and structurally unbalanced budgets. This is also putting at risk the City's excellent bond/financial rating. The City has recently been put on a negative watch list for a potential rating downgrade by a key rating agency, due in part to significant use of reserves and loss of revenue.

The City ended FY 20 with a \$21 million budget shortfall in the General Fund. That shortfall essentially used all the General Fund Operating Reserve and some of the Emergency Reserve. The FY 21 budget included an additional \$8 million use of reserves as a budget balancing mechanism, resulting in a total potential use of reserves of \$29 million over FY 21 and FY 22 combined. The City's Operating Reserve was nearly depleted, while City Council policy identifies a minimum of 2 percent and a maximum of 7 percent for that reserve. The Emergency Reserve has declined to about 6.9 percent, while City Council policy requires a minimum of 8 percent and a target of no less than 10 percent for that reserve.

Other funds have also been adversely impacted and millions of dollars more have been lost due to the pandemic. The losses in other funds are still being analyzed and calculated. Some of the most impacted other funds include Tidelands Operating, Special Advertising and Promotion (SAP), Towing, and the utilities funds. The SAP Fund also experienced heavy pandemic-related revenue losses and required utilizing \$3 million of its funds available in FY 20, with the potential that it would need to further draw down on the remaining funds available and possibly into reserves in FY 22 and beyond depending on revenue recovery. The recommendations regarding the restoration of the City's fiscal resiliency includes using the one-time federal funding to replenish and restore these other fund reserves.

City Council policy requires that: "If emergency or operating reserves are drawn down below the minimums, a plan will be developed and implemented to replenish them, generally from future surpluses. Replenishing reserves will be a priority use of one-time resources." As a result of this City Council policy and because it is critical that the City have the financial strength

and resiliency to act in emergencies and to address opportunities and threats, the City Manager is recommending that these reserves be reestablished as soon as possible and possibly increased beyond previous levels. The recommended approach is to use one-time federal funding (from the American Rescue Plan Act's replenishment of lost revenues) to first restore reserves in various funds where other replenishment options from federal funding or other solutions are not available. About \$48 million will be needed for this purpose across several funds. The City does have other reserves originally intended for special purposes, some of which may be able to be released to help restore the emergency and operating reserves and/or provide for critical needs. They are in the process of being reviewed for potential use in FY 22 and future years.

#### Maintaining Services for Residents and Businesses (\$35.2 million)

Over the last few years, even with the excellent economy, the cost of providing services has been projected to increase faster than revenues. This creates a potential structural imbalance that is normally solved when the budget is adopted. One of the key reasons the Mayor and City Council have a reputation for good financial management in the financial community is the adoption of a structurally-balanced budget, year after year. However, for good reasons (as described below), the adopted budgets for both FY 20 and FY 21 (current year), while balanced with one-time resources, are structurally unbalanced.

For FY 22, the structural shortfall is currently projected to be \$28 million. There is also approximately \$1.9 million of reductions allocated to the Fire Department in FY 21 that has not been identified yet how this savings will be achieved in FY 22. There is not expected to be available funding for critical one-time needs other than from reserves or one-time federal American Rescue Plan Act funding.

As the pandemic has continued, FY 22 is anticipated to be a recovery year for the City, its residents, and businesses. To best meet the interests of the City's current residents and businesses and to be consistent with the Mayor and City Council priorities to address those interests and to maintain services in FY 21 and FY 22 as much as possible, the City Manager recommends that the proposed FY 22 budget be balanced primarily with federal one-time funds (not a use of reserves). Although the use of one-time funding to temporarily resolve an ongoing structural deficit situation is not consistent with the City's financial policies, it is believed that maintaining services during this time is a higher priority along with addressing the needs of the City's residents and businesses during the pandemic recovery. The City Manager may also later propose to the City Council the use of federal funds for critical one-time uses if they are not fully needed to cover the shortfall or if reserves are sufficiently funded.

About \$30 million of the American Rescue Plan Act funds will be needed to balance the FY 22 budget. This will allow services to be mostly maintained for residents and businesses during this difficult time, allow more time to see how the economy recovers and whether revenue projections improve; and provide more time to develop a strategy to address future shortfalls. Additionally, consistent with the desire to minimize service impacts to the community due to the pandemic, the City Manager also recommends utilizing \$5.2 million of the federal funds to eliminate furloughs for the remainder of the year in FY 21. This will allow the restoration of services impacted by the furloughs for the entire organization, including non-General Fund funds.

This approach will help the recovery in FY 22 but will result in the City having to address a very substantial structural shortfall in FY 23, currently projected at \$37 million, since no or little structural reductions will have been made in FY 22 to structurally balance the budget. The shortfall is projected to increase each year over the next few years, and as a result, it is likely that very significant service reductions will be needed in FY 23 and beyond.

Even though there are good reasons for the structurally unbalanced budgets of the last few years and the use of reserves, it is important to note, as stated earlier, that the City has been put on formal notice by a key rating agency that the City's excellent bond/financial rating may be dropped if the City does not address its reserves and structural imbalance issues. The City Manager's proposal addresses reserves but delays the restoration of a structurally-balanced budget for another year. It is not clear if that combination will be acceptable to the rating agency as showing adequate progress. The more quickly the City develops a plan to restore structural balance in FY 23 and future years the more likely the City's rating will be retained and the faster the City will achieve the financial strength and resiliency that it had before the pandemic.

## **POTENTIAL FUTURE FUNDING**

In addition to the funding sources outlined above to support the Proposed Long Beach Recovery Plan, staff anticipate more funding opportunities this year and in the future that will support the City's efforts to secure long-term economic resiliency. The American Rescue Plan Act also includes funding for vaccines. The CDC will administer \$7.5 billion in grants to state and local health departments for vaccine distribution and administration. Another \$1 billion would be dedicated to strengthening vaccine confidence through information and education campaigns. Finally, an additional \$7.66 billion will be available to expand the public health workforce in state and local health departments to support vaccine deployment. Staff anticipate these funding opportunities will function similarly to the ELC grant described above, whereby Los Angeles County receives a direct federal allocation and the City is allocated a pro rata share. The overall amount available to the City will be known in the coming weeks.

The American Rescue Plan Act includes additional funding to support the City's priorities regarding tenant and homeowner assistance. The package currently allocates \$21.6 billion for emergency rental assistance and utility arrears, on top of the \$25 billion that has already been appropriated. The City will be eligible to receive funding to expand the existing \$30 million local program outlined above. The measure would also provide almost \$10 billion for homeowner assistance to prevent mortgage defaults, foreclosures, and housing loss due to COVID-19; and another \$5 billion for emergency housing choice vouchers.

The State is also prioritizing resources for housing and homelessness. Governor Newsom's January budget proposal for FY 22 recommends \$1.75 billion for the acquisition of transitional and supportive housing. As described in a January 27, 2021 [memorandum](#), the proposed budget builds upon investments over the past year for Project Roomkey and Project Homekey. The allocation is split among three priorities: \$750 million to purchase motels and hotels for transitional and long-term affordable housing; \$750 million to develop community mental health housing; and, \$250 million for housing dedicated for vulnerable seniors. Staff are monitoring the development of the State budget and will continue to advocate for the inclusion of flexible operational funding to support the wrap-around services needs at transitional housing sites purchased through State acquisition funds.

Staff also expect infrastructure will be a top priority this year. As mentioned above, following enactment of the \$1.9 trillion American Rescue Plan Act focused on relief, President Biden intends to release the second phase of his administration's plan to achieve economic recovery from the COVID-19 pandemic through infrastructure investments and job creation, coined the Build Back Better Plan. While details are likely to be released in the coming weeks, staff anticipate the plan will propose significant investments in projects to rebuild the nation's highways, roads, transportation infrastructure; expand digital and economic inclusion through broadband deployment; and, advance water quality, energy efficiency, and climate resiliency.

### TIMING CONSIDERATIONS

The American Rescue Plan Act legislation is expected to be signed by President Biden on or before March 14, 2021. Having a plan in place and approved by the City Council on March 16 will allow further development of the specific programs and funding opportunities for businesses, nonprofits and partners available as soon as possible. It can be revised later, if necessary, to reflect the actual amount allocated to Long Beach and the final use regulations.

### EQUITY STATEMENT

The Proposed Recovery Plan incorporates recommended strategies from the City's Equity Toolkit, as directed by the City Council on April 21, 2020. Consistent with findings from the Economic Equity Studies project described earlier, the COVID-19 recession has increased existing racial, economic, health, education, and gender inequities in Long Beach. The Recovery Strategy programs and initiatives include funding, outreach, language and digital access, and navigation resources across the spectrum of Business and Economic Recovery programs and Healthy and Safe City programs. As with the CARES Act funding, as grants and dollars are being provided, all programs will be designed and reviewed with an equity lens, using similar, racial, health, and economic criteria to identify and assist the businesses, workers, and residents most vulnerable to, and impacted by, the pandemic.

### FISCAL IMPACT

In total, the City anticipates receiving approximately \$208 million across the funding sources described above. In FY 21, the City will receive a total of \$30,159,146 in Federal Allocation and State Block Grant funds for the ERAP. An increase in appropriation in the amount of \$30,159,146 is requested in the Community Development Grants Fund Group in the Development Services Department, offset by grant revenue. The City will also receive a total of \$26,753,750 in ELC grant funding through Los Angeles County. An increase in appropriation in the amount of \$26,753,750 is requested in the Health Fund Group in the Health and Human Services Department, offset by grant revenue. There is no match or in-kind requirement to receive these funds. These grants generate a positive impact on job creation and retention in the community. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities.

The City Manager's recommended uses of the Recovery Plan funding detailed in this document include restoring reserves to protect the City's ability to deal with emergencies and unexpected situations; maintaining existing services and mitigating adverse service reductions to the

community; providing for one-time critical needs; and, expanding community and business support to address pandemic impacts. The American Rescue Plan Act (ARA) funding is temporary and any staff hired as a result of the ARA funding will need to be temporary, likely no more than two years for most programs. There is expected to be a significant amount of staff work needed to appropriately manage these funds, secure other federal funds, create the various programs, and perform other administrative tasks. Portions of funding from each allocation will be used to provide this administrative support.

The Recovery Plan funding includes the cost of administrative support at a level of approximately 10 percent across the various funding sources and will be used as needed to implement programs over the next two to three years. In light of current staffing capacity issues related to furloughs and the City's ongoing COVID-19 response, it is anticipated that outside assistance will be needed to effectively and efficiently administer some of the robust efforts outlined in this Recovery Plan in a timely manner. City staff will provide oversight of all programs and will directly manage those within existing staff expertise and resources. However, many programs will benefit from the greater efficiency and expertise of independent contractors with experience, established community contacts, and relationships that ensure a high level of service delivery. Where practical, programs will be delivered by staff so as to maximize the use of funding for support and service delivery to the community.

It is expected that within a few months of the ARA becoming law, regulations will be released to allow staff to definitively determine the allowed uses of ARA funding. The City Manager's recommendations for the use of the ARA funds are assumed to be consistent with the final regulations, but it is important to point out apparent areas of risk based on the current version of the legislation. The key risk areas are identified in the table below:

**Risk Areas for Use of ARA funding**

1. Whether the City recommended restoration of reserves, maintenance of services are fully consistent with the revenue reduction requirements
2. Whether all the City's recommended uses fall under the allowed uses of the funding in accordance with the regulations, which have not yet been developed.

The recommendations regarding the use of ARA funding are contingent on the final regulations of the final bill. To the extent the final regulations are not consistent with the uses approved by the City Council, the City will need to revisit the recommended uses. It is recommended that budgetary commitments (e.g., appropriations, purchase orders, contracts, disbursements, or other use of funds) be delayed and be contingent until there is an opportunity to compare the final regulations to the City Council-approved uses. This is to protect the City as the legislation appears to require a return of funds if an actual use does not comply with an allowed use. Any major changes needed as a result of regulatory clarifications will be brought back to the City Council. Minor changes such as those due to oversubscribed or undersubscribed programs where simple realignment of funds to better meet demand will be made by staff to ensure expeditious action with notification to the City Council with sufficient time for the Council to provide alternative direction if they so choose.

The ARA funding would be allocated in two tranches in 2021 and 2022, and the expenditure deadline is December 31, 2024. The City Manager's recommendations as to uses will focus on getting the recovery going and started now, with an emphasis on maintaining City services

HONORABLE MAYOR AND CITY COUNCIL

March 16, 2021

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and providing relief to residents and businesses. Staff anticipate providing an update to the City Council and the public every six months regarding the use of these funds.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'T.B. Modica', is written over the typed name.

THOMAS B. MODICA

CITY MANAGER

Attachments: Resolution

A: Long Beach Recovery Plan Allocations

B: Economic Recovery Strategy Report

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH, CALIFORNIA AUTHORIZING  
PARTICIPATION IN THE STATE RENTAL ASSISTANCE  
PROGRAM

WHEREAS, on December 27, 2020, the Consolidated Appropriations Act, 2021 (Pub.L. No. 116-260) (the “Act”) was signed into law. Section 501 of Division N of the Act established the federal Emergency Rental Assistance Program (“ERAP”), and authorized the direct allocation of emergency rental assistance funds to states, units of local government, tribal communities, and territories. The ERAP funds are intended to assist households that are unable to pay rent and utilities due to the COVID-19 pandemic; and

WHEREAS, California Senate Bill No. 91 (2021-2022 Reg. Sess.) (“SB 91”) established the State of California’s program for administering its share of ERAP funds (the “State Rental Assistance Program,” “SRAP,” or “State Rental Assistance Funds”). SB 91 added Chapter 17 (commencing with Section 50897) to Part 2 of Division 31 of the Health and Safety Code. Health and Safety Code section 50897.1, subdivision (a)(1) authorizes the Department of Housing and Community Development (the “Department”) to administer the State Rental Assistance Funds in accordance with state and federal law; and

WHEREAS, on January 25, 2021, the City of Long Beach, California (“City”) received an allocation of ERAP funds from the U.S. Department of the Treasury (“Treasury”) in the amount of \$13,754,733.90 (such amount, the City’s “Direct Federal Allocation”); and

WHEREAS, City plans to administer its Direct Federal Allocation, and acknowledges that the Direct Federal Allocation is subject to the requirements of the Act and Treasury interpretive guidance, and to all such requirements as may be subsequently

1 amended; and

2 WHEREAS, City desires to receive an allocation of State Rental Assistance  
3 Funds pursuant to Health and Safety Code section 50897.2, subdivision (a)(1) or (2) (such  
4 allocation, a “Block Grant Award”). City submitted its request for a Block Grant Award to  
5 the Department, on an Expression of Intent Form, on or before February 12, 2021; and

6 WHEREAS, City acknowledges that every Block Grant Award is subject to  
7 the requirements of SB 91 and Department guidelines, to the relevant requirements of the  
8 Act and Treasury interpretive guidance, and to all such requirements as may be  
9 subsequently amended (collectively, the “Block Grant Award Requirements”); and

10 WHEREAS, City further acknowledges that every Block Grant Award is  
11 subject to the terms and conditions of a Department-approved STD 213, Standard  
12 Agreement (“Standard Agreement”), all other documents required or deemed necessary  
13 or appropriate to allocate the Block Grant Award, and all amendments thereto (collectively,  
14 the “Block Grant Award Documents”);

15 NOW, THEREFORE, the City Council of the City of Long Beach resolves as  
16 follows:

17 Section 1. The foregoing recitals are true and correct.

18 Section 2. City is hereby authorized and directed to accept a Block Grant  
19 Award in a total amount not to exceed \$16,404,411.26.

20 Section 3. City is hereby authorized and directed to enter into, execute,  
21 and deliver the Block Grant Award Documents, which shall include a Standard  
22 Agreement in a total amount not to exceed \$44,966,406.51.

23 Section 4. City is hereby authorized and directed to assume  
24 responsibility for administering the Block Grant Award in accordance with all Block Grant  
25 Award Requirements.

26 Section 5. The City Manager of the City of Long Beach, California, or his  
27 designee, is authorized to execute the Block Grant Award Documents on behalf of the  
28 City for participation in the State Rental Assistance Program.

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

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Section 6. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of \_\_\_\_\_, 2021 by the following vote:

Ayes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Noes: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Absent: Councilmembers: \_\_\_\_\_

\_\_\_\_\_

Recusal(s): Councilmembers: \_\_\_\_\_

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\_\_\_\_\_

City Clerk

Dept.	Title	Description	Programmatic Total
<b>1. Economic Recovery</b>			
<b>PROTECTION FOR BUSINESSES &amp; NON-PROFITS</b>			
ED	COVID-19 Protection for Service Sector Businesses, Non-Profits & Workers	Provides funding for COVID-19 testing, epidemiology support, contract tracing, and epidemiologic reporting activities to help protect service sector businesses, non-profits, workers, customers and visitors. Funding from Los Angeles County Epidemiology and Laboratory Capacity (ELC) will help to keep businesses open by tracking COVID, providing free testing for businesses and workers, and contact tracing in the event of outbreaks.	\$ 13,000,000
		<b>Subtotal</b>	<b>\$ 13,000,000</b>
<b>DIRECT BUSINESS SUPPORT</b>			
ED	Direct Grants to Restaurants, Breweries, and Bars	Provides working capital grants up to \$25,000 to assist locally-owned, independent, full-service, sit-down restaurant, brewery and bar owners to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from the Restaurant Retention Strategy, and feedback from Community Roundtables with the Long Beach Bar Coalition & Long Beach Restaurant Association. Includes grant funding for community-based support organizations to provide technical assistance to assist with language access, application, and research of other State and Federal grant programs.	\$ 5,000,000
ED	Direct Grants to Fitness and Personal Services Sector Businesses	Provides working capital grants up to \$25,000 to assist gyms, barbershops, salons, and other personal services to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Council of Business Associations, and small business owners. Includes grant funding for community-based support organizations to provide technical assistance to assist with language access, application, and research of other State and Federal grant programs.	\$ 5,000,000
ED	Non-Profit Administrative Support Grants	In addition to the funding of non-profits in the Healthy and Safe Communities program that supports direct services to the community, this program provides working capital grants up to \$25,000 to assist non-profit directors and boards to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Arts Council, museum leaders, and creative business owners. Up to 50% of grant funds will be advanced to assist with cash flow so that programming can begin immediately. Up to 25% of grant funds may be used for unrestricted organizational expenses including rent, payroll, administration, and fixed costs.	\$ 3,000,000
ED	Direct Grants to Other Businesses Impacted by COVID-19	Provides working capital grants up to \$10,000 to assist businesses impacted by COVID-19 that are not identified in the categories above that will require support to survive the recovery period. Awards will be based on tiers by revenue, size, employees. This program provides working capital grants to business owners (not included in the categories above), to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Council of Business Associations, and small business owners.	\$ 2,000,000
ED	Direct Grants to Arts and Culture Businesses	Provides working capital grants to assist arts and culture business owners and directors to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be similar to the CARES Act program formula and incorporate recommendations from Community Roundtables, Arts Council, museum leaders, and creative business owners.	\$ 1,000,000
ED	Fee Waivers for Businesses and Non-profits	Grants will be provided on a pro-rated basis to cover the costs of existing or delinquent business licenses, inspection fees, utilities, and other City-related permits for the period of 2021. This will be utilized to bring businesses current on City fees so that they are able to reopen and begin to recover revenue. May also be utilized in-lieu of an "amnesty" or "grace period" recommended through the Roundtables. Businesses and non-profits must demonstrate financial impacts to receive funding.	\$ 3,500,000
ED	Business Supporting Organization Technical Assistance Grants (Business Improvement Districts)	Provides direct grants to certified Business Improvement Districts (BIDs) that provide direct business technical assistance to under-represented business owners of color and women-owned service sector businesses in communities most impacted by COVID-19. Technical assistance includes customer generation, worker safety, customer safety, business transition, accounting, permitting, access to capital, business planning, application for grants and other services to help service sector businesses survive and recover.	\$ 2,000,000
ED	Inclusive Business Navigator Grants	Provides direct grants to business support organizations (non-profit, for-profit, membership-based) that provide direct business technical assistance to under-represented business owners of color, Re-entry entrepreneurs, and women-owned service sector businesses in communities most impacted by COVID-19.	\$ 250,000
ED	Citywide Small Business Navigator Grants	Provides direct grants to non-BID business support organizations (non-profit, for-profit, membership-based) that provide direct business technical assistance to business owners citywide that are not currently supported by BIDs.	\$ 250,000
ED	Visitor Attraction & Hospitality Sector Recovery	Provides the Convention & Visitors Bureau (CVB) and partners funding to coordinate visitor generation and customer activation in the hotel, hospitality, entertainment, and visitor-serving sectors needed to reopen businesses and recover lost jobs. Will promote citywide accommodations and visitor services.	\$ 1,250,000
ED	Customer Activation Grants to Reopen Local Business and Activate Consumer Spending	Provides local non-profit economic development organizations grants to develop, implement, and deliver strategies and events to connect with residents, create a citywide calendar of special events, stimulate private sector consumer spending, encourage residents to "Buy Local" and "Get Outside"; and, attract investment in local service sector businesses experiencing the greatest economic impacts, revenue decline, and job losses.	\$ 500,000

Dept.	Title	Description	Programmatic Total
ED	Storefront Reopening: Board-up Removal, Public Safety, Beautification & Activation	Provides funding for a Property Reopening Ombudsman and grants to assist business and property owners with reopening and the removal of plywood board-ups, basic repairs, façade improvements, and beautification of high-need commercial corridors impacted by civil unrest, COVID-19 closures, and other safety or quality of life impacts. Will provide coordination with homeless services, public safety, and other City departments in non-BID areas.	\$ 250,000
ED	Eviction Protection: Commercial Tenant & Landlord Support Coordinator	Provides funding for a Commercial Tenant and Property Owner Assistance Coordinator and community-based organizations in high-need areas to work with community based commercial tenants, property owners, and lenders to access over \$28M in rental relief grants, technical assistance, and other support programs at the local State and federal level already approved by City Council.	\$ 250,000
ED	Property Activation: Outdoor Dining, Parklets, Adopt a Business, Pop-up Storefronts	Provides funding for a Property Activation Ombudsman and grants to businesses or property owners for the activation of outdoor spaces and parklets for live entertainment, arts, cultural activities, food, and beverage service during the Recovery. Provides grants to commercial property owners who are willing to activate their spaces for the arts or cultural activities, adopt businesses that need assistance with reopening, temporary business activities, personal services or other service sector activation for the public benefit (or to help businesses restart). Funds will cover the cost of business support and technical assistance, permits, and landlord grants for the use of spaces thru the end of 2021.	\$ 500,000
ED	Expedited Permitting	Provides funding for a Permitting Ombudsman and supplemental staff at Plan Check Intake to assist property owners, businesses, and non-profits with intake, customer service, communications, and streamlining the licensing and permitting process for development projects that require Development Services, Health, Special Events, and Fire Inspections.	\$ 250,000
		<b>Subtotal</b>	<b>\$ 25,000,000</b>
<b>ECONOMIC INCLUSION</b>			
ED	Economic & Digital Inclusion Coordination	Provides funding for an aggressive approach to economic inclusion, digital inclusion, language access, Re-entry support, community-based organization coordination, and the implementation of recommendations from the Everyone In Implementation Plan, Framework for Racial Reconciliation, Digital Inclusion Roadmap, and Economic Recovery Strategy initiatives.	\$ 450,000
ED	Bridge the Digital Divide (Residential Connectivity)	Provides grant funding for community based organizations to deliver Chromebooks/hot spots/tech assistance to serve residents adversely impacted by COVID-19 and stay at home orders. Also supports non-profit digital navigator grants for community-based organizations to source households, assist with application, and ongoing implementation.	\$ 1,000,000
ED	Bridge the Digital Divide (Commercial Connectivity)	Provides grant funding for community based organizations to deliver Chromebooks/hot spots/tech assistance to serve businesses adversely impacted by COVID-19 and stay at home orders. Also supports non-profit digital navigator grants for community-based organizations to source households, assist with application, and ongoing implementation. Will also include technical assistance and training to help small businesses with online customer generation, activation, and payment processing.	\$ 1,000,000
ED	Business Council for Diverse Business Owners	Provides seed funding to conduct community outreach, develop recommendations, and begin implementation of citywide business council for diverse entrepreneurs including funding for non-profit community based organizations to coordinate, support, and outreach to diverse small businesses, Re-entry business owners, and customer activation citywide.	\$ 250,000
ED	Inclusive Procurement Study & Technical Assistance	Provides funding to initial conduct study, recommend strategies, and coordinate implementation of an inclusive local procurement program to uplift diverse small businesses and leverage City procurement to create economic opportunities for underrepresented local small businesses. Provides funding to recommend and implement changes to City procurement platforms and procurement policies.	\$ 250,000
ED	Service Worker & Customer Protection Program	Dedicates funding for a business outreach Service Sector Liaison to be coordinate COVID-19 Protection for Service Sector Businesses & Worker Protection, Epidemiology and Laboratory Capacity (ELC), PPE acquisition, distribution, outreach, education, and vaccination registration for all service sector workers in the the City of Long Beach. Prioritizes the vaccination and PPE protection of 100 percent of service sector workers most impacted by COVID-19 layoffs and job losses (as identified by the State Employment Development Department EDD data).	\$ 200,000
ED	WorkLB: On-Demand Worker and Employer Assistance	Provides funding to expand WorkLB, a multifaceted, interactive workforce development platform which offers underemployed job seekers, independent contractors, and Re-entry workers, broad flexibility and choice in their work hours, locations, and type of work for which they are eligible. The platform uses mobile technology to quickly connect employers with workers and functions in any web browser, as an application available for iPhones/iPads and Android devices.	\$ 250,000
ED	Hero Program for Youth Workforce Development	Provides funding to Pacific Gateway to fund Youth Worker programs, provide training, and place youth into positions of employment in high need communities. Will seek to place youth workers into meaningful positions in support of the Recovery Strategy and into positions with local small businesses impacted by COVID-19.	\$ 1,000,000
ED	PLA Community Outreach	Provides grants to community-based organizations and workforce training providers to develop, design, and implement inclusive worker outreach in high-need Tier 1 communities; with a focus on disengaged youth workers and neighborhoods hardest hit by COVID-19 recession job losses.	\$ 100,000
ED	Economic Empowerment Zones	Creating investment funds for the planning, development, establishment and coordination of special economic zones in areas of the City and sectors most impacted by COVID-19. Funding would be dedicated to the community outreach, business planning, land trust development, small business coordination, arts and culture, housing development, private sector investment attraction, and other services to address economic impacts that have been exacerbated by COVID-19.	\$ 2,500,000

Dept.	Title	Description	Programmatic Total
ED	Empowerment Fund Development	Provides seed funding to local community-based non-profit community and economic development corporations to conduct a feasibility study and develop an implementation plan for creating a non-profit community development bank to provide down payment assistance, guaranteed income, HUD certified counseling, financial services, lending, purchase order secured line of credit services for small business procurement, and Land Trust investments; for non-profit organizations, under-represented business owners, and disadvantaged home buyer programs.	\$ 500,000
		<b>Subtotal</b>	<b>\$ 7,500,000</b>
<b>CLEAN CITY</b>			
ED	Corridor Cleanups	Provides funding to expand illegally dumped item collection crews and promote scheduled special collection program to reduce illegal dumping. New equipment will allow for staff to access narrow alleys and other difficult terrain for cleanups and provide additional support to neighborhood associations and other group cleanup activities for litter abatement in commercial corridors and support cleaning properties owned by other jurisdictions.	\$ 5,000,000
		<b>Subtotal</b>	<b>\$ 5,000,000</b>
<b>TECHNICAL ASSISTANCE</b>			
ED	BizCARE Call Center (570-4BIZ) and Popup Locations	Expand support for BizCare customer support programs to assist non-profits, small businesses, and displaced workers with technical assistance regarding City, State, and federal grant guidelines, health orders, loans, PPE acquisition and other services; as well as funding for BizCare Pop-up Centers at locations including City facilities such as Libraries located in high-need areas to promote access and equity.	\$ 250,000
ED	Economic Recovery Study & Community Reporting	Provides funding for "Economic Equity Analysis" from CSULB and/or additional non-profit research organizations to help track, report, and inform the community regarding the Economic Recovery Strategy to mitigate racial impacts of the COVID-19 recession; and, to prevent economic disparities from growing.	\$ 250,000
		<b>Subtotal</b>	<b>\$ 500,000</b>
<b>ECONOMIC RECOVERY TOTAL</b>			
		<b>Total</b>	<b>\$ 51,000,000</b>
<b>2. Healthy and Safe Community</b>			
<b>PUBLIC HEALTH COVID-19 RESPONSE</b>			
HE	Public Health COVID Response	Provides free testing at the City's testing sites as well as mobile testing in communities most impacted by COVID, PPE to non-profit organizations serving the City's communities, contact tracing, the local distribution warehouse, educational materials as well as the COVID language access program to ensure educational materials, social media, appointments, and phone responses are available to those where English is not the primarily language.	\$ 13,000,000
<b>BASIC NEEDS</b>			
HE	Basic Needs Response Infrastructure	Provides ongoing support for the Basic Needs Resource Line to support community members in connecting with the community services to meet their basic needs. Includes Resource Line staffing, continued investment in Unite Us resource navigation platform, capacity building, marketing, and community partnerships to promote utilization of the platform and enhance basic needs services and connection.	\$ 1,700,000
HE	Food Security	Provides continued support for large scale food distribution in partnership with local food banks and pantries, meal and grocery delivery for older adults and homebound individuals, community-based emergency healthy food pantries, healthy market conversion, urban agriculture, mobile farmers' market program, development of comprehensive citywide food security plan.	\$ 4,000,000
HE	Housing Support and Right to Counsel	Provides assistance to tenants in distress by connecting with appropriate services and providing information about local, state, and federal tenant protection programs such as eviction moratoriums, tenant protections, and rental assistance. Expands the Right to Counsel pilot program with LA County contracted to administer the program, which provides legal representation to prevent mass evictions and displacement.	\$ 900,000
HE	Older Adults Supports	Provides case management and resources for older adults, Senior Center programming, funding for community-based organizations working to address mental health, social isolation, and physical health needs stemming from COVID-19 impacts and funding to PRM Senior Centers to increase virtual programming for older adults to combat social isolation and improve balance and physical fitness, which is deteriorating due to pandemic shutdowns.	\$ 800,000
		<b>Subtotal</b>	<b>\$ 7,400,000</b>
<b>PHYSICAL &amp; MENTAL HEALTH EQUITY</b>			
HE	Health Equity Fund	Provides funding to organizations that serve the communities most impacted by COVID-19 to support physical and mental health programs, COVID outreach and education, connection to basic needs resources.	\$ 4,000,000
HE	Promotora/Community Health Champions Program	Provide infrastructure and funding for organizations to implement promotoras/community health champions programs, which are best-practice efforts where trusted voices from the community are educating and connecting those living in communities to promote education and wellness opportunities. Promotora/Community Health Champions would focus on increasing access to health screenings, health education, and connection to community resources.	\$ 900,000
HE	Trauma-Informed Mental Health Resources and Response	Provides ongoing mental health awareness campaign, trauma and resiliency informed capacity building.	\$ 400,000
		<b>Subtotal</b>	<b>\$ 5,300,000</b>

Dept.	Title	Description	Programmatic Total
<b>EARLY CHILDHOOD EDUCATION AND CHILDCARE SUPPORTS</b>			
HE	Early Childhood Education, Childcare, and Literacy Development	Provides increased access to early childhood education spaces by renovating and creating 28 additional slots at the Health Department's West Facility, supplies to support social and emotional development of young children, emergency supplies such as diapers, and childcare subsidies to families in need of childcare. Expands library services for literacy development in young children.	\$ 2,100,000
<b>Subtotal</b>			<b>\$ 2,100,000</b>
<b>VIOLENCE PREVENTION AND SAFE CITIES</b>			
LIBRARY	Youth Academic Programming	Expands library services and programming for teens in Long Beach, such as the Youth Poet Laureate program and Science, Technology, Arts, Engineering and Mathematics (STEAM) workshops, e.g. computer coding, 3-D printing finishing techniques, photography, video games.	\$ 900,000
HE	Youth Life Coaching & Mentoring	Establish a life coaching network and mentoring for youth in impacted areas to support academic success and economic mobility.	\$ 300,000
HE/PRM /PD	Youth Health and Safety Programming	Be SAFE Expansion for park activation at night, Midnight Basketball, teen job readiness/life skills program, teen sports program, family & teen enrichment wellness classes, teen mentoring program, expansion of gymnasium operations, summer lunch program expansion, community learning centers, virtual recreation programming, mobile recreation.	\$ 1,100,000
HE/PD	Community Interventionist Program	Expand the reach of the Long Beach Activating Safe Communities interventionist team in high impact communities (high poverty, high COVID rates and high violence) to outreach to community and reach families impacted by community violence and bridge access to family supportive service.	\$ 500,000
HE	Re-Entry Program Pilot	Integrate services for people reentering from incarcerated settings as many people are being released due to COVID concerns in the prison and jail systems. Yet, returning home and relaunching their lives in the midst of COVID is even more challenging as services are scattered and now virtual. The pilot would integrate mental health, employment, and supportive services including COVID testing and vaccination.	\$ 600,000
HE	Mental Health Crisis Response Pilot	Provides community responder team to respond to calls for service that do not require police. These responders could be dispatched to lower-risk 911 calls related to mental health, addiction, and collaborate with current homeless response teams.	\$ 600,000
<b>Subtotal</b>			<b>\$ 4,000,000</b>
<b>HOMELESSNESS</b>			
HE	Modular Shelter Units	Purchase and site set up of 25 modular units that will be located at the Multi-Service Center to provide temporary shelter and engagement for persons seeking services.	\$ 1,725,000
HE	Mobile Outreach Station	Provides people experiencing homelessness greater access to resources and linkages to service through expanded mobile services. The two Mobile Stations will consist of six outreach workers, four case managers, and representatives from partner agencies that will provide outreach services, intake and assessment, case management, referrals, and other social service programs. Services will be provided five days a week and can include programming on days that the MSC is closed.	\$ 3,000,000
HE	Property Acquisition	Provides funding towards property acquisition and/or capital improvements towards the development of interim or permanent housing.	\$ 2,000,000
HE	Health Department HEART Program Operations	Provides two years of programming, beyond staffing, for the Homeless Education and Response Team (HEART). Programming costs include vehicle outfitting, fuel and maintenance, as well as program materials consisting of outreach incentives, hygiene kits, PPE, and technology for staff out in the field.	\$ 125,000
HE	Mobile Restrooms and Showers	Provides for the purchase of a trailer that has showers and restrooms along with the truck to pull it to increase access to restrooms and hygiene services.	\$ 400,000
HE	Motel Vouchers	Provides non-congregate sheltering for people experiencing homelessness during the pandemic while they are being connected to the City's Multi-Service Center for case management and services.	\$ 500,000
HE	Local Alternative Subsidy	A local Flexible Housing Subsidy Pool (FHSP) will quickly create supportive housing for 75 people experiencing homelessness in Long Beach. Through partnership with a nonprofit, Long Beach would provide case management, supports, and rental assistance to persons experiencing homelessness.	\$ 3,750,000
HE	Training through Social Enterprise	Provides training and income-generating opportunities for people experiencing homelessness. The Department of Health and Human Services would partner with a nonprofit agency to create an affordable healthy food market at the convenience store owned by the City of Long Beach at 6841 Atlantic Blvd. that would provide supported employment opportunities for young adults who are experiencing homelessness.	\$ 500,000
<b>Subtotal</b>			<b>\$ 12,000,000</b>
<b>TENANT ASSISTANCE</b>			
DV	Emergency Rental Assistance	The City's emergency rental assistance program will assist lower-income renters who have experienced financial hardship due to COVID-19. Households earning up to 80% of AMI who have experienced economic impacts due to COVID and are at risk of housing instability are eligible to apply. Long Beach's ERAP will prioritize assistance to households under 50% of AMI who have been unemployed for longer than 90 days due to COVID-19 impacts and who have past due rent from April 1, 2020 to March 31, 2021, as well as utility payments for water, gas, and refuse.	\$ 30,000,000
<b>HEALTHY AND SAFE COMMUNITY TOTAL</b>			
<b>Total</b>			<b>\$ 73,800,000</b>

Dept.	Title	Description	Programmatic Total
<b>3. Securing our City's Future</b>			
<b>CITY BUDGET</b>			
FM	Furlough	\$5.2 million of the federal funds to eliminate furloughs for the remainder of the year in FY 21. This will allow the restoration of services impacted by the furloughs for the entire organization, including non-General funds.	\$ 5,200,000
FM	Replenish Reserves	Use one-time federal funding from the American Rescue Plan Act's replenishment of lost revenues to restore reserves in various funds where other replenishment options from federal funding or other solutions are not available.	\$ 48,000,000
FM	FY 22 Reductions	\$30 million will be needed to balance the FY 22 budget. This will allow services to be mostly maintained for residents and businesses during this difficult time, allow more time to see how the economy recovers and whether revenue projections improve; and provide more time to develop a strategy to address future shortfalls.	\$ 30,000,000
<b>SECURING OUR CITY'S FUTURE TOTAL</b>			
			<b>Total \$ 83,200,000</b>
<b>LONG BEACH RECOVERY PLAN TOTAL</b>			
			<b>Total \$ 208,000,000</b>

Date: March 8, 2021

To: Thomas B. Modica, City Manager 

From: John Keisler, Director of Economic Development 

For: Mayor and Members of the City Council

Subject: **Economic Recovery Strategy Update**

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On December 15, 2020, the City Council [approved](#) a recommendation to receive and file a report on the development of an Economic Recovery Strategy (Recovery Strategy) and provide input and policy direction to staff on economic recovery priorities to address the economic impacts of COVID-19, with an emphasis on equity, to promote the recovery of businesses and jobs across all sectors of the Long Beach economy following the COVID-19 emergency. The purpose of this memorandum is to provide an update regarding the economic research, community engagement efforts, and review of existing plans to help shape the Recovery Strategy requested by the City Council.

## **BACKGROUND**

Over the past year, an historic time in our City history, the City Council has taken bold and unprecedented actions to protect workers, support business owners, and to protect the health and wellbeing of residents. Although COVID-19 and the economic crisis it has caused has been difficult for everyone, it has been even more difficult for some—including our essential workers, service sector business owners, and property owners who have struggled to meet financial obligations while still protecting tenants who have been victims of layoffs and furloughs cause by the pandemic.

There are three distinct phases to the economic crisis caused by COVID-19. These include the Relief, Transition, and Recovery phases; and, require very different, deliberate, and sometimes difficult policy decisions from the City Council to address the emergency facing residents, workers, and businesses owners. Although each of the first two phase of the COVID-19 emergency—Relief and Recovery phases—vary in their length and focus, the policies and programs enacted by the City Council were only meant to be temporary; and, that new strategies would be needed for both the Recovery phase and the long-term economic development strategies needed to create equitable economic opportunities for residents, workers, investors, and entrepreneurs in the City of Long Beach.

The purpose of this memorandum is to provide (a) an update regarding the economic crisis caused by COVID-19, (b) findings from the community outreach process requested by the City Council, and (c) recommendations from the City Manager to promote an inclusive, effective, and prosperous economic recovery for the residents, workers, business owners, and property owners of Long Beach.

## **ECONOMIC PHASES OF THE COVID-19 EMERGENCY**

The following section provides a summary of actions taken by the City Council to provide for public health and economic security for each of the three distinct phases of the economic crisis caused by COVID-19.

### *Phase I: Economic Relief*

On March 17, 2020, the City Council directed the City Manager to work with the City Attorney, and all relevant departments, to evaluate the feasibility of implementing an Economic Relief Package for working families and small businesses impacted by the COVID-19 emergency. On April 14, 2020, the City Council unanimously adopted 25 individual actions related to a historic local Economic Relief Package designed to help working families and small business owners impacted by the COVID-19 pandemic. This historic action included a series of worker protection ordinances, eviction protections to tenants, fee deferments, emergency loans to small businesses, food delivery services, unemployment insurance benefits, rent relief and several other economic relief programs to help business owners and workers supplement lost income while COVID-19 health orders limited business activities.

### *Phase II: Economic Transition*

On July 14, 2020, during the ongoing economic crisis caused by COVID-19, the City Council took additional action to approve an Economic Transition Plan funded by approximately \$40.28 million in Federal Coronavirus Aid, Relief, and Economic Security Act (CARES Act) funding and to utilize the funds to support critically needed activities and functions that are not supported by other funding sources. Since that time, the City has committed over \$10 million in economic support grants to help Long Beach businesses, non-profits, workers, and residents deal with the ongoing economic emergency caused by a resurgence of the COVID-19 virus and the additional restrictions necessary to contain its spread. Although the economic transition period will continue until the COVID-19 virus has been contained and businesses can resume normal activities, it is important for the City to limit the extent of economic damages caused by COVID-19. This includes research, community outreach, planning and the identification of funding to create a robust Recovery Strategy for Long Beach business owners and workers.

### *Phase III: Economic Recovery*

On December 15, 2020, the City Council approved a recommendation to receive and file a report on the development of a Recovery Strategy and provide input and policy direction to staff on economic recovery priorities to address the economic impacts of COVID-19, with an emphasis on equity, to promote the recovery of businesses and jobs across all sectors of the Long Beach economy following the COVID-19 emergency, with the following priorities included for City Council consideration:

1. Develop a comprehensive Recovery Strategy to accelerate the economic recovery of Long Beach businesses and workers from COVID-19, based on research from the Economic Equity Studies, addressing immediate and urgent items, identifying key performance measures, and recommending shovel-ready projects to be implemented immediately as funding becomes available.

2. Engage with staff from the Economic Development Department, Office of Civic Innovation, Economic Development Commission, Long Beach Economic Partnership, Long Beach Center for Economic Inclusion, and industry partners to conduct a robust community outreach program to solicit input and feedback regarding the Recovery Strategy from local business owners and workers.
3. Incorporate goals and objectives from the Framework for Racial Reconciliation report to promote a more racially inclusive and equitable economic recovery.
4. Identify and implement the legislative agenda required to advocate for projects identified in the Recovery Strategy and to secure funding from State and Federal governments in future stimulus bills.
5. Prepare and deliver to the City Council for approval no later than April 1, 2021, the Recovery Strategy final report for distribution to the community and partners.

Since that time, staff from the Economic Development Department (ED) and members of the Economic Development and Finance Committee of the City Council have met several times to track progress, provide input, and to address each of the objectives approved by the City Council. The following section summarizes the Economic Equity Studies completed as a part of the effort.

## **ECONOMIC EQUITY STUDIES**

The purpose of the Economic Equity Studies project is to develop a series of action-oriented reports that establish the baseline economic, social, and demographic information that will inform the City and its partners about (a) the impacts of COVID- 19 on the Long Beach economy by sector, (b) the impacts of COVID-19 on business owners and workers, and (c) the action plan that is needed to ensure a racially equitable economic recovery from the economic impacts of the pandemic with an emphasis on high-risk populations. To accomplish these goals, the City will contract with several non-profit, community-based organizations to conduct community outreach, analyze economic data, and provide written reports to the City—all with a focus on catalyzing an effective response to the economic emergency caused by COVID-19. The following is a summary of the five reports prepared as a part of the Economic Equity Studies project and short description about why they are important to understanding the unique impacts of the COVID-19 recession on specific sectors, workers, businesses, or residents in the City of Long Beach:

- Economic Trend Analysis. A trend analysis assumes that economic performance follows a pattern and that historical data may be used to predict future business activity. Trend analysis involves defining the historical pattern of a local economy and projecting its future based on this historical performance. The City typically commissions economic trend analysis when major economic events occur such as a recession or significant change in an industry or market, utilizing the most current employment data from the State Employment Development Department (EDD) to understand the impacts of COVID-19 on various sectors and subsectors of the Long Beach economy. Currently, the City partners with the Office of Economic Research at California State University Long Beach (CSULB), which is contractually allowed to receive confidential employment data from the State to

evaluate real-time employment and jobs data for the City of Long Beach by sector. This report will also seek to identify which sectors of the economy have been hardest hit by the pandemic, and to recommend areas of greatest impact for promoting equitable economic opportunities for workers.

- Economic Impact Analysis. An economic impact study examines the effect of a significant event on a specific area, sector, group, or geographic area of the local economy. This type of study usually measures changes in income, ability to generate revenue, personal or household wages, and the number of jobs. Significant economic events (such as COVID-19), usually result in the need for a new strategy, policy, or response from the City. An economic impact analysis is recommended to establish and recommend solutions for the specific impacts on high-risk populations such as the LatinX, Black, Indigenous, LBGTQ, startup businesses, and low-median-income communities in Long Beach. In the past, the City has contracted with a combination of non-profit research institutions, CSULB Office of Economic Research, and non-profit community development organizations. Staff is recommending that the study also measure the impacts of digital connectivity (or the lack thereof).
- Ethnographic Study. An ethnographic study is one that comes from ethnographic research, a qualitative method where researchers completely immerse themselves in the lives, culture, or situation they are studying to better understand the experience at an individual or community level. The City has worked with several non-profit consultants to conduct open-ended conversations, shadowing, and experience mapping of residents, business owners, and workers. Given that COVID-19 has impacted different communities in different ways depending on their location, income level, racial makeup, access to healthcare, and other factors, this type of qualitative research will allow the City to better understand the unique economic and social impacts of the COVID-19 pandemic through the experiences of specific racial, cultural, economic and geographic communities in Long Beach at the individual level. Findings from the ethnographic study will help the City and its partners to develop economic inclusion strategies that consider the unique impacts and challenges presented by COVID-19, and the unique solutions that are required to develop a more equitable and resilient post-COVID-19 economy. These studies will be conducted with help from community-based organizations that support the interaction with hard to reach communities.
- Small Business Survey. The City contracts with the CSULB Marketing Department to conduct the annual Small Business Monitor Survey of 300 randomly selected local small businesses. This is a scientific, statistically significant survey that requires a time-intensive process of phone-based survey work by a professional, third party organization. An update of the survey is needed to understand the impacts of COVID-19 on local small businesses with a particular emphasis on high-risk, high- contact businesses in high-impact and low-median-income areas of Long Beach.

- Restaurant Retention Study. The impacts of COVID-19 on the restaurant industry has been particularly devastating. The City Council has directed staff to develop a strategy to prevent the permanent closure of locally-owned, sit-down, restaurants including an economic analysis of the National, State, and local condition of the locally-owned, sit-down restaurant industry; and, to provide a report to the City Council (and local restaurant owners) about current conditions, at-risk businesses, greatest liabilities, and potential strategies for the City Council to implement to prevent the permanent closure of at-risk restaurant businesses. The City has contracted with the Los Angeles Economic Development Corporation (LAEDC) to complete this study in conversation with the local Restaurant Association and Bar Coalition.

### *Key Elements of the COVID-19 Recession*

As the City Council designs an effective Recovery Strategy to help business owners and workers recover from the COVID-19 recession, it is important to understand that the key elements of the economic crisis caused by COVID-19, how this recession was unique in several ways when compared to other recessions the city has faced over the last century. As evidenced in findings from economists from California State University Long Beach (CSULB), Office of Economic Research, the COVID-19 recession created an economic environment similar to that of which we typically see following a severe natural disaster. Key elements include the following:

- Sudden and unanticipated onset of the emergency;
- Immediate closures and restrictions for specific business and customer activities;
- Rapid increases in unemployment associated with those activities;
- Sudden and unanticipated loss of income by large parts of the community;
- Disruption in essential services and systems that provide basic life support; and
- Overwhelming and unanticipated demand on the City for assistance from businesses and workers in sectors most impacted by the restrictions.

### *Unemployment in Long Beach*

Unemployment in Long Beach is currently 12.1 percent, with over 28,000 jobless residents. Because of the key elements described above, over 250,000 Unemployment Insurance (UI) initial claims were filed by Long Beach residents between January and February 2021. This unprecedented number of claims, supported by staff at the City workforce development bureau Pacific Gateway, and filed with the State Employment Development Department (EDD), includes both traditional UI programs and Pandemic Unemployment Assistance (PUA) claims. Remarkably, claims during this period peaked to more than 25 times normal weekly rates during the onset of the pandemic and weekly claims rates continue almost a year later at about 5 times greater than normal. Some key insights about unemployment in the City of Long Beach as it compares to the surrounding region include:

- Long Beach unemployment is relatively high in comparison to other Gateway Cities;
- About 30 percent of all unemployed Gateway Cities residents live in Long Beach;

- The impact of COVID on Long Beach unemployment is felt throughout the surrounding region;
- In Los Angeles County, employment in occupations earning less than \$27,000 per year is down by 26 percent, which is much worse than for other income groups;
- About half of working Long Beach residents earn less than \$25,000 per year and \$25,000 is also the average annual wage of food service workers in Long Beach; and
- In Los Angeles County, job postings for occupations requiring minimal education are down by 44 percent since January 2020.

### *Economic Disparities*

In addition to the key elements described above, equity is another essential component of the COVID-19 recession that must be acknowledged and understood as the City Council develops an effective response to the crisis. Economic data from CSULB reveals that the COVID-19 recession was unique because of how unequal it impacted different parts of the economy and the community based on the following factors:

- Sectors: residents working in service occupations experienced unequal impacts to business owners and workers in service sectors requiring face-to-face interaction with customers were impacted by the health orders far more than business activities that did not require face-to-face interaction between workers and customers. Over 150,000 Unemployment Insurance (UI) claims, representing 60 percent of all claims filed by Long Beach residents since January 2020, are in the top five most-impacted employment sectors. These include: Accommodation & Food Service, Retail Trade, Health Care & Social Assistance, Administrative & Support, and Manufacturing. Personal Care & Other Services classified jobs suffered large employment losses (approximately 10,000 claims), relative to their share of the Long Beach workforce. Overall, service employees in face-to-face occupations are struggling most to recover and a successful economic recovery plan must utilize data, target investments, and specifically address the needs of business owners and workers to recover quickly from the COVID-19 recession.
- Geography: residents living in certain Census Tracts experienced much higher levels of job loss. The highest number of UI claims are concentrated in the Northwestern, Southwestern, Southern (or Downtown), and Central neighborhoods of the city. These Census Tracts that experienced the highest levels of job loss are also the same Census Tracts that show the highest density of renters, rent burden, service workers, poverty, internet deficit, and residents of color. If the City is to develop an effective economic recovery plan, it must take into consideration the unique needs and characteristics of geography; and, target resources to address the challenges or opportunities that geography presents for workers, business owners, and residents in these neighborhoods.
- Housing: economic impacts and job losses are concentrated in areas of the city that are considered severely cost-burdened and concentrated with renters. Rent or cost-burden means that the tenant is paying more than 30 percent of their monthly income

on housing. Given that many service workers live in Census Tracts that are already considered severely cost-burdened, the impacts of job losses related to COVID-19 have created even greater challenges for tenants and their landlords in these neighborhoods. Eviction moratoriums approved by the City Council, and County Board of Supervisors have allowed for tenants to shelter in place during the COVID-19 pandemic without paying rent, but these payments—both past rent and future rent—will resume as soon as July 1, 2021. An effective economic recovery plan must consider how service workers and tenants in cost-burdened Census Tracts will pay for housing, particularly if service sector businesses have not re-opened or workers are not able to make back payments.

- Income: unemployment also impacted lower income workers and business owners reporting lower incomes who are less likely to have an existing savings, access to credit, or a financial safety net. Service sector businesses, which experienced the highest job losses, typically pay lower median wages than other sectors. As such, the job losses associated with the COVID-19 recession impacted workers and business owners who are likely to have a high cost-burden for housing, little savings, and little or no credit available to help with financial emergencies. A successful economic recovery plan must consider how it can help workers, businesses, and residents in lower income Census Tracts; and, the unique needs that these residents and communities face to recover from the COVID-19 recession.
- COVID-19 Infections: job losses and UI claims are concentrated in areas of the city where there are higher numbers of confirmed COVID-19 related illnesses, hospitalizations, and deaths. There is also a correlation between COVID-19, job losses, and lower income people of color. An effective economic recovery plan should consider how COVID-related illness, and the lack of access to good healthcare in general for these residents, may be exacerbating unemployment among disadvantaged populations and people of color.
- Race: higher numbers of job losses and UI claims are correlated with residents who identify as racial or ethnic minorities, immigrant populations, women, and people of color. Since January 2020, the highest number of UI claims—over 36 percent of claims (or approximately 90,000 claims)—have been filed by Hispanic residents, while 35 percent of Long Beach claims since January 2020 (over 88,000 claims) were filed by Asian (approximately 16 percent) and Black (19 percent) residents, despite representing only a combined 22.9 percent of the Long Beach workforce. White workers have filed approximately 28 percent of claims (or approximately 70,000 claims), which is slightly less than their representation (approximately 31 percent) in the Long Beach labor force. To ensure that the income gaps between races that existed prior to COVID-19 do not widen, the economic recovery plan must include community-based partners and culturally appropriate strategies to address the unique needs of the diverse racial groups of the city.
- Education: approximately 43 percent of Long Beach claims since January 2020 (over 107,000 claims) were filed by residents with at most a High School degree or equivalent, despite representing only 18.6 percent of the Long Beach workforce. Those

with a Bachelor's degree or higher accounted for 17.8 percent of all claims, while representing 36 percent of the workforce. The economic crisis has been much harder on residents with lower levels of educational attainment. Identifying ways to engage and support residents with less educational attainment—particularly in the areas of technology, digital literacy, healthcare, and business management—will be critical for helping these residents to generate income and fill the workforce needs of businesses that have transitioned to new, technology-driven business models in the post-COVID-19 recession economy.

- Gender: claims rates were slightly higher than 50 percent for females than for males. This may be an area of strength when compared to the national rate of unemployment for women or the number of women who have been laid-off or left the labor force. National reports indicate that more women have been negatively impacted by the COVID-19 recession; and, many more women have been impacted by school closures and the need to provide childcare. Identifying strategies that support the return of women to the workforce, business ownership, and income generation is critical to the economic future of the city.
- Age: compared to their shares of the workforce, residents aged 16-34 and 65-85 filed a relatively large number of claims. Residents aged 16-24 filed 17.1 percent of all claims (over 42,000 claims), despite representing only 11.2 percent of the workforce. Up-skilling and workforce development may be especially important for this younger segment of the workforce to recover. Although almost 50 percent of claims were filed by workers in the range of 25-44 years of age (prime working age), the impacts of the COVID-19 recession have been particularly hard on entry-level, less experienced, and younger workers that represent the future of the Long Beach workforce in the next decade. Re-engaging this age group in the workforce or entrepreneurship is a major concern for the City.
- Internet Access: job losses and UI claims are higher for households without internet access. In some Census Tracts where UI claims were highest, more than 23 percent of households lack internet. Although the City—through Pacific Gateway—kept its Job Centers open throughout the pandemic to provide internet access to all displaced workers seeking UI benefits, internet access may have understated UI rates in disadvantaged areas because claims are required to be filed online in the State of California. Additionally, household access to internet correlates to many of the other economic indicators, education levels, and household income levels described above. The City must address internet access for every household and every place of business, particularly in Census Tracts that have been impacted most by COVID-19 infections, job loss, and loss of income.

### *Major Economic Themes of the COVID-19 Recession*

In response to the disparate economic impacts of the COVID-19 recession described above, the following major themes were raised by the researchers and economists involved in the Economic Equity Studies and should be taken into consideration as the City Council considers the major economic themes that should inform the initial policy direction the City Manager will utilize to guide

the development of a more detailed and specific economic recovery plan. Major economic themes to guide the City Council policy direction that will have the greatest impact on the reopening of businesses and the recovery of jobs lost to the COVID-19 recession:

1. Economic Equity: the economic impacts of the COVID-19 recession have been unequal and have impacted specific sectors, business owners, workers, property owners, non-profit organizations, geographic areas, and racial groups differently. The economic impacts of the COVID-19 recession were not shared equally and exacerbated several economic disparities based on income, geography, and race. An effective and efficient economic response needs to be targeted, data-driven, and equitable.
2. Public Health: vaccination is essential to reopening and recovery of workers, customers, and consumer spending at the local level. Workers who provide face-to-face service have been most impacted by the health orders and business closures designed to prevent the spread of COVID-19. Promoting the vaccination of all service sector workers who come into contact with consumers is the most important step to protect both workers and consumers; catalyze consumer spending at local small businesses; and recover the most jobs that have been lost by the COVID-19 recession.
3. Revenue Generation: revenue generation is essential for business reopening and job recovery. Unfortunately, Long Beach small business revenue is down by approximately 34 percent since January 2020 and has fallen most in the sectors that support the greatest number of jobs. Leisure and Hospitality sector small business revenue is down 68 percent since January 2020; and, despite spending gains in Retail and Health Services, small business revenue has fallen considerably in Retail & Transportation and Education & Health Services.
4. Customer Generation: small businesses are struggling to capture gains in consumer spending and need technical assistance to vaccinate workers, implement public health protections, connect with new and existing consumers, generate consumer spending, bring back workers, and sustain operations in the recovery. Local small businesses need technical assistance to transition business models, incorporate information technology, and conduct more business with customers online.
5. Consumer Spending: overall, consumer spending has recovered to 4 percent below pre-pandemic levels, but small business revenues are still 34 percent below pre-pandemic levels. Throughout the COVID-19 recession consumer spending has been unequal. Consumer spending on Grocery, Retail, and Health Care have made strong recoveries, with sales now exceeding pre-pandemic levels, however, consumer spending on Restaurants, Hotels, Entertainment, and Recreation, is well-below pre-pandemic levels; but, consumer spending on the Leisure and Hospitality sectors are clearly struggling the most to recover; and, Transportation spending is down over 50 percent since January 2020, which is directly tied to reduced spending on Leisure and Hospitality.
6. Leverage: the amount of spending needed to help service sector business reopen and recover cannot be provided by the government alone. Leveraging private sector consumer-to-business and business-to-business spending presents the greatest opportunity for local small business reopening and job recovery. Recovery programs

should focus on catalyzing consumer spending, customer generation, and private investment.

7. Digital Connectivity: during COVID-19, increases in consumer spending and retail revenue have been mostly captured by large retailers with a substantial online presence. COVID-19 has accelerated the use of technology and online transactions across many sectors which may be a problem for local small businesses and local job recovery in these sectors. Recovery programs should focus on technical assisting for local small businesses in the most impacted sectors to increase the use of technology and the internet for generating customers and revenue.

Although there are many more important insights presented in the Economic Equity Studies that may inform the detailed development of economic recovery programs and services, the purpose of this memo is to provide a summary of the guiding principles that should help the City Council guide policy decisions.

## **COMMUNITY OUTREACH**

In addition to the Economic Equity Studies, staff and members of the Economic Development and Finance Committee of the City Council participated in over 30 listening sessions or public meetings with non-profit organizations, business associations, and industry experts identified by the City Council and the Economic Development and Finance Committee. Over 350 community leaders and representatives participated in these roundtables and provided feedback regarding the major challenges, solutions, and recommendations for economic recovery.

To promote equity and inclusion, staff worked with the Economic Development and Finance Committee to identify organizations located or representing community members from all parts of Long Beach. Additionally, efforts were made to meet with community-based organizations that worked specifically with under-represented people including Black, Cambodian, LatinX, and members of the Re-entry community, among others. Each group was provided an overview of the Recovery Strategy Roundtable agenda in advance of the meeting outlining the background and objectives of the Roundtable; and, all groups were provided an overview of data from the Economic Equity Studies which showed the unequal impacts of the economic crisis caused by COVID-19.

### *Community Roundtables*

Although incomplete, the following is a partial list of organizations, workers, and business owners that staff and members of the Economic Development and Finance Committee met with over the past month to collect feedback and specific recommendations for inclusion in the Recovery Strategy:

- Long Beach Bar Coalition
- Long Beach Restaurant Association (LBRA)
- The Nonprofit Partnership (TNP)
- Council of Business Associations (COBA)

- Long Beach Convention & Visitors Bureau (CVB)
- Long Beach Commercial Real Estate Council (LBCREC)
- Downtown Long Beach Alliance (DLBA)
- Long Beach Economic Partnership (LBEP)
- Long Beach Center for Economic Inclusion (LBCEI)
- Arts Council Community Roundtable
- Uptown Accelerator Barbershop & Salon Owners Recovery Roundtable
- Uptown Accelerator Re-entry Workers & Entrepreneurs Recovery Roundtable
- Centro Cha LatinX Workers and Business Owners
- Central Long Beach Business & Worker Economic Recovery Roundtable
- African American Cultural Center Board of Directors
- Housing, Language Access, and Immigrant Rights Roundtable
- Non-Profit Service Club Leaders Roundtable
- Long Beach Chamber of Commerce Board of Directors
- Long Beach Chamber of Commerce, Small Business Council
- Long Beach Chamber of Commerce, International Business Council
- Service Sector Workers Labor Representatives
- Pacific Gateway Construction & Trade Workers
- Pacific Gateway On-demand and Gig Workers & Employers
- Long Beach Economic Development Commission
- Long Beach Economic Development and Finance Committee

### *Promoting Equity*

To promote language access, community groups provided translation services in some of the listening sessions and participants were offered the opportunity to provide their comments verbally, written, or via translators as available. Additionally, to promote transparency and provide access to the listening sessions to the City Council who were unable to participate in person due to Brown Act rules, all listening sessions were conducted via a virtual format and recorded. Additionally, participants were informed that in addition to notes dictated by staff during the listening sessions, comments from the “chat” function were retained.

### *Roundtable Questions*

To ensure consistency across all of the Community Roundtables, staff requested responses from six key questions that were highlighted by the City Council during the public meetings of the Economic Development and Finance Committee and the City Council. The questions below were

modified for each of the community groups to connect better to the specific sector or community focus group.

1. What are the top two challenges your businesses, workers, or clients are facing?
2. What are the top two solutions you recommend to support the economic recovery?
3. How do we make sure that the Recovery Strategy is equitable?
4. If there is another federal Stimulus, how should the City spend the funds to stimulate an economic recovery for the Long Beach community?
5. How do you measure success for your business, workers, or clients?
6. If you could change one rule to unlock the economic recovery, what would you recommend?

A full report of comments from Community Roundtables is included (Attachment A) in this report.

#### *Major Themes from Community Roundtables*

Although there are hundreds of comments and valid concerns raised by the Community Roundtables, the purpose of this report to the City Council is to summarize the 'Top Ten' major themes for consideration by the City Council. A full report of community feedback will be made available, including recommendations submitted on behalf of community groups, letters and emails from individuals, notes dictated by staff, comments submitted via chat, and recordings of all sessions. The following 'Top Ten' major themes are not reflective of all diverse ideas presented by the community but have been highlighted because of the frequency they were promoted across groups:

1. Service Sector Worker Vaccination: proactive vaccination outreach to business owners and employees in the most impacted sectors is the first step towards reopening, recovery of jobs, and customer generation.
2. Public Health and Safety: providing services to people experiencing homelessness and addressing issues that impact business, workers, and customer safety are critical to reopening.
3. Community-based Partnerships: delivering support programs through trusted community-based partners is the most effective ways to reach diverse communities with the most need.
4. Restoring Trust: restoring trust in the City and providing more certainty about the reopening process is critical to business owners considering the investment of reopening and workers considering the risks of returning to work.
5. Tenant and Property Owner Assistance: providing rent relief and navigational support for both tenants and property owners—including both residential and commercial properties—is critical to the stability of business owners, workers, and property owners after the eviction moratorium expires.

6. Need-Based Decision Making: decisions about how to spend the federal Stimulus should be targeted, data driven, and based on the businesses, workers, and residents with the greatest needs.
7. Revenue Generation: recovering customers and generating revenue are the most important measures of success for business owners and non-profits as they make decisions to reopen, rehire, and recover.
8. Inclusive Procurement: City procurement should target its spending of public dollars on local goods and services, particularly business owners who experienced the greatest impacts of COVID-19.
9. Cutting the Red Tape: City procurement, grant, loan, and technical assistance programs should be easy to access, simplified, and streamlined to reduce barriers for the business owners, workers, and non-profit service providers they are trying to reach.
10. Incorporating Past Plans: the recovery plan should incorporate strategies from existing plans (e.g. Everyone In, Digital Inclusion, Framework for Racial Reconciliation, etc.), that have already been developed by the community and approved by the City Council.

The following section provides the City Council with a summary of existing plans that include community-based strategies to advance an inclusive recovery plan.

## **EXISTING PLANS TO ADVANCE ECONOMIC INCLUSION**

An important theme raised throughout the Community Outreach process was that community members are proud of the work that the City Council has already accomplished to advance the economic interests of the community; and, the extensive recommendations and strategies that have already been approved by the City Council to advance economic and racial equity. The following section describes existing plans cited during the Community Outreach process:

### *Economic Inclusion & the 10-Year Blueprint for Economic Development*

On April 4, 2017, the City Council [approved](#) the City's 10-Year [Blueprint for Economic Development](#) (Blueprint) that informs the City's economic development strategy. The Blueprint includes several goals and objectives to increase economic opportunities for Long Beach workers, investors and entrepreneurs. These goals and objectives are grouped into seven broad focus areas: Emerging Industries, Quality of Life, Workforce Development, Real Estate Development, Economic Cooperation, Business Assistance, and Economic Inclusion.

On November 7, 2017, to advance the goals of the Economic Inclusion Focus Area of the Blueprint, the City Council [approved](#) a recommendation to conduct a deeper assessment of economic inclusion in Long Beach by embarking on the "Everyone In Listening Tour" and providing further outreach to marginalized and disenfranchised segments of the business and working community. From March to June 2018, City staff engaged two outside experts in inclusive community engagement to convene over 100 community members who have been historically underserved in economic development, assist with the co-creation of 12 community solutions, and prepare a summary report.

Additionally, the City Council [approved](#) a recommendation to request the City Manager to work with the Office of Equity to identify a philanthropic or educational partner to conduct an economic equity study on the City of Long Beach, and report back in 60 days. The Office of Equity staff partnered with Policylink and the University of Southern California (USC) Program for Environmental and Regional Equity (PERE), to develop an Economic Growth Profile (Profile) of Long Beach. The Profile captures economic inequities by race, gender, and geographic area to show the impact of the City's economic vitality. The Profile has been utilized to inform Implementation Plan activities described later in this update.

### *Everyone In on Homeownership*

In December 2017, as part of the 'Everyone In' outreach effort, the City convened a roundtable discussion with the community and a multidisciplinary think tank of experts around the issues of homeownership in Long Beach. According to a study of Long Beach's home lending practices presented by the Greenlining Institute, researchers found that although African Americans make up almost 14 percent of the population, they received just seven percent of home purchase loans. Similarly, Latinos make up 41 percent of the population but received only 22 percent of loans, and Asians make almost 13 percent of the population, but received 1 percent of loans in Long Beach. To address these issues of equity, on February 6, 2018, the City Council [adopted](#) a recommendation to request the City Manager to evaluate the feasibility of providing increased pathways to homeownership to low and moderate-income individuals by implementing the following:

- Work with partners such as the Neighborhood Housing Services of Los Angeles County and the Affordable Housing Clearinghouse to establish a HUD Certified Homebuyer Counseling Center in Long Beach;
- Explore the rise of non-bank lenders in Long Beach by establishing a dialogue with the top seven non-bank lenders in Long Beach to develop a path to a community benefits participation plan;
- Retool the City's soft second mortgage programs by leveraging and partnering with private sector institutions; and
- Evaluate the feasibility of alternative forms of homeownership supply such as community land trusts, and other cooperative homeownership models.

Although the City has made significant progress on its efforts to promote more affordable housing opportunities for the community, a funding source has not been identified to support a robust program for equitable home ownership.

### *Digital Inclusion Roadmap*

On January 23, 2018, the City Council adopted a [recommendation](#) to request the City Manager to work with the Technology and Innovation (TI) Department, Innovation Team (i-Team), Library Services Department, Office of Equity and community stakeholders on a Digital Inclusion Master Plan and return to the City Council, within 120 days, including but not limited to:

- Identify "Digital Divide" communities in Long Beach where the number of households and businesses without reliable internet access is the greatest in the city.
- Overview of programs that currently exist through our local internet service providers (Spectrum, Verizon, Frontier etc.), for low and modest income households and incentives that may be provided to expand and promote these programs.
- Locations of all free, public wi-fi available to Long Beach residents and feasibility of rebranding the various existing networks emanating from City facilities or City funded networks as 'LB Wi-Fi'. Provide recommendation of strategic locations (business corridors, community centers, public facilities, bus stops, metro stops) to prioritize for 2417 free, public Wi-Fi.
- Identify large and small business within the tech sector that can provide internships and retraining opportunities to students and unemployed adults via Pacific Gateway.
- Conduct a needs assessment for the support and expansion of existing digital literacy programs for subpopulations (youth, unemployed and underemployed, older adults, limited English speakers) living in neighborhoods of the City that disproportionately experience the digital divide.
- Engage Library Services and Parks Departments, LBUSD, LBCC and CSULB to identify existing computer access programs and find creative ways to increase engagement in "Digital Inclusion" communities
- Provide feedback on current and planned activities that are consistent with the following recommendations from the Blueprint for Economic Development
- Enhance competitiveness for workers and small business owners in low income areas by delivering job training, small business resources, and incentives directly in these areas.
- Develop technology education programs for business owners in low-income communities.
- Develop plans to improve access to high-speed internet to facilitate business development and job growth.

In February 2021, after extensive community engagement, industry feedback, and the COVID-19 emergency, the City Manager received the draft report for the Digital Inclusion Roadmap which is currently under review by Roadmap Committee Members, the Technology & Innovation Commission, and will soon come back to the City Council for final adoption.

### *Everyone In Implementation Plan*

In February 2019, Wells Fargo announced a \$50,000 grant to a community-based, non-profit partner LA LISC to coordinate community engagement and to outline recommendations for the implementation of activities identified in the Listening Tour final report. Feedback from community meetings was collected by LA LISC, which produced the Everyone In Implementation Plan (Implementation Plan), including the five recommendations that were ultimately presented to the Economic Development Commission, the Economic Development and Finance Committee, and the City Council. On June 11, 2019, the City Council approved a [recommendation](#) to receive and file the [Implementation Plan](#), and to have the City Manager work with related departments to

report back with a timeline for implementation within 120 days, including the five recommended policy areas:

1. Housing and Homeownership;
2. Small Business, Diverse Entrepreneurship;
3. Procurement;
4. Workforce and Youth Development; and
5. Connectedness (Economic Resilience).

As part of the action, the City Council also directed the City Manager provide on-going implementation plan updates every six months thereafter until a workplan and funding source for each of the policy goals have been approved by the City Council. On January 27, 2020, staff provided a written update on the [Everyone In Implementation Plan Update](#) of actions taken to date and next steps if funding could be secured. As reflected in the update, although some of the initiatives of the Implementation Plan have begun various stages of implementation through one-time funding sources and grants, there is no structural funding source identified to sustain this work.

### *Economic Empowerment Zones*

During the 'Everyone In' Community Conversation Series, residents were surveyed about community economic needs. On June 11, 2019, recognizing the unique community needs for North, Central, and West Long Beach, the City Council approved a [recommendation](#) to request the City Manager to work with the Department of Economic Development to evaluate the feasibility of establishing a special Economic Empowerment Zone (EEZ) program in the targeted areas of North, Central, and West Long Beach that experience lower levels of housing ownership, business formation, access to job training, and per capita income as compared to other areas of the City. Furthermore, recognizing that many historical place-based tools—including Redevelopment Agencies, Enterprise Zones, and Promise Zones—were not available to Long Beach, the recommendation requested a program plan to offer potential administrative incentives to encourage increased economic activity and benefits in these areas including, but not limited to, the following:

- Permit, tax, business license, utility, planning and land use incentives for new businesses and basic neighborhood-serving amenities such as financial institutions, grocery stores, and medical facilities;
- Additional bidding preferences on public procurement opportunities for business located in EEZs;
- Deployment of local workforce development, training, and higher education centers;
- Additional support for burgeoning business corridors, including a culturally sensitive small business navigator, and corridor infrastructure enhancements,
- Reevaluate and enhance CDBG corridor enhancement programs; and

- Access to free or low-cost housing of HUD Certified Counseling Centers that provide advice on buying a home, renting, defaults, foreclosures, and credit issues.

Although a plan for the EEZ program has yet to be developed, many of the recommended programs will require a dedicated, ongoing funding source similar to that of the former Redevelopment Agency, to support the implementation of these programs.

### *Framework for Racial Reconciliation*

On August 11, 2020, after extensive community input, the City Council adopted a [recommendation](#) to review a [report](#) on Racial Equity and Reconciliation Initiative and provide input and policy direction. The process for developing the plan included 13 listening sessions and four town hall meetings with the community and City employees. The themes and topics raised by community participants have been varied but centered around the nexus between anti-Black racism and community health, housing and homelessness, and policing and public safety, as well as economic inclusion and budget reforms. From employees, we heard the need to address internal City practices around equity in hiring, promotion, and training. The vision of the Racial Equity and Reconciliation Initiative was that "Race not determine social and economic outcomes for those who live and work in Long Beach." There are four primary goals in the report for Catalyzing Racial Equity, with Goal 4 specifically focused on "Improving health and wellness in the City by eliminating social and economic disparities in the communities most impacted by racism." Potential actions specifically related to Goal 4 include the following with the timeline in parentheses:

- A. Establish geographically-based Economic Empowerment Zones to promote private and non-profit sector investment in diverse hiring and small businesses and real estate owned by Black people and people of color. (Long Term);
- B. Increase access to good paying jobs, education resources, training, and career advancement services for Black people and people of color through the establishment of inclusive business centers in partnership with existing community-based organizations. (Long Term);
- C. Increase funding and other resources for the City's Digital Inclusion efforts for residents, workers and business owners. (Immediate and On-Going);
- D. Create incentives for businesses to invest in financially-distressed communities to promote private and non-profit sector investment and economic inclusion. (Medium Term);
- E. Partner with local organizations to facilitate business navigation services through inclusive, neighborhood-based business centers. (Medium to Long Term);
- F. Ensure CARES Act emergency funding is being invested in small businesses and nonprofit organizations through focused outreach and partnerships with community-based service delivery organizations that have established, trusting relationships with Black community members and communities of color. (Immediate);
- G. Enhance the role of the independent jobs coordinator in the City's Project Labor Agreement (PLA) to improve access to local jobs for Black people and people of color. (Medium Term);

- H. Create and promote classes for financial literacy to help Black people and people of color improve economic circumstances with specific strategies on wealth building. (Immediate and On-Going);
- I. Review the Long Beach College Promise for opportunities to include an equity lens, provide more support services, and explore community access to education services in Black communities and communities of color. (Short Term); and
- J. Connect teen centers with workforce development services to enhance early exposure to job training and life skills. (Medium Term).

The following section provides the City Council with a summary of findings that combines feedback from the Economic Equity Studies, Community Outreach, and existing plans that advance economic inclusion.

## **ECONOMIC RECOVERY STRATEGY**

Based on feedback from the Economic Equity Studies, Community Outreach, and past plans promoting economic inclusion, the City Council have an historic opportunity to utilize the economic recovery plan to help Long Beach businesses, workers, and residents to: (a) protect public health and relaunch the service sector economy following the COVID-19 pandemic, (b) address historic economic inequities that have widened as a result of the COVID-19 recession, (c) create a more prosperous, resilient, inclusive local economy for all residents, and (d) build the economic foundation the next generation of Long Beach residents to compete in the modern economy.

The following section provides the City Council with high-level policy recommendations for consideration to accomplish these objectives. Feedback from the City Council will provide the City Manager with direction needed to develop a more detailed business and budget plan that will support the Recovery Strategy.

### *Guiding Principles*

Guiding the recommendations to the City Council for an effective, efficient, and inclusive Recovery Strategy are seven principles that repeatedly surface in the Economic Equity Studies and Community Outreach meetings as key to recovering businesses and jobs lost to COVID-19. These guiding principles include:

1. Targeting resources to the areas of the economy that have been most impacted is the most efficient and effective way to recovery businesses and jobs lost to COVID-19;
2. Vaccinating the service sector workforce will have the single greatest impact on the speed and strength of the economic recovery;
3. Relaunching business sectors hardest hit by the pandemic is the most important strategy for recovering lost jobs and reducing unemployment;
4. Generating customers is the most important strategy for business to generate revenue and survive;

5. Leveraging private sector consumer spending in local services, preventing leakage, and attracting inbound visitor spending offers the greatest leverage for the City;
6. Preventing vacancies in both residential and commercial real estate will have the greatest impact on economic growth; and
7. Activating community-based partnerships to deliver services in highly targeted, culturally specific ways will help reach sectors with the highest return on investment.

The following section incorporates each of the seven guiding principles into the broad Focus Areas of activities that community groups, business owners, economists, and industry experts recommended to the City Council as part of the Recovery Strategy.

### *Focus Areas for an Inclusive Economic Recovery*

There are many important elements of the economic recovery described above that will impact the size, scope, and speed of the economic recovery for the City of Long Beach. To provide the City Council with a starting point for the development of policy priorities, the following section attempts to organize many ideas and activities into eight broad Focus Areas that support inclusive economic recovery. These Focus Areas build on many of the policies adopted by the City Council as part of previous planning and community outreach efforts, including the recently adopted Framework for Racial Reconciliation that seeks to make our city more racially equitable for residents. The eight recommended Focus Areas include:

1. Public Health & Vaccination Support: COVID-19 has revealed the essential importance of public health to the health and wellbeing of the economy. Provide more navigational support and coordination for the vaccination and ongoing health and wellbeing of service sector workers in food service, hospitality, healthcare, personal services, retail, and other face-to-face occupations. Public health also includes outreach to people experiencing homelessness and addressing public health or safety issues that impact business owner, worker, and customer wellbeing;
2. Workforce Support: expand the access to job training and job attainment in areas that have higher unemployment, lower wage service sector workers, and for people of color and others who are experiencing higher unemployment rates in the city. Promote local hire, PLA's, and independent jobs coordination to provide wrap-around services that address barriers to work including childcare, housing assistance, internet access, and transportation for local workers;
3. Small Business Support: establish funding for grants, loans, technical assistance, and procurement opportunities to entrepreneurs of color, women, and others who experience lower levels of business ownership. Invest in customer attraction and revenue generation; and, provide property ownership programs including mortgage assistance for underrepresented entrepreneurs to promote ownership of commercial properties to build wealth, promote stability, and lower the long-term fixed cost of business ownership. Also, leverage government spending to stimulate local business growth and provide technical assistance, grants, and revolving loan funds for underrepresented businesses to fulfill larger government contracts. Promote inclusive government contracting programs such as local

preferences as well as contract set-asides so that under-represented business owners can secure government contracts;

4. Tenant & Landlord Assistance: eviction moratoriums have delayed the payment of rent and provided mortgage relief to both tenants and property owners. Establish rent relief funds, technical assistance, and support to both tenants and property owners—including both residential and commercial properties to prevent widespread defaults, evictions, and vacancies. This also includes efforts to remove board-ups and blight, promote beautification programs, and coordinate Clean Team efforts on behalf of property owners and tenants;
5. Inclusive Procurement Assistance: leverage government spending to stimulate local business growth and provide technical assistance, grants, and revolving loan funds for underrepresented businesses to fulfill larger government contracts. Promote inclusive government contracting programs such as local preferences as well as contract set-asides so that under-represented business owners can secure government contracts. Streamline and simplify the procurement process for grants, vendor service agreements, and non-profit partners to deliver culturally appropriate and accessible services to the community, particularly with regard to language access;
6. Digital Inclusion Support: connect all households and businesses in the City of Long Beach with technology, training, and wireless Internet connections for up to one year; and, provide ongoing technical support to assist with privacy, security, and the use of the internet to support education and economic development. This also includes technical assistance to transition business activities online, develop ecommerce platforms, improve online interaction with customers, and to introduce new streams for businesses most impacted by COVID-19;
7. Economic Empowerment Zone Development: create incentives—including tax incentives, reduced fees, and deferred payments—for targeted geographical areas and economic sectors of the city that are experiencing lower levels of investment; prevent commercial vacancies; activate storefronts; strengthen commercial corridors; and, create grants or competitive loan programs for under-represented business owners to reopen their businesses and recover jobs lost during the COVID-19 recession; and
8. Customer Activation: partner with private non-profit economic development organizations and community-based organizations to generate customers for local small business goods and services. Activate consumer spending for neighborhood serving businesses such as personal grooming, healthcare, drinking and dining; and, activate visitor serving customers in hospitality, entertainment, and accommodations to generate revenue and recover jobs lost by the COVID-19 recession.

Given the extensive community engagement, collaborative research, and co-creation of recommendations, the opportunity for the City Council is to establish an ongoing funding source that is dedicated to the purpose of supporting meaningful, sustainable, multi-generational economic equity in the City of Long Beach.

## **RECOMMENDED RECOVERY ACTIVITIES**

Building on the guiding principles and eight Focus Areas described above, the following section provides a summary of the specific Recovery Activities and investments—identified through the economic research, community outreach, Economic Development Commission, and Economic Development and Finance Committee meetings—and are recommended to support the rapid, effective, and inclusive recovery of the local economy. These four categories of recommended funding include:

1. Protection for Businesses & Non-Profits
2. Direct Business Support
3. Economic Inclusion
4. Clean City
5. Technical Assistance

It is important to note that there are several programs outside the activities listed below that provide additional resources or funding that these recommended activities may leverage for the benefit of business owners, workers, and residents. For instance, there are significant funds already approved by the City Council that will assist with residential and commercial rent relief to the benefit of tenants and landlords. A more complete description for each of the proposed Recovery Activities for the City Council to consider are included below.

### ***Protection for Businesses & Non-Profits (\$13 million)***

#### COVID-19 Protection for Service Sector Businesses, Non-Profits & Workers

Recommended Amount: \$13,000,000

Provides funding for COVID-19 testing, epidemiology support, contact tracing, and epidemiologic reporting activities to help protect service sector businesses, non-profits, workers, customers and visitors. Funding from Los Angeles County Epidemiology and Laboratory Capacity (ELC) will help to keep businesses open by tracking COVID, providing free testing for businesses and workers, and contact tracing in the event of outbreaks.

### ***Direct Business Support (\$25 million)***

#### Direct Grants to Restaurants, Breweries, and Bars

Recommended Amount: \$5,000,000

Based on a program already approved by the City Council, the program provides working capital grants up to \$25,000 to assist locally-owned, independent, full-service, sit-down restaurant, brewery and bar owners to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from the Restaurant Retention Strategy, and feedback from Community Roundtables with the Long Beach Bar Coalition & Long Beach Restaurant Association. Includes grant funding for community-based support

organizations to provide technical assistance to assist with language access, application, and research of other State and Federal grant programs.

Direct Grants to Fitness and Personal Services Sector Businesses

Recommended Amount: \$5,000,000

Based on a program already approved by the City Council, the program provides working capital grants up to \$25,000 to assist gyms, barbershops, salons, and other personal services to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Council of Business Associations, and small business owners. Includes grant funding for community-based support organizations to provide technical assistance to assist with language access, application, and research of other State and Federal grant programs.

Non-profit Administrative Support Grants

Recommended Amount: \$3,000,000

In addition to the funding of non-profits in the Healthy and Safe Community program that supports direct services to the community, this program provides working capital grants up to \$25,000 to assist non-profit directors and boards to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Arts Council, museum leaders, and creative business owners. Up to 50% of grant funds will be advanced to assist with cash flow so that programming can begin immediately. Up to 25% of grant funds may be used for unrestricted organizational expenses including rent, payroll, administration, and fixed costs.

Direct Grants to Other Businesses Impacted by COVID-19

Recommended Amount: \$2,000,000

Provides working capital grants up to \$10,000 to assist businesses impacted by COVID-19 that are not identified in the categories above that will require support to survive the recovery period. Awards will be based on tiers by revenue, size, employees. This program provides working capital grants to business owners (not included in the categories above), to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be based on tiers by revenue, size, employees. Program design will be based on recommendations from Community Roundtables, Council of Business Associations, and small business owners.

Direct Grants to Arts and Culture Businesses

Recommended Amount: \$1,000,000

Provides working capital grants to assist arts and culture business owners and directors to retire debt, pay fixed costs and utilities, pay rent, rehire employees, by startup inventory, and relaunch businesses. Awards will be similar to the CARES Act program formula and incorporate

recommendations from Community Roundtables, Arts Council, museum leaders, and creative business owners.

Fee Waivers for Businesses and Non-profits

Recommended Amount: \$3,500,000

Grants will be provided on a pro-rated basis to cover the costs of existing or delinquent business licenses, inspection fees, utilities, and other City-related permits for the period of 2021. This will be utilized to bring businesses current on City fees so that they are able to reopen and begin to recover revenue. May also be utilized in-lieu of an "amnesty" or "grace period" recommended through the Roundtables. Businesses and non-profits must demonstrate financial impacts to receive funding.

Business Supporting Organization Technical Assistance Grants (BIDs)

Recommended Amount: \$2,000,000

Provides direct grants to certified BIDs that provide direct business technical assistance to under-represented business owners of color and women-owned service sector businesses in communities most impacted by COVID-19. Technical assistance includes customer generation, worker safety, customer safety, business transition, accounting, permitting, access to capital, business planning, application for grants and other services to help service sector businesses survive and recover.

Inclusive Business Navigator Grants

Recommended Amount: \$250,000

Provides direct grants to business support organizations (non-profit, for-profit, membership-based) that provide direct business technical assistance to under-represented business owners of color, Re-entry entrepreneurs, and women-owned service sector businesses in communities most impacted by COVID-19.

Citywide Small Business Navigator Grants

Recommended Amount: \$250,000

Provides direct grants to business support organizations outside of Business Improvement Districts (BIDs) (non-profit, for-profit, membership-based) that provide direct business technical assistance to business owners citywide that are not currently supported by BIDs.

Visitor Attraction & Hospitality Sector Recovery

Recommended Amount: \$1,250,000

Provides the Convention & Visitors Bureau (CVB) and partners funding to coordinate visitor generation and customer activation in the hotel, hospitality, entertainment, and visitor-serving sectors needed to reopen businesses and recover lost jobs. Will promote citywide accommodations and visitor services.

Customer Activation Grants to Reopen Local Business and Activate Consumer Spending

Recommended Amount: \$500,000

Provides local non-profit economic development organizations grants to develop, implement, and deliver strategies and events to connect with residents, create a citywide calendar of special events, stimulate private sector consumer spending, encourage residents to "Buy Local" and "Get Outside"; and, attract investment in local service sector businesses experiencing the greatest economic impacts, revenue decline, and job losses.

Storefront Reopening: Board-up Removal, Public Safety, Beautification & Activation

Recommended Amount: \$250,000

Provides funding for a Property Reopening Ombudsman and grants to assist business and property owners with reopening and the removal of plywood board-ups, basic repairs, façade improvements, and beautification of high-need commercial corridors impacted by civil unrest, COVID-19 closures, and other safety or quality of life impacts. Will provide coordination with homeless services, public safety, and other City departments in non-BID areas.

Eviction Protection: Commercial Tenant & Landlord Support Coordinator

Recommended Amount: \$250,000

Provides funding for a Tenant and Property Owner Assistance Coordinator and community-based organizations in high-need areas to work with community based residential and commercial tenants, property owners, and lenders to access over \$28M in rental relief grants, technical assistance, and other support programs at the local State and federal level already approved by City Council.

Property Activation: Outdoor Dining, Parklets, Adopt a Business, Pop-up Storefronts

Recommended Amount: \$500,000

Provides funding for a Property Activation Ombudsman and grants to businesses or property owners for the activation of outdoor spaces and parklets for live entertainment, arts, cultural activities, food, and beverage service during the recovery. Provides grants to commercial property owners who are willing to activate their spaces for the arts or cultural activities, adopt businesses that need assistance with reopening, temporary business activities, personal services or other service sector activation for the public benefit (or to help businesses restart). Funds will cover the cost of business support and technical assistance, permits, and landlord grants for the use of spaces thru the end of 2021.

Expedited Permitting

Recommended Amount: \$250,000

Provide funding for a Permitting Ombudsman and supplemental staff at Plan Check Intake to assist property owners, businesses, and non-profits with intake, customer service, communications, and streamlining the licensing and permitting process for development projects that require Development Services, Health, Special Events, and Fire Inspections.

***Economic Inclusion (\$7.5 million)***

Economic & Digital Inclusion Coordination

Recommended Amount: \$450,000

Provides funding for an aggressive approach to economic inclusion, digital inclusion, language access, Re-entry support, community-based organization coordination, and the implementation of recommendations from the Everyone In Implementation Plan, Framework for Racial Reconciliation, Digital Inclusion Roadmap, and Economic Recovery Strategy initiatives.

Bridge the Divide (Residential Connectivity)

Recommended Amount: \$1,000,000

Provides funding for community-based organizations to administer Chromebooks/hot spots/tech assistance/community outreach to residents adversely impacted by COVID-19 and stay at home orders. Also supports non-profit digital navigator grants for community-based organizations to source households, assist with applications, and ongoing implementation. Also includes funding for the implementation of the City's Digital Inclusion Resources Hotline.

Bridge the Divide (Commercial Connectivity)

Recommended Amount: \$1,000,000

Provides funding for community-based organizations to administer Chromebooks/hot spots/tech assistance to serve small business owners adversely impacted by COVID-19 and stay at home orders. Also supports non-profit digital navigator grants for community-based organizations to source small business owners, assist with application, and ongoing implementation. Will also include technical assistance and training to help small business owners with online customer generation, activation, and payment processing.

Business Council for Diverse Business Owners

Recommended Amount: \$250,000

Provides seed funding to conduct community outreach, develop recommendations, and begin implementation of citywide business council for diverse entrepreneurs including funding for non-profit community-based organizations to coordinate, support, and outreach to diverse small businesses, Re-entry business owners, and customer activation citywide.

Inclusive Procurement Study & Technical Assistance

Recommended Amount: \$250,000

Provides funding to initial conduct study, recommend strategies, and coordinate implementation of an inclusive local procurement program to uplift diverse small businesses and leverage City procurement to create economic opportunities for underrepresented local small businesses. Provides funding to recommend and implement changes to City procurement platforms and procurement policies.

Service Worker & Customer Protection Program

Recommended Amount: \$200,000

Dedicates funding for a business outreach Service Sector Liaison to be coordinate PPE acquisition, distribution, outreach, education, and vaccination registration for all service sector workers in the City of Long Beach. Prioritizes the vaccination and PPE protection of 100 percent of service sector workers most impacted by COVID-19 layoffs and job losses (as identified by the State Employment Development Department EDD data).

WorkLB: On-Demand Worker and Employer Assistance

Recommended Amount: \$250,000

Provides funding to expand WorkLB, a multifaceted, interactive workforce development platform which offers underemployed job seekers, independent contractors, and Re-entry workers, broad flexibility and choice in their work hours, locations, and type of work for which they are eligible. The platform uses mobile technology to quickly connect employers with workers and functions in any web browser, as an application available for iPhones/iPads and Android devices.

Hero Program for Youth Workforce Development

Recommended Amount: \$1,000,000

Provides funding to Pacific Gateway to fund Youth Worker programs, provide training, and place youth into positions of employment in high need communities. Will also seek to place youth workers into meaningful positions in support of the Recovery Strategy and into positions with local small businesses impacted by COVID-19.

Project Labor Agreement Community Outreach

Recommended Amount: \$100,000

Provides grants to community-based organizations and workforce training providers to develop, design, and implement inclusive worker outreach in high-need Tier 1 communities (as defined by the PLA); with a focus on disengaged youth workers and neighborhoods hardest hit by COVID-19 recession job losses.

Economic Empowerment Zones (EEZs)

Recommended Amount: \$2,500,000

Creating investment funds for the planning, development, establishment and coordination of special economic zones in areas of the City and sectors most impacted by COVID-19. Funding would be dedicated to the community outreach, business planning, land trust development, small business coordination, arts and culture, housing development, private sector investment attraction, and other services to address economic impacts that have been exacerbated by COVID-19.

Empowerment Fund Development  
Recommended Amount: \$500,000

Provides seed funding to local community-based non-profit community and economic development corporations to conduct a feasibility study and develop an implementation plan for creating a non-profit community development bank to provide down payment assistance, guaranteed income, HUD certified counseling, financial services, lending, purchase order secured line of credit services for small business procurement, and Land Trust investments; for non-profit organizations, under-represented business owners, and disadvantaged home buyer programs.

***Clean City (\$5 million)***

Clean City: Corridor Cleanups  
Recommended Amount: \$5,000,000

Provides funding to expand illegally dumped item collection crews and promote scheduled special collection program to reduce illegal dumping. New equipment will allow for staff to access narrow alleys and other difficult terrain for cleanups and provide additional support to neighborhood associations and other group cleanup activities for litter abatement in commercial corridors.

***Technical Assistance (\$500,000)***

BizCare Call Center (570-4BIZ) and Pop-up Locations  
Recommended Amount: \$250,000

Expand support for BizCare customer support programs to assist non-profits, small businesses, and displaced workers with technical assistance regarding City, State, and federal grant guidelines, health orders, loans, PPE acquisition and other services; as well as funding for BizCare Pop-up Centers at locations including City facilities such as Libraries located in high-need areas to promote access and equity.

Economic Recovery Study & Community Reporting  
Recommended Amount: \$250,000

Provides funding for "Economic Equity Analysis" from CSULB and/or additional non-profit research organizations to help track, report, and inform the community regarding the Recovery Strategy to mitigate racial impacts of the COVID-19 recession; and, to prevent economic disparities from growing.

**TIMING CONSIDERATIONS**

City Council direction is requested on March 16, 2021 as part of the larger Proposed Long Beach Recovery Plan recommendations from the City Manager, so that staff may finalize the Economic Recovery Strategy portion of the Proposed Long Beach Recovery Plan and immediately begin working on the implementation plan for activities that will aid in the economic recovery of businesses and workers in the City of Long Beach.

## **EQUITY LENS**

City staff have incorporated several recommended strategies from the Equity Toolkit in this recommendation, as directed by the City Council on April 21, 2020. Consistent with findings from the Economic Equity Studies project described above, the COVID-19 recession has increased existing racial, economic, health, education, and gender inequities in the City of Long Beach. In response, staff have incorporated into the economic studies as well as the community outreach process, the lens of racial and economic equity to identify how the most vulnerable businesses and workers have been impacted.

Additionally, questions about equity and inclusion were specifically included in every Community Roundtable. To promote language access, several community groups provided translation services and participants were offered the opportunity to provide their comments verbally, written, or via translators as available. Finally, to promote transparency and provide access to the listening sessions to the City Council who were unable to participate in person due to Brown Act rules, all listening sessions were conducted via a virtual format and recorded.

Finally, and as much as possible, recommendations to the City Council have included specific activities and components regarding equity, inclusion, language access, and community-based partnerships to reach the most vulnerable business owners, workers, and residents.

## **FISCAL IMPACT**

The proposed fiscal impact of the Recovery Strategy and recommended activities described in this memo are \$51 million, offset by anticipated funding from the Proposed Long Beach Recovery Plan. The actual fiscal impacts of the Recovery Strategy will depend on policy direction from the City Council. Staff will return with the full fiscal impact and cost estimates of any proposed strategy along with the staffing impact, which could range from low to significant depending on the activities approved by the City Council. This recommendation has no current staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities, however, there may be significant staffing impacts to implement the recommended strategies based on what is ultimately approved by the City Council and implemented by the City Manager. There is no job impact associated with this update.

## **CONCLUSION**

This is an historic time for business owners, workers, and residents in the City of Long Beach. Thank you for your engagement with this important initiative to develop a robust, inclusive, and community-based Economic Recovery Strategy for the City. Staff look forward to the feedback and policy direction from the City Council.

Economic Recovery Strategy Update

March 8, 2021

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Please do not hesitate to contact me by email at [John.Keisler@longbeach.gov](mailto:John.Keisler@longbeach.gov) or by phone at (562) 570-5282, if you have any questions or concerns.

CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
LINDA F. TATUM, ASSISTANT CITY MANAGER  
KEVIN J. JACKSON, DEPUTY CITY MANAGER  
TERESA CHANDLER, DEPUTY CITY MANAGER  
REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #[20-1259 -NB-33SR](#))  
DEPARTMENT DIRECTORS

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### COMMUNITY ROUNDTABLE MEETING SCHEDULE

Listed below is a summary of the Economic Recovery Strategy Community Roundtable schedule.

DATE	TIME	COMMUNITY GROUP	RECORDING
Monday, February 1 <sup>st</sup>	4:00pm – 5:30pm	Long Beach Bar Coalition	<u>Zoom Recording</u>
Wednesday, February 3 <sup>rd</sup>	9:30am - 11:00am	Council of Business Associations	<u>Zoom Recording</u>
Wednesday, February 3 <sup>rd</sup>	2:00pm – 3:00pm	CVB Pleasure Travel Marketing Group	<u>Recording</u>
Wednesday, February 3 <sup>rd</sup>	4:00pm – 5:30pm	LB Chamber of Commerce Board of Directors	<u>Zoom Recording</u>
Thursday, February 4 <sup>th</sup>	9:30am – 11:00am	Downtown Long Beach Alliance Board	<u>Zoom Recording</u>
Thursday, February 4 <sup>th</sup>	1:00pm – 2:30pm	Labor: Trades & Construction Workers	<u>Zoom Recording</u>
Monday, February 8 <sup>th</sup>	10:00am–11:30am	Economic Development & Finance Committee	<u>WebEx Recording</u>
Monday, February 8 <sup>th</sup>	1:00pm – 2:30pm	Long Beach Economic Partnership Board (1 of 2)	<u>Zoom Recording</u>
Monday, February 8 <sup>th</sup>	4:00pm – 6:00pm	Economic Development Commission	<u>WebEx Recording</u>
Tuesday, February 9 <sup>th</sup>	1:00pm – 2:30pm	LB Chamber – International Business Association	<u>Zoom Recording</u>
Wednesday, February 10 <sup>th</sup>	9:30am – 11:00am	LB Chamber – Small Businesses	<u>Zoom Recording</u>
Wednesday, February 10 <sup>th</sup>	1:30pm – 3:00pm	Barbershops & Salons Business Owners	<u>Zoom Recording</u>
Wednesday, February 10 <sup>th</sup>	4:00pm – 5:30pm	Long Beach Restaurant Association	<u>Zoom Recording</u>
Thursday, February 11 <sup>th</sup>	9:30am – 11:00am	Long Beach Economic Partnership Board (2 of 2)	<u>Zoom Recording</u>
Thursday, February 11 <sup>th</sup>	9:30am – 11:00am	Long Beach Center for Economic Inclusion	<u>Zoom Recording</u>
Thursday, February 11 <sup>th</sup>	1:00pm – 2:30pm	On-Demand Workers & Employers	<u>Zoom Recording</u>
Thursday, February 11 <sup>th</sup>	4:00pm – 5:30pm	Re-entry Recovery Workers and Business Owners	<u>Zoom Recording</u>
Friday, February 12 <sup>th</sup>	9:30am – 11:00am	Non-Profit Business Recovery Plan	<u>Zoom Recording</u>
Friday, February 12 <sup>th</sup>	1:00pm – 2:30pm	Centro CHA (LatinX) Roundtable	<u>Zoom Recording</u>
Friday, February 12 <sup>th</sup>	4:00pm – 5:30pm	Labor: Service Sector Workers	<u>Zoom Recording</u>
Thursday, February 18 <sup>th</sup>	9:30am – 11:00am	Long Beach Commercial Real Estate Council	<u>Zoom Recording</u>
Thursday, February 18 <sup>th</sup>	1:00pm – 2:30pm	Service Clubs & Nonprofit Groups Roundtable	<u>Zoom Recording</u>
Thursday, February 18 <sup>th</sup>	3:00pm – 4:30pm	Central Long Beach Businesses & Workers	<u>Zoom Recording</u>
Tuesday, February 23 <sup>rd</sup>	1:00pm – 2:30pm	Arts Community Roundtable	<u>Zoom Recording</u>
Tuesday, February 23 <sup>rd</sup>	3:00pm – 4:30pm	LBEP Financial Services Roundtable	<u>Zoom Recording</u>
Thursday, February 25 <sup>th</sup>	4:00pm – 5:30pm	Housing, Immigration, Language Access	<u>Zoom Recording</u>
Friday, February 26 <sup>th</sup>	1:00pm – 2:30pm	African American Cultural Center Board	<u>Zoom Recording</u>
Sunday, February 28 <sup>th</sup>	2:00pm – 4:00pm	Black Owned Business Roundtable	<u>Not Available</u>
Tuesday, March 2 <sup>nd</sup>	1:30pm – 2:30pm	Meals on Wheels (1:1)	<u>Zoom Recording</u>

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

## COMMUNITY ROUNDTABLES OVERVIEW

The summary information below was shared with all groups in advance of the Community Roundtable.



Economic Development Department  
411 West Ocean Boulevard, 10<sup>th</sup> Floor Long Beach, CA 90802  
(562) 570-6099

### City of Long Beach Economic Recovery Strategy Roundtable Overview February 4, 2021

#### Background

On December 1<sup>st</sup>, the Economic Development & Finance Committee (Committee) of the Long Beach City Council met to [review](#) the economic impacts of COVID-19 and refer a recommendation to the City Council to begin development of an inclusive economic recovery strategy for Long Beach businesses, workers, and property owners. On December 15<sup>th</sup>, the City Council [directed](#) the City Manager to implement the following five (5) objectives. Review the [presentation](#) online.

#### Objectives

1. **Strategy:** develop a comprehensive Economic Recovery Strategy (Strategy) to accelerate the economic recovery of Long Beach businesses and workers from COVID-19.
2. **Community Outreach:** conduct a robust community outreach program to solicit input and feedback regarding the Strategy from local business owners and workers.
3. **Equity:** incorporate goals and objectives from the Framework for Racial Reconciliation report to promote a more racially inclusive and equitable economic recovery.
4. **Legislation:** identify a legislative agenda required to advocate for projects identified in the Strategy and to secure funding from State and Federal governments in future stimulus bills.
5. **Final Report:** prepare and deliver to the City Council for approval no later than **April 1, 2021**, the Strategy final report for distribution to the community and partners.

#### Roundtables

City staff are in the process of scheduling and conducting up to twenty-four (24) Roundtables with community-based organizations, business associations, workers, and industry experts [in the month of February](#), to identify and develop "shovel ready" recommendations to present to the Economic Development & Finance Committee and City Council for approval no later than April 1<sup>st</sup>.

- **Virtual Format:** via Zoom with call-in options
- **Timing:** February 1<sup>st</sup> to February 12<sup>th</sup>
- **Length:** 90-minutes
- **Agenda:** participants will receive a short presentation and respond to a series of questions
- **Recording:** meeting video, audio, and chat will be recorded
- **Outcome:** responses will be summarized and included in Final Report to City Council no later than April 1<sup>st</sup>



## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Long Beach Bar Coalition

Monday, February 1, 2021

#### Study Session Questions:

**1. Top two challenges facing your sector?**

- Restrictions on entertainment.
- Navigating the bureaucratic process.
- Vaccinations for employees: information about registration and vaccination for employees.
- Culture: relationship with the City to be collaborative.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Entertainment—creative solutions for outdoor entertainment and live entertainment (see San Diego for solo performers with 12-foot bubble).
- Allowing people to safely gather to share music and the arts.
- Keeping people warm (while outside) through assistance with the purchase of equipment.
- Managing the noise that impact neighbors (given that everyone is outdoor).
- Financial assistance with the build-out of outdoor spaces given that we are coming-out of a period when there was no revenue.
- Outdoor dining grant program (reimburse for costs and financial support for utilities like propane or gas).
- Special events like Beach Streets and provide transportation to get people out into the world and move them between areas safely, community outreach.
- Alcohol or food service in the parks or City open spaces (special promotional opportunities to provide services in the parks), particularly where there is a stage or bandshell for outdoor performances. Need City to help with permits, security, and insurance. Need to prioritize the areas that were impacted most (look at Austin, TX).

**3. What can the City do to promote equity in the recovery?**

- How does the City know who is hurting the most? How do we filter-out those who are trying
- Establish a formal designation for businesses that experienced the greatest impacts from COVID-19. The City Council could approve a list of businesses that were most impacted. This would help with distributing resources equally and fairly.
- Establish categories that are most important to assessing impacts:
  - Loss of income
  - Loss of employees
- All businesses pay different rents, are supported differently by the neighborhoods they are in, and have different support for parking and other resources.
- Guests and customers of the different bars will have different amounts of resources available.
- Different subcultures will have different customers, challenges, and opportunities.
- Business Improvement Districts

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Multiple Jobs: how can we support these workers who work in multiple businesses in different jobs or functions (bartenders, waiters, bouncers, performers, cooks).
  - On-demand Workers: utilize WorkLB to bring part time workers onboard without hiring full time initially. Vaccinated workers a priority to maintain the healthy bubble.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**
- Supplement and diversify income streams (help businesses to add kitchens and other amenities, virtual shows, technology, digital production, online customers, outdoor areas).
  - Workers: many have already been lost—many moved back home with parents—we are losing young people, students, and youth culture that may not return.
  - Youth culture: how do we bring students back to the apartments, neighborhoods, universities, and colleges that support our entertainment and bars.
  - Business Improvement Projects: funding to fix buildings, rebuild spaces, (like a mini-WPA program for small businesses).
  - Workers lost of other areas—stipends to bring people back from other areas they left-for during the pandemic.
- 5. If there was one City of State rule you could change?**
- Changing the culture from regulator to shut businesses down—rather to assist businesses in their successes.
- 6. How do you measure success for your business?**
- Providing artistic experiences for the community—smiles on people’s faces as they leave the venue each night.
  - Number of events and artistic experiences that touch people.
  - Happy to be open and to see people having a good time.
  - Working together in partnership with the City.

### **Recommendations:**

#### Long Beach Bar Coalition Bar & Restaurant Retention Strategy Ideas

1. Formal designation for businesses that have been severely impacted by the pandemic
2. City to provide a dedicated liaison for Retention program management between bars/restaurants and city department staff to ensure businesses are able to get business done in a timely fashion and not become “lost” in the typical bureaucratic process
3. City of Long Beach priority system and process development that will enable fast track for business expansion/improvement projects (i.e. if a bar is working on building a permanent outdoor area or a new kitchen, these things will greatly increase that businesses ability to help themselves overcome and dig out of the financial hardships the pandemic created – the city can assist by helping ensure these projects are not lost in the system but instead fast tracked to completion. The liaison can assist with this)
4. Waiver/Refund of Permit fees – retroactive to March 2020
5. Elimination of antiquated parking regulations. This is very often the issue that prevents new business development and expansion. The current regulations go back to a time which preceded ride-sharing.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

6. Continued development of Grant programs that would review losses suffered during the pandemic and provide funding to back fill those losses. Many businesses will be faced with have to pay up to 10 months of back rent in addition to the multitude of other tangible and intangible losses
7. "Rebuild" tax, tax credits or refunds for severely impacted businesses to assist in our retention efforts following re-opening
8. Program development to assist commercial landlords in recouping some or all of the back rents owed to them by severely impacted businesses.
9. City to develop a process for making the outdoor areas that were built on private property permanent
10. City to continue development of process for making parklets permanent
11. Utility Credits for City Services? Water, trash, gas, etc...
12. Free propane exchange while we are restricted to outdoor only service
13. City to work internally and with ABC to remove arbitrary restrictions which effectively reduce our ability to be profitable. For example, remove CUP dictated operating hour restrictions and other arbitrary "rules" which overly restrict our ability to get the most from our businesses.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy



## Long Beach Bar Coalition Bar & Restaurant Retention Strategy Ideas

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4. Waiver/Refund of Permit fees – retroactive to March 2020
5. Elimination of antiquated parking regulations. This is very often the issue that prevents new business development and expansion. The current regulations go back to a time which preceded ride-sharing.
6. Continued development of Grant programs that would review losses suffered during the pandemic and provide funding to back fill those loses. Many businesses will be faced with have to pay up to 10 months of back rent in addition to the multitude of other tangible and intangible losses
7. “Rebuild” tax, tax credits or refunds for severely impacted businesses to assist in our retention efforts following re-opening
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## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **Economic Recovery Roundtables**

Study Session: Council of Business Associations (COBA)

Wednesday, February 3, 2021

#### **Study Session Questions:**

##### **1. What are the top two challenges facing your business and your workers in 2021?**

- Belmont Shore is primarily dining, entertainment, and retail. Biggest challenge is foot traffic. Closing outdoor dining was a huge challenge.
- Conflict between the need for customers and the health orders to keep distancing.
- Need a softer approach from the City with regard to regulations and enforcement. Education is number one. Need to utilize science to make decisions.
- Need to work toward reopening business inside.
- Reporting from the City: need good timely data for the BIDs to conduct outreach, communicate. Example are the three large office buildings in Zaferia: it is hard to determine who is there—who is working from home and who is still coming into the office. Need information from the City about business licensing (who has paid and who has closed). Need better reporting from Business Licensing (currently insufficient).
- Certainty: information about the health orders continues to change every day and creates uncertainty for business owners.
- Data: need to know about vacancies
- Convention Center: need to reopen for visitors to create foot traffic to service businesses.
- Compliance: there is a certain level of compliance that is necessary and the BIDs can help to provide another layer of education about compliance to expedite the containment of the virus.
- Education: BIDS can coordinate
- Manufacturing: need more business licensing support and weekly reports with contact information. There are no emails from the City reports (can this be approved for the BIDS).
- Public Safety: homelessness, trash, illegal dumping. Need additional support and resources for trash pickup. Employees are very scared and need to feel safe.
- Property Owners: we have absentee property owners and do not have contact information for these property owners. Need a strategy for outreach to engage with the property owners.
- Quality of Life: homelessness, graffiti,
- Grant Fatigue: many businesses have been applying for many grants and they have lots of paperwork and effort to not hear or receive grants.
- Illegal Businesses: there are new illegal businesses that are popping-up for gambling and other illegal activities.
- Mask Culture: need signage and educations (BIDS are helping with this) to create new culture.
- Youth Presence: need to bring the students back to the area (e.g. Jordan High School) to
- Outdoor Dining: there are businesses that do not want to have outdoor dining for cultural or safety issues.

##### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Pop-up Licenses: for activating the storefronts.
  - Brokerage: creating incentives for real estate brokers to incubate new businesses and broker deals between businesses and property owners.
  - Minimum Wage: this is impacting the employers most in 2021. Waive this for the recovery period to help businesses re-hire their employees. (May be a Statewide legislative item).
  - Vaccination: how quickly the City can get customers and workers vaccinated will have the biggest impact on recovery. Faster the better.
  - Fee Waivers: grant programs are cumbersome and overwhelming to the business owners. It is more efficient to issue waivers. Waive all fees for the year (but still pay the BIDs their assessment fees).
  - Parking: reduce the enforcement of parking, fees, and restrictions for the year. Need to help with employee parking as well as customer parking.
  - College Fair Approach: for grants and grant application process.
  - Brokerage community needs to strengthen connection and relationship with the BID leadership to prevent vacancies.
  - Exit Interviews: conduct more outreach to businesses that have exited.
- 3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**
- Focus support on the larger businesses. The greatest impact for jobs and economic activity comes from the largest businesses and employers. Treat the big businesses as well as you treat the small businesses.
  - Reporting: provide breakdown of who has received the grant and support programs.
  - Information on New Businesses: if BIDs don't have good information on the new businesses and businesses in need, we can do a better job of distribution.
  - Weekly List of New Businesses:
  - Financial Assistance: for non-profits (other than the arts organizations). There doesn't seem to be any programs for them.
  - Citizenship: those that are not citizens or worried about their citizenship may not be applying for programs.
  - Mapping: the distribution of
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**
- Funding BIDS: investing stimulus dollars in business-supporting organizations, they are able to leverage their existing infrastructure and relationships (customized and designed to the their own commercial district). Every commercial district is unique. BIDS can design the programs to meet the needs of their unique
  - Pop-up Incentives: set-aside funds for activating vacant storefronts to try new activities in other areas of town.
  - BID Grants: allowed the businesses to quickly deploy grants to the businesses. Very efficient. Paperwork for grants was too much.
  - PPP: loans that converted to grants was very successful. Is there something we can do at the local level?

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Omniworks: grant program required attendance at workshops. Some business owners did not have time or the amount of the grant wasn't worth their time. Many business owners are working more without employees.

#### 5. What is your measure of success?

- Financial: current measure of success is how to break even financially.
- Workers: how to keep the number of workers employed.
- Customers: how to retain customers?
- Vacancies: keeping storefronts active. Supporting programs that strengthen the relationship between the BIDs and the real estate brokerage community?
- Business Licenses: how many business licenses are active.
- Survival: more important than success right now. Dynamics and paradigms have changes from one district to another.
- Data: getting information that helps each district to survive is important.

#### 6. If you could change one rule to help businesses in 2021, what would it be?

- Entertainment: change the permitting rules to allow for more entertainment, special events, and outdoor activities (e.g. dance floors, live entertainment, walkability, hanging-around, Horney Corner).
- Renewal: help BIDS renew their districts.
- Parking: can't use the parking at the beach lots or other city-owned lots—could really help the business districts, employees,
- Yes: City leaders and regulators would find a way to say yes to creative ideas.
- Entertainment Permits & Fees: too many hoops for entertainment, special events, in the right of way, parking lots, private property, streets, etc.
- Common Areas: City create and approve the common areas, purchases buildings, and make them available in every commercial districts for live entertainment and special events. Promote interaction between customers, residents, and visitors. Create livfe and interaction.

#### Other Recommendations & Ideas:

1. Grants: can we utilize the same application information from a previous grant to add funds in the next round of stimulus?

#### Chat Comments:

24 hr services
Black Chamber of LB
Relax some of the permits/requirements for City resources, for community serving non-profit orgs

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

# ***LONG BEACH COUNCIL OF BUSINESS ASSOCIATIONS***

March 4, 2021

Honorable Mayor Garcia and Members of the Long Beach City Council  
Civic Center Plaza  
411 W. Ocean Blvd.  
Long Beach, CA 90802

**RE: City of Long Beach Economic Recovery Strategy**

Dear Mayor and Members of Long Beach City Council,

On behalf of the Long Beach Council of Business Association (COBA), please accept this correspondence and enter into the public record for the City Council meeting scheduled for March 16, 2021 supporting the proposed City's Economic Recovery Strategy as outlined in the presentation delivered by city staff to COBA this past week.

For decades, COBA, a coalition of association and organizations representing the well-being of Long Beach's Business Improvement Districts (BIDs) and its business corridors, has partnered to communicate with the City on many issues facing its economic vitality and health.

Since the Spring of 2020, COBA, has collaborated with the City of Long Beach's Economic Development Department to deliver information pertaining to the services and financial assistance being offered to businesses during the pandemic's relief and transition stages. We continue to meet with City staff weekly to stay abreast with updated information to share with our respective stakeholders.

COBA would also like to acknowledge the generous support the BIDs received from the City of Long , specifically the \$1 million of CARES Act 1.0 funding the City distributed to the City's nine BIDS affording our organizations the opportunity to service the specific stakeholders needs in our respective Districts. These funds provided our organizations the necessary resources to support programs ranging from reimbursing businesses who invested in the City's Open Streets program to issuing additional Personal Protection Equipment (PPE), providing business assistance with a variety of services to granting funds to minority-owned businesses.

COBA remains committed to work in lockstep with the City's Economic Development Department to identify future support during this Recovery phase. As the City transitions into its Economic Recovery Strategy, COBA will continue to provide input on each functional aspect of the process. COBA looks forward to seeing a robust financial assistance and regulatory reform process on behalf of the City, which will support a resilient citywide economy that can prosper post-COVID-19. Also, we believe that direct relief to businesses, non-profits, and cultural organizations will mutually benefit our efforts and the Long Beach community.

Thank you for your continued leadership and support.

Sincerely,

Long Beach Council of Business Associations (COBA)

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Convention and Visitors Bureau (CVB) Pleasure Travel Marketing Group

Wednesday, February 3, 2021

#### Study Session Questions:

1. What are the top two challenges facing your business and your workers in 2021?
  - Health Orders Restricting Gatherings: Convention business drives the majority of economic activity in the downtown and also drives activity at the Airport and other amenities that support travel.
  - Planning Time: the Convention business needs at least 3-4 months planning time before an event is booked to drive visitors to the City. We need certainty and planning time or we will also have cancelations.
  - Cancelations: uncertainty about whether we can hold conventions (3-4 months out) is leading to cancelations of business and visitors.
  - Restaurants: all downtown restaurants rely on office buildings and convention visitors. They are not structured or supported by residential customers like they are in suburban areas. These locations need relief to make it until offices and conventions are back. Know
  - Staffing: people do not want to come back to work while there is risk of infection. Supplemental funding may be an incentive to stay home and not report for work.
  - Indoor Dining: there is not enough business or customers for outdoor dining only. Too cold for outdoor dining to be successful.
  - Homelessness: need investment to help the homeless. There are now safety issues for customers and for staff after shifts.
  - Gatherings Prohibited: smaller events such as weddings (500 per year at Queen Mary alone) draw thousands to the City, restaurants, hotels, attractions.
  - Vacation Time: Americans left 1/3 of their earned vacation days unused in 2020. Less visitors in Long Beach.
  
2. What are the top two strategies or solutions the City Council can implement in 2021 (must haves) to retain your business and your workers?
  - Pleasure Travel: people will visit for pleasure travel if we have a robust program to market, promote, and generate visitors.
  - Advanced Notice: provide more certainty for event planners.
  - Advertising Campaigns: partner with Statewide or regional partners for advertising.
  - Customer Generation (visitors): need campaigns to drive demand for pleasure travel until the convention and visitors can return.
  - Stages of Recovery: take meetings in smaller than larger increments. Smaller gatherings in stage one (e.g. dinners, weddings, other events).
  - Homeless: need to address homeless needs by providing shelter in areas outside the visitor areas.
  - Vacancy: invest in programs to fill vacant buildings or activate storefronts so that the downtown appears and active and welcoming.
  - Sacramento: need legislative support and lobbying in Sacramento to advocate for lifting restrictions.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Diversify Attractions: need to develop a diverse strategy for leisure travel, attractions, and activities for visitors. While conventions are down it is time to diversify our offerings to generate customers. Focus on leisure travel initially and build back to larger events.
  - Safety Campaign: promote a campaign around COVID-19 safety for visitors. Market and promote our response to the vaccination distribution.
  - Goal Setting: identify goals around occupancy for each month or stage of the recovery.
  - Outdoor Events: develop more special events that can be delivered outdoor and safely such as Beach Streets to promote visitor serving events.
  - Cultural Tourism:
  - Vacation Time: Americans did not use their vacation time in 2020 and have time stored-up to be used in 2021. We should capitalize on this unused time.
  - Online Advertising: trip adviser and expedia offer instant, targeted, online advertisement when certain transactions are completed online.
  - Leverage Visitor Stories: engage with social media users and influencers to share their stories and act as promoters for leisure travel.
3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?
- Public Safety
  - Homeless Services
  - Outdoor Events
  - Activate Storefronts
  - Visitor Attraction: leisure travel for \$1.25 will leverage another \$500,000 from CVB. Additionally budget of \$450,000 for the Fall if Conventions are still not allowed.
4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?
- Homeless Services: providing support services, food, shelter, and alternatives to the downtown.
  - Visitor Attraction: for leisure travel, cultural tourism, staycation, and outdoor special events. Utilize cultural tourism, performing arts, and
5. What is your measure of success?
6. If you could change one rule to help businesses in 2021, what would it be?
- Minimum Wage: need a different minimum wage for tipped employees. This would be a change to State law.

### **Other Recommendations & Ideas:**

2. Grants: can we utilize the same application information from a previous grant to add funds in the next round of stimulus?

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy



March 4, 2021

John Keisler  
Economic Development Director  
City of Long Beach  
411 W. Ocean Blvd., 10<sup>th</sup> Floor  
Long Beach, CA 90802

Dear Mr. Keisler,

With COVID-19 numbers decreasing daily, we now can envision the day, not far off, when the “new normal” finally arrives. That day figures to come sooner than later given that the CA Coalition is working with a Sacramento public affairs agency to push for advance guidelines determining when cities can open for business.

How important is hospitality/tourism to the city? Before COVID-19, the industry was the second largest employment sector in Long Beach and the fourth largest tax revenue generator for the city. A recent study found that when it came to 2021 travel, a majority (56%) of people will prefer domestic or local trips, not surprising given the financial insecurity COVID-19 has brought with it. With Southern California home to 24 million people, that’s 24 million people who need to be either educated or reminded why Long Beach is the place to be.

To assist in this effort, we are requesting a minimum of \$1.25 million for a plan that will create visitor attraction and customer generation to Long Beach this late spring and summer. This will enable us to bring more traffic to restaurants, hotels, and attractions of the city to generate revenue and bring employees back to work. With additional monies, we can connect with even more potential visitors with a broader and deeper reach.

In addition, we are also asking for \$85 million to make some long overdue capital improvements to the Long Beach Convention Center...“the Center of our City”. Most of the Center still has original equipment like air and refrigeration which need critical updates as components are no longer being manufactured. In addition, new equipment would feature better efficiencies thus saving monies. We will embrace newer technologies for air purification and air volume (know combatants to COVID-19 and other viruses).

While we understand that \$85 million is a lot of money, it is a fraction of what Long Beach Convention Center generates for the city. According to Beacon Economics, visitor spending in Long Beach, pre-COVID, amounted to \$1.7 billion, with \$560 million being spent on food service (\$297 million) and accommodations (\$263 million) alone. Before COVID-19, Transient Occupancy Tax (TOT) equated to \$31.2 million annually (the fourth largest tax revenue generator for the city).

Of course, we don’t have to read those numbers to know the effect a healthy convention center has on local business. All of us watched as COVID-19 related convention cancellations caused a shockwave of

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

restaurant closings, starting with Rock Bottom and continuing up Pine Avenue. Convention attendees generate return visits and family vacations after they see all Long Beach has to offer. Our city benefits from social media postings these travelers make while experiencing our city.

We all know that we live in the most competitive tourist/convention market in the world where Long Beach competes against such heavyweights as San Diego, Anaheim (Disneyland), Los Angeles, San Jose and San Francisco. These monies will help us maintain our own against the competition, and will allow us to offer the best facilities and the best reasons to travel here on Day One.

Thank you for your consideration and support. It is most appreciated!

Sincerely,



Todd J Lemmis JD  
Chair of the Board  
Long Beach Convention & Visitors Bureau

#### Board of Directors:

Imran Ahmed, General Manager, Long Beach Marriott  
Renato Alesiani, General Manager, The Breakers  
Terry Antonelli, CEO L'Opera  
Larry Black, Owner, The Varden Hotel  
Greg Bombard, President & CEO, Catalina Express  
Swietlana Cahill, General Manager, Hilton Long Beach  
Bill Collier, Owner, Golden Shore RV Park  
Karen Englund, General Manager, Renaissance Long Beach  
Mark Francis, Managing Director, The Queen Mary  
Greg Guthrie, General Manager, Hotel Maya  
Larry Jackson, Secretary, Long Beach Memorial  
Mooyon Kim, General Manager, Holiday Inn LB Airport  
Todd Lemmis, Founding Partner, Pacific 6 Enterprises  
Mac McCann, General Manager, Residence Inn Long Beach Airport  
Silvano Merlo, General Manager, Courtyard Long Beach Downtown  
Jim Michaelian, President & CEO, Long Beach Grand Prix Association  
John Morris, General Manager, Boathouse on the Bay  
Ron Nelson, Executive Director, LB Museum of Art  
Jane Netherton, Chief Financial Officer, International City Bank, Chairman Emeritus  
Dennis Patel, Owner, Travelodge  
Hitu Patel, Owner, Roadway Inn & Best Western  
Sid Ramani, General Manager, Hyatt Regency Long Beach  
William Rouse, President & CEO, Yellow Cab  
Courtney Russell, General Manager, Residence Inn Downtown LB  
John W. Thomas, Owner, Art Deco Dimensions  
John Thompson, General Manager, Westin Hotel Long Beach  
Lucas Yurek, General Manager, Hyatt Centric Long Beach

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Downtown Long Beach Alliance Board of Directors

Wednesday, February 4, 2021

#### Study Session Questions:

1. What are the top two challenges facing your business and your workers in 2021?
  - Revenue decline. This trickles down to employee layoffs.
  - Artists, beauticians, new model as independent contractors versus employees. (Alison)
  - AB5: this is a huge issue for artists (Griselda)
  - Constant changes (lack of certainty) has been really difficult. Uncertainty is making it really difficult to make investments.
  - Adapting to the new normal—we will never go back to the way that businesses used to operate. Some business decline will be unavoidable and will not come back.
  - Vacant spaces are coming in commercial real estate because of business
  - Restaurants:
  
2. What are the top two strategies or solutions the City Council can implement in 2021 (must haves) to retain your business and your workers?
  - Permitting and parking requirements need to be made more flexible: huge for the commercial real estate industry. Business licensing, parking requirements (churches, gyms, and other activities need relief from parking).
  - Office market: the velocity for filling office spaces needs a bump; the demand for traditional office space is declining so more flexibility on zoning is needed (live-work, parking, other).
  - Marketing: existing businesses need help with customer generation, revenue development, and getting back on their feet.
  - BIDS: the BIDs can be helpful to businesses with getting
  - Partial Work-from-Home Business License: office tenants and workers are seeking a hybrid work environment.
  - Vaccination: for homebased businesses, personal services, and essential workers--and for people in areas that are not getting the information or the access to vaccines.
  - Restaurants: need advocacy in Sacramento for special rules to pilot reopening.
  - Dashboard: create a dashboard of metrics on the recovery for the different businesses (restaurants, hospitality). Want to track the metrics publicly and to see the recovery unfold.
  - Exits or Transition Support: provide resources for the business owners who may be considering or facing exits to do it in a more profitable way.
  - Contribution Campaign: how can businesses that have done well give back to those businesses that have not done well in the recovery.
  - Brokerage Community: establishing stronger relationships between tenants, businesses, City, and sources of capital.
  - Exit Interviews: collaborate.
  
3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?
  - Focus on the independent small businesses.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Universal income. There are workers living below the living wage and need additional support from the City.
  - Bars that aren't serving food and gyms have been left out and need the most help due to closures.
  - Focus on sectors that were hit the hardest (e.g. restaurant and hospitality industries d) need help before the less impacted sectors.
  - Renters and Landlords: need to help the renters to pay back rent and catch-up to stay home and housed.
  - Independent contractors: need new support for single people trying to become business owners and sole-entrepreneurs if this is the first time that they have ever tried to run a business (Better Business People).
  - Long-time Businesses: focusing on the long-term businesses that need to adapt and survive. Need to help legacy businesses adapt to new technology and online business—licensing, permitting, and hand-holding.
  - Relief Funds to business owners who were not eligible for PPP. (Graham).
4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?
- BID grants to help them support businesses and members. Dedicate another \$1M to the BIDS and associations that know the unique needs of the businesses, workers, and community they support.
  - Complete forgiveness for all loans from the City (small businesses).
  - Arts Council grants to performing arts, larger cultural organizations, and neighborhood cultural organizations.
  - More freedom and flexibility for businesses to spend grant funds any way they need. Provide flexibility.
  - Tiered Structures: (Shuttered Venue Operators Grant) provided tiers based on how much revenue that businesses lost. (Griselda).
  - Customer Generation: give resources to the residents and customers win lower income areas so that they will spend it on the businesses in their neighborhood.
5. What is your measure of success?
- Beyond Revenue: after generating enough revenue to stay alive, the measurements should focus on becoming more profitable
  - Profit per SF
  - Marginal benefit or profit
  - Engage with CSULB Office of Economic Research or Marketing Department to develop these metrics.
  - Customers (butts in seats)
  - Attendance (butts in seats)
  - Reviews (Yelp)
  - Crowd-sourced ratings
  - Foot traffic (feet on the street) from local tourism or leisure travel
  - Diversity of revenue streams (for businesses that have to transition to new models, online production, pay for service rather than donations)
  - New customers (diversify the customer base)

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

6. If you could change one rule to help businesses in 2021, what would it be?
  - Parking rules (need to relax and be creative)
  - ABC requirements (for outdoor dining, to go items, special events)
  - Level the playing field for STR industry and hotels
  - Application similar to the Rooney Rules (NFL) is opened-up to diverse candidates and person of color
  - Adaptive Reuse and creative zoning. Need a simple process for adaptive resus and a shortened timeline for plan check.
  - Incentives for Development (versus regulations) for affordable housing rules need better solutions—adaptive reuse, etc—to accelerate the repositioning or creative zoning and incentives.
  - Plan check: accelerate the timeline for approvals.
  - Housing for PD6: open-up the Tidelands area for housing.

### Other Recommendations & Ideas:

3. Grants: can we utilize the same application information from a previous grant to add funds in the next round of stimulus?

### Chat Comments:

Investments in partnerships for property management to work with Arts to activate spaces
Create affinity groups for supports BIPOC businesses
I agree with Alan, more flexibility on live/work space and allowance
great idea about the exit help
my signal is fading in & out, but direct aid in any amount. also as we recover, marketing the city as a destination for restaurants, shopping etc. will help bring new customers & returning customers
I know that we have been so placed in the 2nd or third rounds for grants without having to apply and that is so helpful
Absolutely agree with Universal Income, Silvano!
Heather, that was exactly what I was going to say. Renters need assistance with back rent currently piling up month over month
BIPOC investments in multilingual platforms. Hire culturally competent biz advisors that can in the neighborhood, technical assistance, but also leadership development in their language
Unrestricted funds. The package passed by Congress in December, National Endowment for the Arts made all their grants unrestricted
We are not spending it on what the loan was for.. but we are getting 2 low interest loans to pay back, which is great still. so try and keep the internet's low and the loans continue to become available
Same as my last comment regarding how to equitably come out of this - figuring out how to get funds to businesses that employ multiple independent contractors. Tattoo studio "rents" chairs to artists, which helps the business pay rent. His artists are independent contractors. Since PPP funds were calculated based on payroll, the tattoo parlor wasn't eligible to receive funds despite being forced to close, and still had rent due. Same with the yoga studio with teachers who are independent contractors.
There is talk at the state level to create Artists Alliances that provide licensed business security to artists and other HR services

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Note: Which industries want to get to 2019 levels or transition or like the arts perhaps a hybrid
Yesss, parking!!!
For direct aid qualifying use similar to ppp#2, a declining quarter to qualify, use previous years sales level to determine grant levels. .
Make event permits process easier for neighborhoods and ongoing events like artworks. Provide support for low income neighborhoods to produce events.
I was going to say what Graham said but my comment is going to stem to a rose for TH and PSH with throwing spaghetti against the wall and trying new housing options/RV or mobile housing options. oh. and one wish.. no loans. lol
stem to a rose? stem to more of an option for
Change qualifications for Pacific gateway participation. Subsidize workers can help everyone

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy



March 4, 2021

Honorable Mayor Garcia and Members of the Long Beach City Council  
Civic Center Plaza  
411 W. Ocean Blvd.  
Long Beach, CA 90802

**RE: City of Long Beach Economic Recovery Strategy**

Dear Mayor and Members of 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 March 16, 2021, continued support for the City's Economic Recovery Strategy as outlined in the presentation delivered by city staff to the DLBA Executive Committee this morning.

Since the Spring of 2020, DLBA has collaborated alongside the City of Long Beach's Economic Development Department to deliver services and financial assistance to Downtown businesses during the pandemic's relief and transition stages. These relief and transition support services included \$30,000 in emergency micro-grants, \$40,000 in storefront recovery grants, personalized business management and consulting services, and continued advocacy for increased business assistance. It also included a variety of programs and projects funded by a \$230,000 grant from the City of Long Beach's thru its CARES Act distribution to provide economic relief to businesses within the Downtown.

The DLBA continues to work in lockstep with the City's Economic Development Department to determine what is necessary for future support during the recovery phase. The DLBA and the City's Economic Development Department conducted several outreach measures to industry leaders and small business owners to determine their needs.

As part of this outreach, the City Council's Economic Development & Finance Committee hosted a community roundtable that included the DLBA Board of Directors and Committee members, plus an additional session held for the Long Beach Economic Partnership and Council of Business Associations. We applaud the City's leadership and willingness to listen to what tools and resources were critical to support business recovery. These roundtables were critical in crafting clear themes and support programs for the recovery phase such as:

- Need-based decision making easier access to City procurement,
- Streamlining the approval process and reducing bureaucracy,
- Low-interest or 0% loans and direct grant assistance,
- Continuing to utilize community-based organization partnership to discharge services, resources, and programs,
- Technical assistance programs.

As the City transitions into the Recovery phase of its Economic Recovery Strategy, DLBA looks forward to providing its input on each functional aspect of the process. In particular, DLBA trusts it will see a robust financial assistance and regulatory reform process on behalf of the City, which will support a resilient Downtown economy that can prosper post-COVID-19. Also, we believe that direct relief to businesses, non-profits, and cultural organizations will mutually benefit the Downtown and the Long Beach community.

100 West Broadway, Ste 120  
Long Beach, CA 90802  
T: 562.436.4259

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

We appreciate the opportunity to provide feedback on the ongoing recovery process, and our organization is adamant about continuing to refine the City's economic recovery process.

Thank you for your leadership and 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  
Tom Modica, City Manager, City of Long Beach  
John Keisler, Director of Economic Development, City of Long Beach

## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **Economic Recovery Roundtables**

Study Session: Economic Development & Finance Committee (ED&F)

Monday, February 8, 2021

#### **Study Session Questions:**

**1. Stacy Mungo Flanigan:**

- Businesses within the same sector have different models (
- Non-profits (two groups, big non-profits, small non-profits, those that received funding in CARES and those that did not)
- Labor Groups (need to bring forward the service-oriented labor groups)
- Health Care is a Roundtable meeting that we need to schedule.

**2. Cindy Allen:**

- How can the public and the Committee review the Roundtable recordings?
- Councilmember would like for these to be available in one place (website for everyone to access).
- Why is the Health Care & Social Assistance unemployment so high? This needs to be explained more.

**3. Chair Richardson:**

- Timeline for Recovery should be broken into phases carrying-forward to 2022.
- Alignment with the County, SCAG, State & Federal Government.
- Equity: we need to incorporate labor, policy, workers, reconciliation, digital, Everyone In, Economic Empowerment Zones. Adding a slide for Inclusion and the work that we have accomplished this past year.

#### **Other Recommendations & Ideas:**

4. Grants: can we utilize the same application information from a previous grant to add funds in the next round of stimulus?

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Long Beach Economic Partnership (LBEP)

Monday, February 8, 2021

#### Study Session Questions:

**1. What are the top two challenges facing your business and your workers in 2021?**

- Digital Inclusion: many of the businesses and workers who need the most help are not online and cannot access resources.
- Community Relationships: many of the high-need businesses don't have technical support close to them that they can go to for assistance, funding, or other support.
- Financial Literacy Training:
- Entrepreneurship Support: lots of new people starting businesses in the recovery but help is needed to get them started (access to capital, startup services, etc.).
- Vaccination: got back to work right away but need to get everyone vaccinated as soon as possible for manufacturing workers to keep them at work (TABC).
- Educational Institutions: digital divide. Providing students and faculty with access.
- Job Losses: students have dropped out because they or their families lost jobs and they have to go to work (cannot stay with their classes).
- Resiliency: smoothing out the boom and bust of the economic cycles.
- Entrepreneurs: many are not eligible for the current programs offered by the government or public sources (e.g. issues with credit, revenue history, etc.).
- Healthcare Access: providing businesses and workers with healthcare insurance and access.
- Back to Work: But another challenge that comes to mind is putting the effected workers back to work. I think restaurants is a huge sector. So more aid for restaurants in the payroll category would be effective.
- Rent Payments: Also the same sector needs help with back rent.
- Funding: immediate funding for the boots on the ground that can directly engage small businesses
- Telehealth: vulnerable populations are struggling with the technology that is needed for telehealth support. Need to provide alternatives and support to close the digital divide.
- Homelessness: shelter is expensive, homelessness is a challenge, and hospitals don't have anywhere to discharge patients who are facing homelessness. This is a major driver of economic, physical, and mental health.
- Value Based Care: how to drive down the cost of care.
- Affordable Housing: there isn't enough state or federal funding for housing construction (and no local funding).
- Attracting and Retaining Talent: having a quality of life, safety, perception of the city fo prospective employees.
- Building Process: entitlement process needs to be simpler.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Microgrant Program for small businesses (Omniworks)

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Digital Inclusion support for small businesses (OmniWorks)—being able to register for workshops, Zoom calls, and technical assistance as well as applying for small business loans.
  - Community-based Organizations: collaboration with the neighborhood groups who are already supporting these communities most in need. We need to work through those organizations on the ground and provide them with funding (Centro Cha, UCC, Center for Economic Inclusion). Build their capacity.
  - Community Navigators: building capacity of those on the ground in the community to deliver support in culturally and linguistically appropriate formats.
  - Leverage Technology & New Platforms:
  - Vaccinations: large employers may be willing to assist in the distribution of vaccines.
  - Health Equity: how to utilize funding to provide more access to healthcare for the most vulnerable populations.
  - Telehealth: invest in the remote healthcare delivery platforms to deliver mental health and other healthcare support (may need hardware, training, and internet). There is a lack of funding for these programs (for the IT).
  - Housing: introduce another source of local funding (like the housing bond) at the local level to help match outside funding for the development of local affordable housing supply, maintenance of existing stock.
  - Trust in Government: many entrepreneurs and small businesses don't trust that the government programs will work out for them.
  - Community & Outreach: many businesses don't know about the great programs that already exist. Need to develop the outreach and education programs to notify small businesses and entrepreneurs about the programs that are available and how to access them. Develop partnerships with the service providers that already support businesses.
  - Fraud Protection: sometimes the controls and barriers to protect against fraud make it more difficult for businesses to access these programs.
  - Direct Grants: give them money and they will spend it. If customers have money they will spend it.
  - Marketing & Communications: marketing to our own residents as well as to promote regional marketing to attract visitors. How do we reach businesses, developers, and customers to come to Long Beach (marketing campaign to differentiate ourselves from surrounding cities). Regional leisure marketing.
  - Vaccination: concentrate the vaccination distribution on entire family units where there is greatest density of residents, people of color, and most vulnerabilities.
- 3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**
- Should NOT do: don't put the recovery on the backs of businesses. Living wage could help workers but could destroy businesses that don't make a living wage. Businesses create jobs and opportunities. Most business make less than \$50,000 and many business owners make less than a living wage. The majority of businesses are very small.
  - Insurance: introduce programs to fund health insurance, workers compensation, and other costs under control.
  - Digital Divide: how can public-private partnerships help to increase access to technology and the internet. Some are tied to homes and others tied to businesses. How can the private sector pivot to help close the digital divide. Need a new approach.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Infrastructure for Internet into Underserved Areas: the ISPs are focused on building the network and the infrastructure. Need help from the hardware providers and the government to underwrite the cost of the devices provided by other companies.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**
- PRF: the Public Relief Fund (PRF) is something that hospitals need us to lobby for on their behalf to offset costs for healthcare, PPP, and staff costs.
  - Entrepreneur Grants: direct grants with flexibility.
  - Low Cost Technology & Internet Grants: for communities in need.
  - Leverage: use the funding to leverage more resources from the private sector for the community benefit.
  - Funding Innovation: provide grants to leverage new and innovative ways of doing businesses (e.g. transitioning office and retail, online retail, tourism, hospitality workers).
  - Worker Resiliency: how do we leverage the funding to
  - Public Health: long-term strategy for public health for vaccines, infrastructure for business community, ongoing public health support, building partnerships between sectors (continuum of care).
- 5. What is your measure of success?**
- Gross Sales: tracked month to month and quarter to quarter.
  - Revenue generation.
  - Rental payments current.
  - Vacancies of homes or commercial spaces.
  - CSULB economic program (identify some opportunities for metrics)
  - Job growth—where are the sectors of the economy that growth is or can take place.
  - Turnover: preventing the loss of employees, skilled workers, childcare, cost of living, etc.
  - Talent Attraction: how can we attract talent to our city (cost of housing, safety)
- 6. If you could change one rule to help businesses in 2021, what would it be?**
- Internet connectivity must be a right and not a privilege. Need affordable access to 5G or broadband.
  - Permitting & Inspections: What can the City do to leverage and promote private sector investment including resources for planning, contract inspectors, and speeding-up construction by the private sector (Development Services, Public Works, Fire, etc.).
  - Budget Impacts: avoid cuts to economic development and development services.
  - Density: increasing the allowable density on our commercial corridors. Help to repurpose
  - Reopen: accelerate the reopening of all business activities.
  - Taxes: no licenses or fees for homebased businesses.
  - Outdoor Commerce: need to encourage investment in outdoor business activities (e.g. dining, retail, entertainment). Similar to other parts of the world.
  - Talent Attraction: worried about the loss of learning for our youth.
  - Health Workforce: many workers may retire early or leave the sector due burnout. How can we invest in training more healthcare workers.
  - Housing Affordability: for healthcare workers and other service sector workers.
  - Vaccinations: need to have vaccine sites at workplaces and where the frontline workers are doing business.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy



**Randal Hernandez**  
Chairman of the Board

March 4, 2021

Honorable Robert Garcia, Mayor, City of Long Beach  
Honorable Stacy Mungo Flanigan, Chair, Economic Development & Finance Committee

**RE: Request for funding to Accelerate Long Beach's Economic Recovery**

Dear Mayor Garcia & Council Members,

As chairman of the Long Beach Economic Partnership, this letter is to recommend that the "LBEP" serve a leadership role, with catalyst funding from the City, to convene and collaborate with local non-profit partners to accelerate implementation of the City's Economic Recovery Plan with a priority focus on small business. **At the Long Beach Economic Partnership, we believe in the power of collaboration. LBEP is an action-oriented organization that will grow business, jobs, and economic opportunity throughout Long Beach.**

As you may know, the LBEP has been working closely with John Keisler and team in developing the 2021 Economic Recovery Plan. To date, LBEP has co-hosted three roundtables with cross-sector leaders to gain their insights and recommendations to accelerate our economic recovery. We convened a special roundtable with banking representatives who work closely everyday with mid and small-size firms.

To accelerate the Economic Recovery Plan, the LBEP is requesting funding to support the programs below. **We envision the City funding requested will serve as a catalyst to attract additional private sector funding to further leverage federal funds and other government programs.** Programs recommended include:

- Small Business Access to Capital/Micro-Lending: Working with banking industry leaders and local non-profits to establish a Community Development Financial Institution (CDFI) or other non-traditional lending institutions to leverage and augment government loan programs.
- Small Business Digital Education: Expand the LBEP pilot program across the city focused on digital education including customer acquisition and retention, online sales channels, business online readiness, business digital operations and access to capital applications (bankers stated digital education was a critical immediate need).

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- City Marketing Campaigns: Launch local consumer and B2B campaigns to activate local residents to support small business. Expand quarterly Economic Forums and launch new regional marketing campaigns that effectively promote Long Beach as a prime location for investment and business growth.

The proposed 2021 economic recovery programs expand on the LBEP collaborations established with the 2020 Small Business Resiliency micro-grant program, in response to COVID. The LBEP moved quickly to attract funding from financial institutions to launch the micro-grant program. Through the support of Wells Fargo, Union Bank, Citibank and HSBC we were able to provide \$1,000 grants to over 130 mostly ethnic small businesses (many of which were unable to access federal PPP or other government programs). Equally as valuable, these small businesses were provided immediate financial management and one-on-one counseling. Led by LBEP's consultants "OmniWorks," **we partnered with local non-profits such as CentoCHA, United Cambodian Community and the Center for Economic Inclusion to reach small businesses in predominantly African-American, Hispanic and Cambodian communities.**

To further support small business, with the financial support of Prologis, **the LBEP launched in 2020 its first "corridor improvement strategy" focused on Santa Fe Avenue in west Long Beach.** Through this innovative program, the LBEP has activated and engaged small businesses along the corridor; identified and developed a beautification strategy, as well as façade and landscaping improvements. The objective has been to encourage residents to take pride in their community and support local small businesses. We plan to launch similar corridor improvement strategies in other parts of the city.

Given LBEP's work over the recent past, particularly focused on expanding economic equity opportunities, we believe we are well positioned to lead the Economic Recovery Plan by providing:

- Cross-Sector leadership in the development of new innovative programs, with a major focus on economic inclusion.
- Organizing and integrating local resources to develop an impactful ecosystem of community organizations, educational institutions, government, and private sector participants.
- Coordination of programs that increase the effectiveness of all local partners and is attractive to additional public and private sector funders.

The Long Beach Economic Partnership will continue its important role as an integrator and coordinator of resources at every level to ensure we can maximize their economic impact creating jobs, improving business and attracting new investment. We appreciate your partnership and support in accelerating Long Beach's economic recovery. To that end, we respectfully request the City provide catalyst funding to be added to the private sector support we're currently pursuing to advance the economic recovery plan. Thank you for your consideration.

Sincerely,

  
Randal Hernandez

[www.lbep.org](http://www.lbep.org)

cc: Honorable Members of the City Council  
Tom Modica, City Manager

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Economic Development Commission

Monday, February 8, 2021

#### Study Session Questions:

**1. What are the top two challenges facing your business and your workers in 2021?**

- Phases: there is no post-COVID. It should be how we transition in to the new normal.
- Vaccination: equity issues in the distribution of vaccinations.
- Workers: the small businesses need a platform for recruiting and finding workers.
- Outmigration: which businesses left us? How do we attract them back? Need to do an exit interview to get them back.
- Testing: for COVID-19. Access to testing sites for quick turnaround. Some sectors need testing on a daily basis.
- Business Failures: some businesses will not comeback due to changes in the marketplace. Need to transition due to new expectations and business environment.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Exit Interviews: for businesses that left. How do we bring them back?
- Multi-generational: need to address the youth, parents, and families who support members of their households.
- Direct Support to Families: use existing support networks for workers, children, income-earners.
- Women: strategies for women who are supporting their households to get back into the workforce.
- WorkLB: need a solution for connecting worker supply (available hours) to demand (employers seeking workers).
- Retraining: there may be jobs that go away and need to transition to other industries.
- Education: technical assistance and training for small businesses to help them survive and grow through the recovery.
- Education: for workers and business owners regarding vaccinations to “put their armor on” to protect themselves and others.
- 311 Hotline: for businesses and workforce to help people connect with resources.
- Buy Long Beach: campaigns to attract customers to small businesses and help to generate economic activity.
- Special Events: provide strategy to connect small businesses to major events such as Superbowl and Olympics.
- Storytelling: for small businesses online to tell their stories about why Long Beach.

**3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Multiple Jobs: what can we learn about works
- Diversity: how do we reach and understand the needs of our diverse community?
- Burden: of the economic recovery should not fall on small business owners. Many business owners are also facing poverty and we cannot implement strategies that increase their costs.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Internet Access: this is the foundation of equal access to information and opportunities. Need to address this as part of the economic recovery. Is this going to be a right or a privilege.

#### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- City Funding: for small businesses to get direct grants and technical assistance.
- Data: investment in the data collection process to understand the situations businesses are facing.
- Business Licenses: creative ways to bring unlicensed or delinquent businesses licensed so that they may receive services, funding, and grants.
- Quality of Life: invest in board-up vacant businesses or storefronts. How can we establish who is out of business and what can be done to fill vacant storefronts.
- BID Direct Grants: fund the BIDS so that they can support businesses in a customized and individualized way.
- Women: provide grants for childcare to help women return to work. Support women who had to give-up employment to take care of households.
- Sick-leave: pass additional legislation to extend sick leave for workers to stay home paid so that they can get well.
- Testing: invest resources in rapid testing, in-home testing, and workplace testing.

#### **5. What is your measure of success?**

- Fewer rules for small businesses
- Fewer costs for small businesses
- Time it takes to open a new business
- New Customers
- Net revenue (profit)

#### **6. If you could change one rule to help businesses in 2021, what would it be?**

- Home-based Businesses: get rid of license fees for home-based businesses. Make it a no-cost requirement to help with support services but no cost.
- Event-based Space and calendar for the City.
- International trade and e-commerce strategies.
- Cut red tape and process for starting new business.
- Reopening of schools: to provide support to all ages of children who need the most help from elementary to university students.

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Chamber of Commerce Small Business Council

Wednesday, February 10, 2021

#### Study Session Questions:

**7. What are the top two challenges facing your business and your workers in 2021?**

- Uncertainty: it is hard to predict whether businesses will be able to open-up or close again. Hard to make the investments or take a risk. There are also questions about whether or not this is a good place to do business.
- New Mandates: business owners have been facing new mandates (like minimum wage increases) when they haven't been able to operate and generate revenue.
- Inequity: some businesses have been able to operate, and others have not. The health orders have not been equally applied.
- Lack of Innovation: many larger retailers were able to figure out how to bring hundreds of people into a big box retailer but we couldn't get a small number of people into a restaurant.
- Trust and Hope: there are many members of the community who are now afraid of City policies that are not friendly to opening a business now or in the future.

**8. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- City Support: it is critical that business owners know that the City supports them and will stand behind them throughout the reopening process.
- Guidelines and Policies: City
- Pause: is there a way to reset everything to before the pandemic (from a policy standpoint) to allow businesses to catch-up and restart without having to pay new fees, new taxes, new requirements.
- Trust Campaign: there has been some trauma from the uncertainty for businesses that has to be overcome (credit, savings, resources have been depleted). The City can launch a campaign around the plan to support business owners moving forward. This needs to be bold.
- Stricter but Not Closed: if there is another spike, identify ways to stay open no matter how
- Local Procurement: look to local small businesses for solutions for testing, vaccination, education, business-to-business, etc. to keep spending local and boost local business.
- Fund: for survival of the next health order (available for the businesses that will be told to shut down). Don't wait for federal funding.
- Business Outreach and Communication: there needs to be regular ongoing calls, daily communication, so that businesses feel like they have real time information. Last reopening was sudden and there wasn't good communication (just a Tweet). How to create this infrastructure and get participation?
- Employee Base: currently there is a shortage of educated workforce.
- Workforce Housing: need to look at zoning and flexible incentives.

**9. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Equity: strategies need to be applied to help the businesses that were hit the hardest first. These business owners have the biggest hill to climb financially and to reopen (e.g. restaurants, event industry, testing, vaccination).
- Catalyze Economic Activity: get clients and customers to get moving again.
- Enforcement: it seemed that there was a lot of focus on the very small businesses like restaurants for enforcement but there was very little focus on the big retailers. Need to be more fair to all sizes and types of businesses.
- Waive Fines: need to forgive fines, fees, and penalties. These are desperate times and people are struggling.
- School Workers: get the schools reopened and kids back to school to help all the workers get back to work in the schools.
- Mental Health: there are a lot of mental health concerns about kids and families due to school closures.
- Equal Treatment: small or big business—everyone should be treated equally.

#### **10. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Hardship: should focus on the businesses that were shut down.
- Needs-based: should not just be one solution for an entire industry. Rather, it should be targeted based on need and impacts.
- De-risk: the reopening and resumption of business.
- Customer Activation: focus resources on the activation of customers for the businesses that have been hit hard. Help pay for

#### **11. What is your measure of success?**

- Unemployment Rate
- Business Closures and Business Closure Rate
- Vacancy Rates for Commercial Real Estate
- Growth: first get back to customer growth and revenue growth back to where were pre-pandemic.
- Returning Customers: getting customers back who were going to other counties who were breaking the rules.
- Visitors: until conventions are back, we need to find new and creative ways to get visitors and customers back to the City.
- Expenses: if costs are rising due to City or government policies, vendors, taxes, fees.
- Prices: keeping prices down.
- Employee Retention: if we are losing employees it is a sign of weakness. Returning employees is a sign of health. Employees are nervous to come back to restaurant industry because they think it can be closed again. They are going to less risky industries. They are also choosing to stay on unemployment.
- Client Retention: some clients have gone under or closed. The professional services businesses need to see client health.
- Trust: level of trust (in the City) from business owners.

#### **12. If you could change one rule to help businesses in 2021, what would it be?**

- Flexibility in Permitting: allow for new electronic signs, signage, parklets, and any other initiatives to promote customer activation.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Gatherings: need to get the Convention Center open again—even at a limited basis—just like you see at big box retail stores. Lobby the State to provide some level of gathering. This will have the biggest impact on the local economy and related businesses.
- Discrimination: needs to end. All businesses need the opportunity to open in some form or fashion (with restrictions okay).
- Minimum Wage: pause on the minimum wage increase at the State level. Keep it the same for one year (let the Stimulus payments work).
- Vaccination: need to get everyone vaccinated so that we can conduct outdoor events.
- Outdoor Events: need to be able to have outdoor gatherings.
- Positive News: need to focus on the good stories and positive things that are happening. We typically only provide facts and don't show where there is progress or success.

### **Other Recommendations & Ideas:**

1. Contract with the Chamber of Commerce to deliver services to support businesses.
2. Business license waivers.
3. Incubator space.
4. Accelerators to support startup and growth.
5. Business attraction and customer service plan to give businesses a sense of trust and support. Landing spot for other businesses.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **Economic Recovery Roundtables**

Study Session: Chamber of Commerce International Business Association

Tuesday, February 9, 2021

#### **Study Session Questions:**

##### **1. What are the top two challenges facing your business and your workers in 2021?**

- Training and Support: Business to consumer retail sellers are being forced to go online and need technical assistance.
- Selling overseas to international customers and need to understand cost, compliance.
- Accounting: very little impacts—went to electronic very easily—but clients in hospitality and certain sectors are out of business.
- Technology Shift: needing assistance with online or remote business practices.
- Sense of Abandonment: small businesses that felt attacked by regulations, riots, and abandoned by the City government.
- Vaccinations: (terminals) many workers are not in the essential services category and not old enough to get the vaccination.
- Labor Shortages: there are a shortage of Longshoremen to unload cargo because of positive testing and exposures.
- Manufacturing: concerned about shutdown that would impact construction and construction supplies.
- Non-profit & Business Associations: many have canceled their meetings and there is a lack of communication between colleagues.
- Technology: could use more classes about how to host Zoom meetings and to conduct business online.
- Logistics: safety concerns are a big issue.

##### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Training: no cost technical assistance and training (ETP) for large groups of companies or workers to address their need for technology challenges.
- Automation for Small Companies: many of the larger companies have this support.
- Waive business license fees and permitting fees (for a period of time).
- ILWU and Seafarer's should be considered to receive the vaccine on the next stage of availability.
- PPE: Provide discounted sanitary supplies to impacted businesses IE barber shops, hair stylists etc.
- Possible funding to subvert workforce cost for small business that are within the impacted stats.
- For employees that commute, provide free/no charge to ride the LB Transit.
- Low Interest Rate Loans.
- Clean Transportation: an opportunity to get ahead of clean transportation mandates by assisting smaller companies to maximize their efficiency and growth, utilizing.
- Testing: host info on city website around testing requirements, etc.
- Education for Compliance: host info on city website about coming regulations or compliance issues; host on city website about large scale (remote possibly) training.
- Non-profit: assist with shared technology platforms for virtual events.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Transportation & Mobility: Free transportation on the LB Beach Transit for workers to get to work @ 2nd Street businesses.
- Sector Specific Resources: for business development and technical training.
- Technology Support: coalition for business technology or technology for commerce. Need to share this resource or support service (maybe the technology intern program through CITC). Create a community fund to pay for the interns.
- Public Health: When Public Health Insp visit businesses to do their job, it should include leaving information of available assistance, to best get the word out.\ as they reopen
- Leveraging the Port of LB Free Trade Zone is a great idea: There was talk at one point with PofLB on using the trade zone for ecommerce warehousing demand from smaller biz

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Community Based Leaders: programs should be delivered through communicators that are familiar to the hard to reach communities.
- Wrap-around Support: providing the technical assistance needed to follow-through with the application and implementation of the grant and other programs.
- Grants: for service providers to assist small businesses that cannot afford the technical expertise from business-supporting contractors.
- Credit History: many small businesses cannot secure the loans and grants because they don't have a strong credit history.
- Language Access: need to recruit community-based organizations with linguistic and cultural competence to assist under-represented communities.

### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Small Business Grants for Training Current Employees: to utilize technology, e-commerce, and other business transformation strategies.
- Grants for Equipment: that will help to reduce the transmission of COVID-19.
- Data: perhaps the stats shown earlier, could be used to identify the sector that needs the most assistance of any stimulus funding...
- Training for Employees: biggest gap in skilled workforce is the training in the use of technology. Need basic training for technology. Microsoft and LinkedIn Learning both offer "tech" training that would thread through much of this. A City of LB training agreement, something we are currently looking at, is feasible. Could offer a "package" of training content to business
- Outreach: provide grants for third-party providers to conduct outreach and follow-up to specific sectors to help them prepare for the grant application process.
- New Products: challenging for businesses to transition.
- Clean Transportation & Green Technology: go after grants or leverage federal stimulus grant funding to advance clean transportation for private companies; for new business attraction.
- Promote Small Exporters: trade issues are big on regulation and compliance which are often not obvious to smaller exporters.
- Foreign Owned Enterprise (FOE): develop strategy for attracting foreign firms; and, providing them with technical assistance to operate and due business in the United States (partner with SBDC).

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Technology Internships: CITC is looking at via the LBCC or CSULB training for internships to train local small businesses in e-commerce and online business strategies.

#### 5. What is your measure of success?

- Sales
- Income
- New market expansion (establishing overseas customers)
- Customer attraction
- Employee retention
- Returning to in-person business (lots of other economic benefits and revenue opportunities to in-person events)
- Employee safety
- Sustainability
- Business Retention
- Current taxes and possible incoming taxes for CA companies especially

#### 6. If you could change one rule to help businesses in 2021, what would it be?

- E-commerce: data privacy
- Trade Agreements: some of the new agreements will require education and outreach.
- Taxes: eliminate or reduce income taxes.
- If companies are incentivized to "leave" CA to places such as TX, does city of LB have incentives for those that stay? Those that hire locals?
- COVID-19: employers are still confused about the rules and guidelines related to safety.

#### Chat Comments:

Also, a Board member Int'l Seafarers Center LA LB
Live in LB Owner and Landlord in LB
Wave Bus. Lic fees Both permit fees
IE Belmont Shore and Bixby Knolls tax
Low Interest Rate Loans
For employees that commute, provide free/no charge to ride the LB Transit
Possible funding to subliminate workforce cost for small business that are within the impacted stats
Provide discounted sanitary supplies to impacted businesses IE barber shops, hair stylists etc
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host on city website about large scale (remote possibly) training
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Free transportation on the LB Beach Transit for workers to get to work @ 2nd Street businesses

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

When Public Health Insp visit businesses to do their job, it should include leaving information of available assistance, to best get the word out.\ as they reopen
even guidance on what is both to be awarded a loan/grant and what is required afterward or during the loan disbursement - such as records and receipts that need to be kept as part of the reimbursement process, etc.
Perhaps the stats shown earlier, could be used to identify the sector that needs the most assistance of any stimulus funding...
trade issues are big on regulation and compliance which are often not obvious to smaller exporters
Microsoft and LinkedIn Learning both offer "tech" training that would thread through much of this. A City of LB training agreement, something we are currently looking at, is feasible. Could offer a "package" of training content to business
This is something my office is looking at via the college training for internships
Sales #1, employee retention #2, new market expansion
Also concerns about current taxes and possible incoming taxes for CA companies especially
Business income \$\$\$ and attracting clients
Leveraging the PofLB trade zone is a great idea
Suppose simple questionnaires to those that receive support/funding
There was talk at one point with PofLB on using the trade zone for ecommerce warehousing demand from smaller biz
If companies are incentivized to "leave" CA to places such as TX, does city of LB have incentives for those that stay? Those that hire locals?

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Long Beach Chamber of Commerce Small Business Council

Wednesday, February 10, 2021

#### Study Session Questions:

**1. What are the top two challenges facing your business and your workers in 2021?**

- Uncertainty: it is hard to predict whether businesses will be able to open-up or close again. Hard to make the investments or take a risk. There are also questions about whether or not this is a good place to do business.
- New Mandates: business owners have been facing new mandates (like minimum wage increases) when they haven't been able to operate and generate revenue.
- Inequity: some businesses have been able to operate, and others have not. The health orders have not been equally applied.
- Lack of Innovation: many larger retailers were able to figure out how to bring hundreds of people into a big box retailer but we couldn't get a small number of people into a restaurant.
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- Employee Base: currently there is a shortage of educated workforce.
- Workforce Housing: need to look at zoning and flexible incentives.

**3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Equity: strategies need to be applied to help the businesses that were hit the hardest first. These business owners have the biggest hill to climb financially and to reopen (e.g. restaurants, event industry, testing, vaccination).
  - Catalyze Economic Activity: get clients and customers to get moving again.
  - Enforcement: it seemed that there was a lot of focus on the very small businesses like restaurants for enforcement but there was very little focus on the big retailers. Need to be more fair to all sizes and types of businesses.
  - Waive Fines: need to forgive fines, fees, and penalties. These are desperate times and people are struggling.
  - School Workers: get the schools reopened and kids back to school to help all the workers get back to work in the schools.
  - Mental Health: there are a lot of mental health concerns about kids and families due to school closures.
  - Equal Treatment: small or big business—everyone should be treated equally.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**
- Hardship: should focus on the businesses that were shut down.
  - Needs-based: should not just be one solution for an entire industry. Rather, it should be targeted based on need and impacts.
  - De-risk: the reopening and resumption of business.
  - Customer Activation: focus resources on the activation of customers for the businesses that have been hit hard. Help pay for
- 5. What is your measure of success?**
- Unemployment Rate
  - Business Closures and Business Closure Rate
  - Vacancy Rates for Commercial Real Estate
  - Growth: first get back to customer growth and revenue growth back to where were pre-pandemic.
  - Returning Customers: getting customers back who were going to other counties who were breaking the rules.
  - Visitors: until conventions are back, we need to find new and creative ways to get visitors and customers back to the City.
  - Expenses: if costs are rising due to City or government policies, vendors, taxes, fees.
  - Prices: keeping prices down.
  - Employee Retention: if we are losing employees it is a sign of weakness. Returning employees is a sign of health. Employees are nervous to come back to restaurant industry because they think it can be closed again. They are going to less risky industries. They are also choosing to stay on unemployment.
  - Client Retention: some clients have gone under or closed. The professional services businesses need to see client health.
  - Trust: level of trust (in the City) from business owners.
- 6. If you could change one rule to help businesses in 2021, what would it be?**
- Flexibility in Permitting: allow for new electronic signs, signage, parklets, and any other initiatives to promote customer activation.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Gatherings: need to get the Convention Center open again—even at a limited basis—just like you see at big box retail stores. Lobby the State to provide some level of gathering. This will have the biggest impact on the local economy and related businesses.
- Discrimination: needs to end. All businesses need the opportunity to open in some form or fashion (with restrictions okay).
- Minimum Wage: pause on the minimum wage increase at the State level. Keep it the same for one year (let the Stimulus payments work).
- Vaccination: need to get everyone vaccinated so that we can conduct outdoor events.
- Outdoor Events: need to be able to have outdoor gatherings.
- Positive News: need to focus on the good stories and positive things that are happening. We typically only provide facts and don't show where there is progress or success.

### **Other Recommendations & Ideas:**

6. Contract with the Chamber of Commerce to deliver services to support businesses.
7. Business license waivers.
8. Incubator space.
9. Accelerators to support startup and growth.
10. Business attraction and customer service plan to give businesses a sense of trust and support. Landing spot for other businesses.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **Economic Recovery Roundtables**

Study Session: Long Beach Restaurant Association

Wednesday, February 10, 2021

#### **Study Session Questions:**

##### **1. What are the top two challenges facing your business and your workers in 2021?**

- Employee Retention: need a plan to keep employees or bring them back. Many employees went to Orange County or other places.
- Capacity: need ability to operate at full capacity to make ends meet.
- Wages: employees are working 5 times as hard for less money. They need tables to make sense of working.
- Restrictions: everything is at the mercy of the health restrictions due to the virus. Need to get on top of the virus. The local and state authorities are the most strict. This is the biggest challenge.
- Geography: some businesses are closer to Orange County and customers are able to go over to other areas that are less restrictive.
- Employees: in the restaurant and bar sector are often college students who are not in school—how to bring them back.
- Short Notice: communication coming quickly costs food businesses a lot of money in inventory (particularly the holidays).
- Debt: currently carrying a lot of debt.
- Parklets: these were costly and it will take time to get the return on investment. It is a major challenge if they have to close them again after the emergency.
- Certainty: need certainty to make investments.
- PPE: new costs for filtration systems for air conditioners and other systems. They are very expensive and it will take time to recover these costs.
- Patio Only: is not sustainable and not able to survive without indoor dining.

##### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Indoor Dining: have to be more creative and get approval from the State (they are doing it in other places).
- Outdoor Dining: extend it and allow restaurants to expand capacity until they catch up.
- Safer Reopening: 8-10 protocols the Association has developed to make it safer to reopen and eat indoors.
- Simplify and Extend Permitting: for outdoor dining, parklets, and other outdoor activities.
- PPE: temperature taking and other equipment.
- Permanency: take advantage of the great weather to activate more outdoor space for business.
- Lifting Restrictions: City must have voice with the Governor to get restrictions lifted.
- Retention Bonus: for employees that stay or come back to work at restaurants in the City.
- Residents: work with the residents to support the parklets.
- Grants: expedite the grant payments so that businesses don't fall further into debt.
- Vaccination: fast-track for food workers and restaurant owners to make the businesses safe and to encourage customers to come back out.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- ABC: continue with liquor to go. More than half of guests are just picking-up food and drinks.
- Safe Dining: need a campaign for all customers to encourage them to go back out to eat again. Need marketing to bring the consumer back.
- Create Space: look at the requirement
- Local Employees: many restaurant workers also live in the City and will spend their paychecks in the neighborhood. Provide incentives to keep local employees

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Business Models: full-service Restaurants: not all the restaurants have the same
- Look at PPP: must prove that you had a 25% or more dip in revenue.
- Geography: look at where businesses are located (e.g. competition, real estate costs, cost of doing business).
- BIDs: it is more expensive to operate in
- Grants: qualifiers in the CARES grants did not make sense (geography should not be the qualifiers because it is more expensive in certain areas, sales shouldn't be the criteria).
- Industry Oversight: should have feedback from the businesses in the design of the next round.
- Forgiveness: of fees should be extended through 2021 to help businesses get up to speed (probably not back until at least July). Reduce fixed costs for restaurants.

### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Minimum Wage: need a subsidy from the Stimulus to help pay for the 8% increase in wages to food service workers.
- Grow Fund: how to invest in projects to stimulate growth, new revenue
- Invest in Businesses: don't use it for reimbursing government costs or enforcement costs. Use it for businesses and the private sector first. Give it back to the community and employees who generate economic activity.
- Flexibility: eligible expenses need to be expanded to allow for businesses to retire debt, vendor reimbursements, restart costs, rent, labor, inventory, food, drinks, perishable items, back bills, maintenance, fixed costs, utilities, subscriptions, pest control, marketing costs, advertising).
- Expansion: with vacancies, there may be opportunities for second locations. Most businesses are trying to survive but they may be able to activate vacant spaces. It is premature to make more commitments given the uncertainty.
- Pop-ups: taking over empty spaces to activate in other areas of town.
- Adoption Program: provide grants to business owners

### **5. What is your measure of success?**

- Profits and Loss Statement is the report card.
- Gross revenue.
- Fixed costs.
- Community impact.
- Employee retention. Keeping long-term staff.
- Positive bottom line.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Yelp reviews.
- Restaurant retention.
- Comradery and culture.
- Employee compensation.
- Total employment.
- Year-over-year growth.

#### **6. If you could change one rule to help businesses in 2021, what would it be?**

- Indoor Dining: state approval for returning indoors safely.
- Utilize Science: need to follow science to set policy. The infection rate is low in restaurants anyway. Science should drive policy.
- Tip Credit: servers can make \$40-\$50 per hour with tips and minimum wage. Can there be a tip or tax credit back to restaurant owners to help pay cooks and keep the cost of food down for consumers.
- Consistency: leaders need to be consistent with Long Beach. Sometimes we are allowed to deviate from the County and sometimes we aren't. We need to take a stand as Long Beach.

#### **Other Recommendations & Ideas:**

1. Circle-back with the LBRA to help design the Stimulus grant program.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Long Beach Economic Partnership Board (2 of 2)

Thursday, February 11, 2021

#### Study Session Questions:

##### 1. Top Two Challenges Facing Your Sector in 2021?

- Port economy
- A lack of vaccines—workers need to be vaccinated (keeping workers health, safe, and productive)

##### Non-profit

- Donors have been impacted and are no longer able to donate
- Architecture and Design studios
- Uncertainty impacts development and creates challenges for design firms
- Questionable how much businesses can be generated during recovery
- Can lead to downsizing of staff
- Uncertainty around recovery
- Figuring out the hybrid office
- Uncertainty around what the future office is going to be like
- Challenges of getting people back to work

##### Charter communication/Spectrum

- Streamlining of permit process
- Access to vaccines
- Impacts access to internet for households

##### Homelessness

- Homelessness is increasing
- Impacts commercial corridors
- Impacts safety—consumers and workers don't feel safe

##### Disruption of work culture

- How do we adjust to the new normal of operating an office and conducting business?
- Pace at which work is completed
- Soft skills need to be revisited
- Mental Health Challenges

##### 2. Q: What are the top two strategies or solutions the City could implement in 2021 to retain businesses and workers in your industry?

- Expedite vaccine distribution
- Some high-risk employees are at home, but can't work due to limitations around accessing confidential information
- Advocating to Sacramento and Washington D.C. re energy goals and trade legislation

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Loosening regulations/processes, such as allowing "pilot" projects like the open street initiative, will be a great benefit that allows business and communities to innovate.
- Securing infrastructure funding to build more at the port
- Solutions to address homeless and safety
- Business attraction

#### **3. Q: What can the City do to ensure that the Economic Recovery strategy is equitable to business owners and workers in your industry?**

- Supporting smaller non-profits that are trusted in the community
- Building community through trusted
- Technical assistance for really small non-profits
- Bridge the digital divide
- Hardware
- Internet access
- Digital literacy
- Including diverse voices at the "table"
- Meet folks where they are

#### **4. Q: If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your industry/sector?**

- Vaccines!
- Bridging the digital divide
- Hardware
- Broadband access
- Provide financial support to Business Improvement Districts
- Incentives/grants to help people restart businesses
- Help small businesses with taxes and fees
- Investing in infrastructure
- Provide funding to educational institutions
- Help schools reopen
- More data for institutions to make informed decisions. Specifically, local labor data--- which

#### **5. Q: How do you measure success for your business?**

- Container volume
- Community investment (sponsorship)
- Job growth
- Unemployment rates
- Consumer spending
- Consumer confidence
- Reduction in poverty, homelessness
  - Get back to

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- "Stakeholder" value- how we contribute to vibrancy and equity in the community we serve, how our projects protect the environment, and financial performance for our shareholders
- Time it takes to deploy new (broadband/fiber) projects/infrastructure

#### **6. If you could change one rule to help your business what would it be?**

- Allowing more capacity outside the port complex but in the
- Tax incentives for businesses
- Appealing propositions and Supreme Court decisions that allow homelessness to be legal
- This is not okay. We need to find a way to help people, especially those that cant take care of themselves
- Make the development of new housing, especially workforce housing, easier. It is still too expensive and cumbersome a process. we need funding for workforce housing.
- Infrastructure fees that broadband firms pay for permits that fund broadband infrastructure and access (Broadband Fund)
- Firms already pay these fees. Instead of fees going completely to general fund of paying for department services, have some of them go to Broadband Fund

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Long Beach Center for Economic Inclusion

Thursday, February 11, 2021

#### Study Session Questions:

##### 1. What are the top two challenges facing your clients and the community 2021?

- Disengaged Youth: dropping out of school due to online learning and lack of motivation. Will cause a long-term negative effect in crime, homelessness, and poverty due to this phenomenon.
- Lack of access to computers.
- Lack of motivation.
- Challenges with online learning formats.
- Poverty: young people are experiencing poverty and it is likely to grow due to the pandemic among at-risk youth.
- LBUSD: is unable to do their job in this environment.
- Geography: data shows that there is not enough resources or enough access in those areas of the City.
- Sub-groups (Underserved): service workers are often those people living in the geographic areas where youth, poor, people of color, have been hit the hardest and need to be the focus of the recovery.
- Outreach: getting the information out to the people who need them the most. They are often hardest to reach.
- Collaboration: nobody can do it alone. The City should use the strength of the community based organizations to reach the community.
- Hope: there is a lack of hope. Lack of hopefulness is a real challenge. Meaningful results.
- Access to Opportunities for New Revenue Creation: this can be access to technology for businesses, training, infrastructure, etc. for businesses to pivot and shift.
- Expanding Resource Centers: the funding is limited to just a few organizations in the City (e.g. BIDS, etc.). Much of the work is being done by CBOs that don't receive funding (EDA, Commerce)
- Loss of Income: for individuals and non-profit organizations.
- Trust: in the government. There is a sense of favoritism by the government to the large big box retailers while shutting down the small mom-and-pop stores.
- Strategy and Resources: many small businesses don't have the business plan nor the resources to come back in the recovery. Need funding and consulting and government support.
- Restrictions and Regulations: need to rethink the requirements in the regulatory departments to make it easier for new businesses and existing businesses to bounce back.
- Economic Opportunities for Youth: lack of opportunity for youth out of high school and college. Need to offer them.
- Small Business Opportunities: need help.

##### 2. What are the top two strategies or solutions the City Council can implement in 2021 (must have)?

- Community-based Centers: to re-engage adolescents with School.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Stimulus: get money into the hands of people who need it most as soon as possible.
- Realign Funding: nothing more than hundreds of millions of dollars need to be invested in minority communities. In all programs. Long-term realignment of resources is required.
- Buy Local: marketing campaign by the City to engage the community in buying products locally from small businesses.
- City Procurement: accountability systems for purchasing local and buying goods and services from local businesses. Local incentive in RFP process.
- Community Centers: in the neighborhoods most impacted (e.g. youth, workforce, park community centers), in the neighborhoods where they need it the most.
- Virtual Engagement: engage with youth via online platforms to allow them to communicate and express themselves.
- LBUSD: needs help.
- Outreach
- Collaboration: fund trusted partners. City should focus on getting non-profits to work together to deliver services.
- Hope: people need meaningful job training to get them to a good paying job opportunity. Residents and households need to see life getting a little bit better everyday.
- Consultants: for business planning, e-commerce, new business strategy.
- Regulatory Reform: Do your best to streamline the ridiculous requirements and hoops to jump through to be a part of these programs or get those small business grants.
- Small Business Navigator Programs: invest in the CBOs in each of the hardest hit areas to build out their business navigator support programs.
- Youth: tap-into the youth that are in the community and want to stay in the community to engage in internships (starting with high school), build an intern network.
- CETA: Bring back a CETA type of paid long-term job training and placement program and bring back a large Youth CETA type program. Need to sustain the employment for long enough so that the youth stay in the community. This should be the target.
- Unique Business Recovery Plans: provide a standard list of questions to survey businesses and find out what they need most to recover. The business plans need to be tailored to each of the businesses based on where they are.
- Small Business Technical Assistance: fund a technical assistance program for underrepresented businesses (like GROW program). Fund the CBO network to deliver this program.
- Beautification Program: start with the people who are using the food pantries and other services where people in need are coming. Start programs in parks to provide job training and provide benefit to the community. Public Works Program.
- Accelerate: this is a change to invest in our plans, leverage the existing partnerships, and accelerate their development by investing in direct business and community support through community organizations (e.g. Enterprise Zones, BID partnerships, etc.)
- Passive Income: teach minority kids to earn passive income through investments

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Transparency: anchor equity in transparency; addresses hope, trust with the community. We need to be transparent about who is benefiting the most, sharing data, sharing reports, and rationalize the recommendations.
- Data: follow the data and go to the people who have the most need.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Grant Program: for mom-and-pop businesses in minority communities with fewer barriers. Minority mini grants to kickstart 2021.
  - Equity Plans and Compliance: need an implementation plan and compliance for all procurements, service agreements, and City-delivered programs.
  - Collaboration with Community Leaders: design the service delivery in partnership with community leaders. Need a collaborative effort.
  - Implement! There are already several equity plans. It is time to implement them.
  - Communication: there is not trust and hope in the underserved communities. How can we increase communication in the community?
  - Access the Opportunity: there are programs that exist but are not being accessed by the community that need them the most. Need technical assistance and support for those who are struggling to access them.
  - Geographic Focus: concentrate investment on those areas where the unemployment is highest. Go to those communities. Go into the unemployment circles (on the maps).
  - Muti-Prong Approach: City leaders need to spend time with the poorest among us; to understand their needs; hire workers that understand their experiences; and, deliver the services.
  - Realign Structural Funding: need a policy to invest structural funding into minority communities—above and beyond the one-time funding from CARES or Stimulus.
  - Summer Youth Internship Program: fund it with \$20M.
  - Language Access: need to improve the language access to programs to diverse communities.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**
- Pass Through--Give it to the Community: let the community decide how to distribute the funds. It was hard to spend the CARES funding last round. Pass it through.
  - Business Associations: including the BIDS and other non-profits. Invest in the existing infrastructure for supporting businesses.
  - Broaden the Scope: bring more local service providers into the process.
  - Employment Programs
  - Small Business Grant Programs who employ others.
  - Procurement: get the funds into local business and services providers. Provide contracting opportunities for small businesses.
  - City Public Works Program: get businesses and residents employed.
- 5. What is your measure of success?**
- Labor participation by people of color and wealth building
  - Responsible economic development—changing the systems from services to structural economic changes.
  - Open storefronts in underserved areas
  - Black and brown home ownership
  - Plan has measurable outcomes and outputs (businesses and families) with an equity lens
  - Small mom and pop Business receiving grants that are seamless and easy.
  - Revenue and profitability
  - Jobs created and retained
  - Wage increase

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Number of people involved
- Keep it simple—basic evaluation (did program improve their lives)—2 goals
- How many minority people did you help
- Decrease in the number of people coming to food pantries (fewer people requesting free food).
- How many unsupported businesses have been supported?

#### 6. If you could change one rule to help businesses in 2021, what would it be?

- Ran out of time.

#### Other Recommendations & Ideas:

- Data
- Contracts
- Opportunity to accelerate the recovery

#### Chat Comments:

The city should have employment services in the most targeted communities. I think Pacific Gateway moving out of the hardest hit communities and being at the airport area was a big disservice.
The city needs to rethink what businesses that it brings into Long Beach. For instance look at grocery co-ops instead of corporate conglomerates like Kroger.
Invest a lot of money and resources targeted in this neighborhood's in job retraining ( paid). Youthreengagement, basic needs services, minority based small business grants in these communities.
Mom and Pop grants!!!!
Without all of the institutional requirements that only larger big businesses can get.
Long Term paid job retraining!!!
Not just eight weeks. Bring back CETA! Where we pay employers to hire youth and unemployed folks for at least a year!!!
Without such stringent shared pay requirements of the small business to hire that person. It gives small business a free resource as a staff and teaches the unemployed how to work in that small business. Its a win win.
Cash infusions to mom and pop minority owned businesses in those neighborhoods.
Bring back youth summer employment programs on a large scale>>>>
Not just a few bucks here and there and making placement business share the costs.
Find creative ways to get MONEY into the hands of people in this targeted minority communities asap.
True long-term realigning of millions of dollars in monetary resources into those targeted minority communities long term. Not just plans and strategies.
Technology training. Investment training, Business growth training.
Business Resource Centers in the communities with small business services and workforce development services. Also, serves as community centers — Hubs for Commerce
Im old enough to remember CETA. Bring back a CETA type of paid long-term job training and placement program and bring back a large Youth CETA type program.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

Do your best to streamline the ridiculous requirements and hoops to jump through to be a part of these programs or get those small business grants. Most of the mom and pop business people that I have spoken to
I agree with Chief on youth employment and training on a large scale along with unemployed adult workforce experience and training long term.
A revolution in realignment of money into the poor minority communities. City having a hiring policy to hire Long Beach residents in these impacted neighborhoods first!!!
I agree with Vivian. We should expand this from the City to LBUSD, CSULB, and all Major Corporations that work with such government funded agencies in our city.
City having a campaign of using Long Beach businesses in these poor communities first. Incentives for LB businesses to hire people from those poor communities first.
For pantry people are by far the poorest and most desperate!
a new CCC program where the city hires people for a year to do projects only in Long Beach!!!
These things have been done successfully before. Our city leaders need to study history. What worked before that moved us out of economic depression. The CCC! Homebuyers programs, employment programs.
The City needs to break down institutional barriers to serve and include the poorest and minority folk in thee neighborhoods.
The City leaders need poverty lens training.
Until city leaders walk in the shoes of the struggling, passion cannot happen. And passion moves change.
Partner with those agencies on the ground doing the work. Help them get the resources out asap.
Hire social workers to go out in communities at those food pantries asking families what they need and want. Do a survey of the poor and disenfranchised. They know what they need better than us.
Hire and train local folks to be community outreach workers to get those families and teens engaged into the new programs. This is a best practice.
I agree with Juan. Look at what the fields need and train to that!
Have youth program that teach youth how to work and develop passive income.
A multi-pronged approach is a must.
IN synthesizing information we need:
City leaders understanding the poverty lens.
A survey at the food pantries from the poorest in our communities asking them what they need.
A revolutionary realigning of money into the minority for communities.
Job training for unemployed and youth. Long Term / at least one year (PAID)
A Youth reengagement program.
A summer youth program.
A communication plan of where we were and milestones on realigning money into minority poor communities.
A small mom and pop grants program.

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

A Youth and adult program that focuses of financial passive investment.
Get businesses to register for business licenses with incentives for businesses that are under a certain revenue amount to not pay fees — get registered so that they can receive City and organization communications — opportunities
Getting money quickly to the agencies who already serve the poor and minority communities.
Trusted nonprofits can play a role to liaison with the community to provide outreach and services. Bringing them on Board would also assist them Financially with doable contracts.
Yikes! 4.5 hours of synthesizing...that is a herculean task
Youth summer employment, long term job training and placement
WPA for LBC! Build up our park infrastructure
Yes - I agree. You are saying that better - funding trusted partners who can support small businesses that are not supported by BIDs
Small mom and pop Business receiving grants that are seamless and easy.
Reduce qualifications for mom and pop businesses to apply for grants.
Remove barriers that do not encourage young people to do internships at the city
Make access not reliant on on-line applications.
I would like to see a social enterprise preference program that looks to contract with small businesses that look toward the well-being of residents especially in underserved corridors
Rule change - Increase grants for small business improvement in City of Long Beach — like facade improvement and more. Targeted to improve our Main Street small businesses

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy



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Long Beach Center for  
Economic Inclusion

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2021

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March 4, 2021

Mayor Robert Garcia and Long Beach City Council  
411 W. Ocean Blvd., 11th Floor  
Long Beach, CA 90802

*Re: Letter of Support for Equitable Economic Inclusion initiatives in the Long Beach  
Economic Recovery*

Honorable Mayor and Members of the City Council,

The Long Beach Center for Economic Inclusion (LBCEI) appreciates the City's effort to hear community input on the Economic Recovery and provide recommendations for the upcoming Long Beach Recovery Act. We extend our thanks to Economic Development for including LBCEI in the roundtable discussions.

The Long Beach Center for Economic Inclusion was launched nearly a year ago as a mandate of the ['Everyone In Implementation Plan'](#) adopted by the City of Long Beach to support inclusive economic opportunities in the areas of Small Business Support / Entrepreneurship, Housing & Home Ownership, Workforce Development and Economic Resiliency. Founded a week before the Stay At Home Order, LBCEI quickly adapted to the COVID pandemic by meeting the needs of our underserved communities in North, Central and West Long Beach. As is documented, these communities have been the hardest hit by the pandemic and face the longest road to recovery. Since April of last year, LBCEI has built partnerships and collaborative networks that have directed more than \$1 Million in resources to those communities in the areas of small business support, food security, digital inclusion, equity strategies and housing support.

#### **Four Focus Areas for Inclusive Economic Recovery**

The Long Beach Center for Economic Inclusion is uniquely positioned to build on the collaborations we have developed to support low-income families and small business owners in 4 areas and provide the resources and support they will need to emerge stronger through the economic recovery.

##### **1. Black Equity and Wealth Building Initiative - \$1,000,000**

LBCEI, working in partnership with Long Beach Black led nonprofits and for-profit organizations developed the Long Beach Black Equity Initiative (BEI). The BEI Initiative focuses on strengthening the long-term capacity and infrastructure of Black-led and Black-empowering organizations in the City of Long Beach. As a collective, BEI will specifically focus on the creation of wealth in the Black community, leveling the playing field in the business sector via support and mentorship for emerging entrepreneurs and

*The Long Beach Center for Economic Inclusion is a 501(c)3 community development corporation that expands inclusive economic opportunities to build and sustain wealth for all communities in Long Beach*

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

homeownership, thus strengthening the communities and families they serve.

#### Community Partners:

100 Black Men of Long Beach
Adventures to Dreams Enrichment
African American Cultural Center of Long Beach
African American Heritage Society
All Things Black
NAACP, Long Beach Branch
Alpha Covenant Inc.
Andy Street Association
Asset Media
Black Agency
Black Lives Matter Long Beach
Center for Best Living
Clarissa Manuel Foundation
Long Beach Community Improvement League
Demo Chicks/CTI Environmental
Elite Skills Development
Forgotten Images
Hines Hospitality
Kids Fitness Say Yes to Life
H.O.O.D Council
LIFE Gospel Ministries
Long Beach Ministers Alliance & Member churches
Love Beyond Limits
Ronnie's House
Safe Passages/Focus
Speak-Up Empowerment Foundations, Inc.
Success in Challenges Community Development Corporation
Sullivan International
WiseSource HR

#### 2. Small Business Support – \$450,000

LBCEI developed a collaborative of business navigators who have supported more than 200 small businesses in North Long Beach since May of last year. This collaborative provided over 1,600 hours of coaching to support business owners and helped them obtain more than \$500,000 of needed funding. It will be essential to support these businesses in our most vulnerable business corridors through the recovery.

We have the right partners convened to expand this work to more small businesses in these communities and expand this work to other underserved communities in North, Central and West Long Beach.

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## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

**Community Partners:** United Cambodian Community (UCC), Centro CHA, Long Beach Economic Partnership, OmniWorks, Project Business Lift, City of Long Beach Economic Development

#### 3. **Food Security - \$250,000**

LBCEI created the Long Beach Food Network, a collective of 9 Food Pantries and community partners located in North, Central and West Long Beach that have been providing free food and resources to more than 1,500 households a week since last April. This network has created partnerships with LA Regional Food Bank, Food Finders, United Way and Food Forward to provide distribution of free food to our food partners. The network reaches our most vulnerable populations and has been extremely effective way of providing other resources including COVID information, financial literacy training, vaccine info and laptop distributions.

**Community Partners:** Food Finders, LA Regional Food Bank, Food Forward, Organic Harvest Gardens, United Way, Grant A.M.E. Church, Christian Outreach in Action, Church One Ministries, Light & Life Christian Fellowship, Pools of Hope, North Long Beach Ministry Center, Long Beach Community Table, Awaken Ministries / New Generations, Fountain of Life Covenant Church, Collins Neighborhood Association, Andy Street Association, AOC7

#### 4. **Housing / Economic Empowerment Zone - \$1,500,000**

The Long Beach Center for Economic Inclusion is committed to uplifting communities through infrastructure improvement, increasing available housing units, and promotion of equity through the creation of housing units for underserved populations. We have been working with The City of Long Beach and development partners to launch the North Long Beach Economic Empowerment Zone.

The first goal is to establish an Enhanced Infrastructure Financing District (EIFD) in North Long Beach to create a revenue stream for funding community improvements and affordable housing projects. The creation of an EIFD along with identified districts and outreach to non-traditional community partners, will create an Economic Empowerment Zone that accelerates existing plans for increased housing. Economic Empowerment Zones also facilitate equity by outlining practices such as deployment of local workforce development, support for culturally sensitive small businesses, and access to free or low-cost housing of HUD Certified Counseling centers that provide advice on buying a home or renting. Our second goal is to create supporting programs to facilitate the City of Long Beach's UPLAN which outlines the creation of zones to foster and support multi-modal mixed-use corridors which includes residential growth within proximity of necessary services such as transit and retail. Additional housing units will assist the City in fulfilling its mandated Regional Housing Needs Assessment goals from the State of California. Finally, our organization is dedicated to the promotion of economic equity identified UPLAN corridors through marketing and educational programs to attract affordable housing developers and afford more opportunities of homeownership for underserved populations in the City.

*The Long Beach Center for Economic Inclusion is a 501(c)3 community development corporation that expands inclusive economic opportunities to build and sustain wealth for all communities in Long Beach*

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

**Community Partners:** City of Long Beach, Long Beach City College, The LAB, Kosmont Companies and Southern California Association of Governments (pending).

Thank you for this opportunity to submit a recommendation in support of the Long Beach Economic Recovery. And thank you for all you are doing to help bring equitable economic opportunities to all communities in Long Beach.

If you have any questions or would like to learn more, please contact the office at 562 336-1833 or [admin@lbcei.org](mailto:admin@lbcei.org)

Thank You!



Bob Cabeza  
Chair



Jeff Williams  
Interim Director

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: On-demand Workers and Employers

Thursday, February 11, 2021

#### Study Session Questions:

**1. What are the top two challenges facing on-demand workers and employers in 2021?**

- Finding Workers: particularly in healthcare sector.
- Meeting Needs: moving the workers around the region and to different employers where the demand is quickly and effectively.
- Training: providing the training
- Retaining:
- Flexible Workers: about 20 percent of the economy is made-up of workers who need flexibility—many of these workers are also students, caregivers, and have other responsibilities.
- Support: lack of stability, representation, fair pay, benefits, and other support. They are being mistreated and exploited.
- Diverse Needs: women and communities of color.
- Home Office: workers do not have physical space or home office equipment in their homes to be able to work remotely and provide care.
- Service Delivery Environment:
- Access to Available Resources: people are spread out and the workplace is spread out.
- Competition: for full time work.
- COVID-19: this is a threat to on-demand worker health.
- Supply and Demand Management: particularly for childcare, the supply and demand continues to shift quickly and hard to manage.
- Scope of Engagements: it is hard to provide enough work to get and keep a job.
- Inconsistency: working around the hours of the employers in this environment is inconsistent and requires flexibility.
- Financial Security of Employers: particularly lower income families do not have consistent and reliable income to pay for services. This creates inconsistency.
- Predictability: in the logistics sector there has been a lack of consistency in regulations impacting the business and the demand for workers.
- Regulations: there has been inconsistency in the regulations around events.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Childcare: must belong with workforce development and family support.
- PPE: providing employers and workers with protective equipment so that everyone is safe when they enter homes and provide in-person services.
- Incentives: employees are making more money staying at home where they can make more money by staying at home.
- City Regulations: leveraging in
- Build Beautiful Infrastructure: to encourage people to come downtown and to our nice commercial. Need to have nice places to activate
- Hazard Pay: for in-home care. Some industries lock rates and the industry cannot attract workers back to work.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Target: industries that are likely to have a slower recovery should be targeted first.
- Pause: any new policy changes to maintain stability while businesses come back.
- Wrap-around Support: childcare, healthcare, rent, transportation to help workers get to work. Housing, landlords, renters.
- Childcare: provide families with choices—either in-home or group care—so that families don't have to choose between work and their children.
- Vaccinations: industry is bracing for a variant. Need to vaccinate the providers and clients.
- Access: to recovery funding. Many providers were hit hard but the funding did not reach them. Need funding for both the recovery and for go-forward.
- Innovation: need to shift our thinking and our programs about employment and workers to include the flexible worker models.
- Access to Technology: provide access, training, and how to work remotely.
- System: to match supply and demand.
- School Reopening: need to get children back to school so that workers can get back to work.

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Simple and Fast: don't make it too complicated. Move fast to deploy funding and the recovery will be faster.
- Target Support: focus on the industries and workers in the sectors that are most impacted (hospitality, healthcare workers) rather than a broad-brush. Make it equitable rather than equal. Vulnerable: target the most vulnerable.
- Seniors: target seniors who are less mobile, less connected to technology.
- Community Feedback: bring the community to the table to provide input and design the programs. Hear from big companies, mid-sized, and small companies.
- Targeted Data: get to know the needs and challenges on an individual and personal level—don't use a broad brush.
- Diversity Incentives: to Zip Codes where there are people of color, older, and more vulnerable. Workforce is representative of the community they serve. Provide incentives to step-back into the job market.
- Honesty: there are sectors that are changing or failing, and we need to be honest about not funding businesses that have failed or are unable to bounce back.
- Legislation: to protect on-demand workers. City can be catalyst for new legislation. Bring this large irregular workforce into mainstream economy.
- Venues: stimulus has been targeted on the large venues and stadiums but not targeted on the small businesses and vendors that serve those venues.

### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Work: people feel better when they work. Spend the Stimulus on incentives to bring people back to work. Use a match or supplement training, technology, PPE, or otherwise.
- Wage Subsidies: targeted to get people back to work.
- Technology & Training: for businesses and workers.
- Flexibility: for funding and how they can be spent.
- Low-income Families: focus on the families that need funding for basic needs.
- Childcare: to allow people to keep working.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Precision: a range of options driven by the data.
- Basic Income: to close the gap between what they need to live; for those who are unable to work (seniors).
- Public Health: speed up the fight with COVID-19 and get the economy go

#### 5. What is your measure of success?

- Financial Performance (profitable)
- Job Creation
- Those seeking employment can find it (seniors)
- Hiring
- Lifting restrictions
- Utilization of available hours
- Earnings and skills (are the progressing)
- Providing employee development and support
- Independence (people providing for themselves)
- Reduction in under-employment

#### 6. If you could change one rule to help businesses in 2021, what would it be?

- Flexibility for Innovation: relax or reduce the rules, regulations, paperwork. Hard to battle competition and regulation.
- Reduce enforcement and promote innovation.
- Background rules.
- Performance metrics for workforce boards. They are old and outdated. Need to be modernized to address full-spectrum employment. Six metrics.
- Environmental regulations are stifling development.
- Increase flexibility for spending and grants (Federal and State). Less categorical rules. Breakdown the silos.
- Boldness from the City to be a leader in innovation for workforce development.

#### Other Recommendations & Ideas:

- Do it right but do it quickly.
- Childcare.
- Distribute funding in a better pace (spread-out).

#### Chat Comments:

Can you define "on-demand"?
so longevity of the funding
I suspect there isn't just a childcare funding issue, but also a capacity issue. Not sure there are a quick remedy on that front.
Extending city and workforce support to the irregular labor market. That's partly about a platform but there's more to it than that.
Housing support is a great point

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

<p>Paul hit on this earlier, but we must address digital literacy and inclusion. Many of the technology changes/advances deployed during the pandemic are here to stay. Without this there will be limited equity.</p>
<p>Has the city every considered universal basic income? Other cities have tried.</p>
<p>In addition, I think stimulus should be available to landlords for forgiveness of rent as this will protect those who may be housing insecure while attempting to reengage into the workforce. It will also stimulate the local economic due to the availability of disposable income.</p>
<p>The City could use some of its stimulus for Guaranteed Work schemes. It's a cheaper alternative to Universal Basic Income. Citizens who can't get work are guaranteed perhaps at least 20 hours work a week to prove their reliability. That then makes them attractive in the wider labor market.</p>

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

#### **Economic Recovery Roundtables**

Study Session: Accelerate Uptown Barber Shops and Salon Business Owners

Wednesday, February 10, 2021

#### **1. Top Two Challenges Facing Your Sector in 2021?**

- Losing staff that businesses rely on—having qualified workforce
- Being forced to reinvent themselves and their concepts
- Business will not just “turn on like a light switch”
- Need time to recover financially
- Staff still needs to work and get paid
- Insecurity around when they can access the vaccine
- The industry itself is shaky (difficult to break even)
- Paying the bills (rent, etc.)
- Not having access to vaccines
- Consumer confidence
- Growing costs of conducting business
- Recovering clientele
- Recouping lost revenue and covering debt service
- Negotiating commercial leases
- The way financial assistance (e.g., loans, grants) were structured (PPP based on payroll)

#### **2. What are the top two strategies or solutions the City could implement in 2021 to retain businesses and workers in the bar industry?**

- Waiving and/or reducing City taxes and fees
- Grants that are large enough to help businesses catch up on outstanding expenses
- Reimbursing businesses business license taxes and fees for the time they are unable to operate (pro rata)
- Providing technical assistance and marketing support to independent contractor
- Improving access to information and technical assistance resources
- Strengthen business outreach to barber shops, beauty salons, nail salons—concierge service

#### **3. What can the City do to ensure that the Economic Recovery strategy is equitable to business owners and workers in your industry?**

- Investing in non-profits that can assist with business outreach and technical assistance
- Digital divide—some business owner are not tech savvy, nor do they have access to internet or hardware
- Resources for immigrant entrepreneurs

#### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your industry/sector?**

- Grants for rent relief
- Grants to cover utilities
- Grants to cover license fees
- Marketing support—promoting businesses and getting consumers
- General working capital
- Incentivizing foot traffic by providing free services (incentive program)

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Providing free haircuts to workforce participants
- Corridor beautification initiatives

#### 5. How do you measure success for your business?

- Chairs at full capacity
- Client retention
- Takes about 150 clients to have “full clientele”
- Average daily sales
- Good reviews on Yelp

#### 6. IF you could change one rule to help your business what would it be?

- Limitations around the number of people that can be in a room getting a massage at once
- Allow people to provide more than one service without needing an additional license
- Changing vaccination schedule to also prioritize beauty industry

#### Notes from Chat:

- Code enforcement citing businesses with signage covering windows during the time of COVID is not okay.
- Have City liaison to engage with State Board of Barbering/Beauty

#### Chat Comments:

share about not getting grant based on your license
Actually, there was a grant that came to the council floor in Nov to forgive fees and license fees but it was changes to only cover restaurants
This grant that is rolling out now should include this industry they should not have to wait
Thank you! Getting the nonprofits (like LCBBA) involved to be better advocates for our Salons and Barbershops
license fees
pivoting the business, technical support, technology
labor support dollars to maybe give a min guarantee to attract stylist
Would love to hear others with their estimate of fees?
Hi, is there a program that help pay for with graffiti removal that has occurred during this pandemic? I noticed many shops located on Atlantic and Artesia who because of the closure have had their walls marked up.
graffiti!!! my shop had to deal with that a few time
<a href="http://www.longbeach.gov/globalassets/city-manager/media-library/documents/memos-to-the-mayor-tabbed-file-list-folders/2021/february-4--2021---homeless-related-encampment-cleanups-in-long-beach">http://www.longbeach.gov/globalassets/city-manager/media-library/documents/memos-to-the-mayor-tabbed-file-list-folders/2021/february-4--2021---homeless-related-encampment-cleanups-in-long-beach</a>
license fees again yes
the appointments only need to be changed I think that is still a rule it is hard for shops who are already limited with clients

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Other would be to allow shops to sell products to pivot an expand without having to get another license

We also need vaccines for the industry they are in direct contact this would create more safety for them and clients

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

#### **Economic Recovery Roundtables**

Study Session: Accelerate Uptown Re-entry Entrepreneurs and Workers

Thursday, February 11, 2021

#### **1. Top Two Challenges Facing You or Your Business in 2021?**

- People in the re-entry to society population face many obstacles to access general basic resources due to their criminal record. This problem creates desperate situations that may conduce to reoffending to survive resulting in a vicious circle that affects everyone and the economy in the city. These basic resources include all areas of a person's life, including but not limited to:
  - Opportunities for careers and not just jobs.
  - Affordable housing
  - Computer/technology access and skills, hardware and internet
  - Mental health programs to address domestic violence, substance abuse, and family reunification
  - Transportation and/or a driver's license
  - Medical and dental care
  - Child support (to get and/or to pay)
  - Re-entry program specifically for women
  - Knowledge where/how to obtain resources

#### **2. What are the top two strategies or solutions the City could implement in 2021 to retain businesses and workers in your industry?**

- Careers or good-paying jobs that make life sustainable. However, jobs are not enough for the re-entry to society population if they don't have a safety net or support system.
- Built transitional housing.
- Offer financial literacy at local parks or community centers
- Connection to financial, educational and housing resources
- Access to computer/technology and skills
- Hire re-entry folks for construction jobs in development projects from the City
- Comprehensive workforce program for people who had been previously incarcerated
- Program to pay business for hiring re-entry population
- Ensure re-entry population is represented at the table when policy and programs are being developed
- Target resources to underserved neighborhoods in creative ways, for example children's reading program at barbershops
- Develop and distribute a factsheet about the rights of previously incarcerated people to vote, education, financial assistance and other important opportunities. This population gets a lot of misinformation about their rights.
- Wraparound services
- Identify low-hanging fruit and address it

#### **3. What can the City do to ensure that the Economic Recovery strategy is equitable to business owners and workers in your industry?**

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Invest in infrastructure of underserved neighborhoods

#### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your industry/sector?**

- Funding for existing providers to expand and build entrepreneurship
- Family Reunification Program
- Invest in the development of young African-American males who are underperforming in middle-school and high-school
- Programs where participants get paid to get trained
- Provide mental health services and life skills
- Prioritize understanding the problem first, then identify where the service gaps are in the city before developing and investing in programs, policies or services.
- An intervention program to put resource information on their hands before they go home.
- Build a comprehensive one-stop Re-entry Reunite Center

#### **6. If you could change one rule to help your business what would it be?**

- Dismantle white supremacy and privilege
- Do not make funding application a competitive process. Instead, based awards on need through an equity lens.

#### **• Comments from the Chat:**

- Must look at impacts on Disabled Community - Impacted heavily Disabled and Older Adults first to be laid off the opportunity to give back to the community is based on the reception of the community and law enforcement without it, it is crippling it will never ever be effective.
- There are lots of unemployed people in Cambodia Town as well as other area. Make the area safe, by providing "Street Greeters" to be the ears and eye for our community. Get rid of "Have you ever been arrested questions" in job application. The reason is it eliminates people we are trying to help.
- I'm a firm believer that in order bring about this round tables is to Target through attrition and fruition potential prospects that are monsters paroles that fit or need the crucial impact of a reentry program. that tablet different parts of education and vocation and the ability to be receptive to improve their condition that will improve a program. overall condition for the city and then it gets passed on and then each time improve the numbers of the program
- 100% agree - I didn't know how to attach a resume to an email or how to use a cell phone when I got home
- I was one of those people who did not have any computer skills when I returned to the community. I was incarcerated in 1989 and returned to the community in 2014.
- Have a community resource location, either in the library or community center that provides a wrap-around support based on what that individual needs. Computer, job training, interview skills, reintegration back to society.
- Measure J money, committees starting to meet to talk about these issues and what should be funded. It should be including in the contracts with developers to cut out that piece
- There is no African American representation on the re-entry committee for measure J. Those who are closest to the problem are closet to the solution.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Interns for the city
- Grant assistance as well as the others reimbursement expedited loans and or grants for businesses that would be able to assist and make impact
- Student loan is a deadly trap, especially for the already poor community.
- Ex-cons are limited in their job opportunities because they have a felony. So it would be nice to train them for jobs/careers that they can get hired in felon friendly internships
- Pay Older re-entry population to be mentors for youth, younger at risk populations
- Especially when it comes to comparing the cost of living in Long Beach to the minimum wage in long beach
- Post Incarceration Syndrome (PICS) is a form of PTSD. A lot of people suffer from PICS and don't even know it. Most people don't even know anything about it. It is a real problem that is not being addressed.
- A training program to become a fire fighter. Felons can be fire fighters and the city could be training formerly incarcerated people to be fire fighting women go through a whole different struggle it is not a one size fits all.
- I believe the resource center is the best way to utilize the funds because everything can Network through that Center it may have different entities inside of it but at least you will be able to track where it is going and see its Effectiveness and also be able to be cost-effective if it needs to be limited or reduced it can be done so and start up something else that is the hot button or Hot Topic or hot area.
- Funding to support employment and the building of small businesses for re-entry with mentorships so they can be sustainable. Small grocery stores in food desert neighborhoods.
- Support for artistic development, more murals
- Create more parks and greenspace and hire to work and community farming to create more food access.
- I believe that re-entry starts on the inside and there should be warm handoff when they come home.
- Everyone deserves a chance and some support to get started without a lot of barriers.
- It is the dream of the future rather than the history of the things from the past that will be the catalyst made of motivated push this towards the future in the present
- I will say again one rule that I would think should be is to where you can redirect divert for a particular interest and or individuals or collectors costs that would be able to prioritize from the departments
- A white man with a record has a better chance of being hired of someone of color without a record
- It is exactly what I say need the resource center that incorporates the reentry. It also networks or private sector the city in order to give good jobs for each job entails a criteria which you have to complete in order to keep working it teaches you how to be self-sufficient self-sustainable attrition to bring about a different lifestyle a mental health of physical health emotional everything is a part of this.
- Grants should incentivize working together.

### Chat Comments:

housing & employment

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

Must look at impacts on Disabled Community - Impacted heavily Disabled and Older Adults first to be laid off
Housing is definitely the biggest obstacle in my humble opinion.
Housing x10
I was denied for housing because I was a felon at Long Beach apartments
were you also denied food stamps raven
no because I never told them I was a felon
Rental assistance, utility assistance, financial assistance
Thanks, yes housing is the foundation that is why we need housing vouchers
4. housing vouchers #1
How many reentry persons have businesses, as those needing employment?
no discrimination on felons
affordable housing
the opportunity give back to the community is based on the reception of the community and law enforcement without it it is crippling it will never ever be effective.
We need careers not jobs. We need to be able to take of ourselves.
#3. There are lots of unemployed people in Cambodia Town as well as other area. Make the area safe, by providing "Street Greeters" to be the ears and eye for our community. Get rid of "Have your ever been arrested questions" in job application. The reason is it eliminates people we are trying to help.
I'm a firm believer that in order bring about this round tables is to Target through attrition and fruition potential prospects that are monsters paroles that fit or need the crucial impact of a reentry program. that tablet different parts of education and vocation and the ability to be receptive to improve their condition that will improve a programs. overall condition for the city and then it gets passed on and then each time improve the numbers of the program
digital training
100% agree - I didn't know how to attach a resume to an email or how to use a cell phone when I got home
There needs to be more skill training before release in technology and a path to a career
I was one of those people who did not have any computer skills when I returned to the community. I was incarcerated in 1989 and returned to the community in 2014.
We need mental health
we need life skills
we need mentorship
Anger management is important and substance abuse support
yes reunification I'm still fighting for my so
son

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

Have a community resource locations, either in the library or community center that provides a wrap-around support based on what that individual needs. Computer, job training, interview skills, reintegration back to society etc etc.
we need to provide 360 support healing body mind soul and financing
it is key to address mental health and other issues
Measure J money, committees starting to meet to talk about these issues and what should be funded.
it should be including in the contracts with developers to cut out that piece
fair opportunities
Pacific Gateway
There is no African American representation on the re-entry committee for measure J. Those who are closest to the problem are closet to the solution.
Interns for the city
Grant assistance as well as the others reimbursement expedited loans and or grants for businesses that would be able to assist and make impact
I agree. Please send me your email address and I will send you the Subcommittee information to attend.
Student loan is a deadly trap, especially for the already poor community.
Ex-cons are limited in their job opportunities because they have a felony. So it would be nice to train them for jobs/careers that they can get hired in.
felon friendly internships
felon friendly internships,....
Pay Older re-entry population to be mentors for youth, younger at risk populations
Courage to not stick to what is familiar.
I agree, what's  up to the spirit of the word...even in basic food programs that are provided right now there was nothing equitable seriously
Especially when it comes to comparing the cost of living in Long Beach to the minimum wage in long beach
Post Incarceration Syndrome (PICS) is a form of PTSD. Alot of people suffer from PICS and don't even know it. Most people don't even know anything about it. It is a real problem that is not being addressed.
Any training programs should be paid training
Housing Vouchers, Reentry Coaching, Mental Health Dollars to provide support, Investment in businesses for reentry community for question 4
Some of us don't even think about careers because we are so worried about paying rent, bills, and essential needs we don't believe there's a program that's going to pay us to train us to get a career. We so focused on our 9 to 5 jobs
2 enable self-sufficiency in order to bring forth progressively more numbers of people in need if you can't fulfill a need. It is not effective this is the reason for having a big re-entry house or at the very least somewhere that they can come and we can do a group networking
A training program to become a fire fighter. Felons can be fire fighters and the city could be training formerly incarcerated people to be fire fighting

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

I think it is important to involve the family
women go through a whole different struggle it is not a one size fits all
I believe the resource center is the best way to utilize the funds because everything can Network through that Center it may have different entities inside of it but at least you will be able to track where it is going and see its Effectiveness and also be able to be cost-effective if it needs to be limited or reduced it can be done so and start up something else that is the hot button or Hot Topic or hot area
if I will amplify I would say it in the shorter versions you have a building Ben has 16 offices but although 16 offices are the are for the nucleus to bring that whole resource program together.
Funding to support employment and the building of small businesses for re-entry with mentorships so they can be sustainable. Small grocery stores in food desert neighborhoods.
Support for artistic development, more murals
We need more of that in Long Beach
Create more parks and greenspace and hire to work and community farming to create more food access.
the ability to redirect funds equity and and Target the individuals needs
it is the dream of the future rather than the history of the things from the past that will be the catalyst made of motivated push this towards the future in the present
I will say again one rule that I would think should be is to where you can redirect divert for a particular interest and or individuals or collectors costs that would be able to prioritize from the departments
a white man with record has a better chance of being hired of someone of color without a record
it is exactly what I say need the resource center that incorporates the reentry. it also networks or private sector the city in order to give good jobs for each job entails a criteria which you have to complete in order to keep working it teaches you how to be self-sufficient self-sustainable attrition to bring about a different lifestyle a mental health of physical health emotional everything is a part of this.
no discrimination
Grants should incentivize working together.
so true , that's the LAMP model. It's very successful.
Thanks. Grassroot agency don't have much capacity to apply for one grant after another while serving clients. If there's an application/report keep it simple. Thank you!

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Non-Profit Business Recovery (The Partnership)

Friday, February 12, 2021

#### 1. What are the top two challenges facing on-demand workers and employers in 2021?

- Unrestricted Funds: lack of unrestricted funds available to hire additional staff to ramp-up services quickly. MOST IMPORTANT. Times 12. The Stimulus is a great bridge to keep employees on staff.
- Reimbursements: are not timely—over 6-months behind—creates cash flow issues.
- City Processes: each department has different processes (HE, FM, ED) and the non-profits that receive multiple grants from the City. It would be better to have grants instead of vendor service contracts so the funding can be delivered up front with reporting on the back-end. Reporting has been difficult and takes a lot of time.
- More Money: not enough money to cover all the needs of non-profits and the community.
- Health Orders: Cultural institutions are not allowed to open yet (museums and other spaces). Most of these spaces have good guidelines to open safely but they are not allowed to do it. Need support from the City.
- Gatherings are prohibited (and this is the source of income and fundraising).
- Information: not enough outreach to artists, graphic designers, teaching artists.
- School Closures: many teaching artists rely on the schools. Most programs for Assistance League and Arts rely on the schools being open. Salvation Army is acting as a school right now.
- Structural: nonprofits are often not considered a business but they make their money and employ people in much the same way. Not getting the same support that for profit businesses get (technical support, access to capital).
- Many Different Types of Nonprofits:
- Trusted Partners: the nonprofits are typically not brought-in during the planning process (only in the implementation phase).
- Liquidity: revenues are down and the nonprofits don't have the money to advance the work and wait for reimbursement.
- Rental Assistance: seeing lots of requests from residents to help with rental assistance to catch-up with payments.
- Red Tape: nonprofits are able to do the work but the IRS is backed-up and they don't have the status in place to be eligible for funding.
- Vaccinations: for staff and the community. Need good information to communicate with the community and to get people covered (particularly in the cultural communities).
- Rental Agreements: need help with renegotiating leases with landlords.
- Youth: many are disconnected and out of reach to CCEJ and other youth-serving non-profits.
- Mental Health Services: this is a major issue for both staff members on the front lines as well as the community members they serve. Anticipating a turnover in workers.
- Wrap-around Services: now providing digital inclusion, housing assistance, food delivery. Many non-profits are taking-on new roles but need resources to keep it going.
- Childcare & Resources for Families: this will persist through the recovery and could provide lots of hope for those workers who need to earn income.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

#### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- (TNP) Non-profit Partnership: can continue to be a clearing-house for all the non-profit community. Fund the capacity-building organizations to provide technical assistance to other non-profit groups.
- Administrative Allocation: need more money for general admin on grants (up to 25% is requested). Need more unrestricted funding to move quickly.
- Streamline and Simplify Processes: streamline the rules and regulations for grants; but also, permitting for outdoor events and other fundraising activities for non-profits. Streamline the grant process across all areas of the City (departments). This is most difficult on the smaller non-profits.
- Participation—Non profit Roundtables: continue the roundtables and invite the non-profit leadership to ongoing meetings for planning and feedback.
- Vaccination: need to get everyone vaccinated. Prioritizing the non-profit workers. Partner with non-profits to get the vaccines to hard to reach communities.
- Mental Health WARN Line: MHA will staff this line and provide services to the workers in the non-profit sector.
- Non-profit Liaison: identify someone on City staff to be the point of contact for all non-profits.
- Return to School: this impacts worker and all other aspects of the economy to keep kids busy and families stable. Most important for underserved community.
- PPE: for workers and clients.
- Permitting: need to make the regulatory and approval process quicker and easier during the emergency to help non-profits be flexible.
- Supplemental Payroll Assistance: workers are often low-wage in this sector and need healthcare, childcare, and other wrap-around services.
- Health Orders: need more flexibility to allow for all types of programming.
- Women: mass exodus of women from the workforce. Look at this issue. Childcare and other support services.
- Childcare:

#### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Simple Processes for Grants: it is more difficult for the non-profit organizations in the hard to reach areas. They need the most assistance and have the least resources.
- Racial Equity Lens: use for the design of all programs.
- Minority Serving Nonprofits: these community members and clients need more hours of support to secure the grant programs so these non-profits need more funding.
- Business Support: funding for non-profits to provide technical support for small businesses and non-profits.
- Women and People of Color: need to be prioritized. They make-up more of the workforce in non-profit sector. Helping non-profits will be helping equity.
- Geography: the community-focused non-profits already have a focus on the neighborhoods. Use the non-profits and you will hit the geography.
- Decision Making: the process for Mayor and Council making decisions about the use of the Stimulus last time did not involve any input from the community. The largest arts

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

organizations received funds but the smallest groups in the arts and cultural community did not have a chance to request assistance.

#### 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?

- Unrestricted Funds: to help with design, reopening, and flexibility. Funding for grant writers to work with the non-profits to leverage additional funding. Lets define this more and get approvals upfront. Unrestricted includes rent, remote work stipends, technology to work remotely, hazard pay.
- Rental Assistance: rent relief and other basic support for workers who make low wages. Rent backlog.
- Mental Health Support
- Reopening: it is going to be very expensive and difficult to reopen. Stimulus is needed to help address these new restrictions and costs for reopening.
- Employees: focus funding on the employee support to get them going again.
- Subsidies: for services or the creation of a “Corps” to provide direct community service. How can we partner with Pacific Gateway.
- Long Beach Gives: City should get involved in promoting the philanthropy and giving to the non-profit sector.
- Vaccine Rollout: more investment here to support the rollout to the community.
- Childcare Providers.

#### 5. What is your measure of success?

- Reducing Disparity by Geography
- Nonprofits are treated like businesses for support.
- Success- Supporting our community, hiring locally and being able to pay our bills at the same time.
- Housing retention
- Mental health clients
- Qualitative data from one-on-ones and interviews about people’s lives (including workers and community members)
- Childcare (serving more kids and families)

#### 6. If you could change one rule to help businesses in 2021, what would it be?

- AB5: this is the most important legislative issues for workers in the arts and non-profit community. Also an equity issue.
- Lobbying: need to eliminate lobbying of City Council.
- Mental Health Provider Fee: collect a fee to help fund mental health provider.
- Treat nonprofits like businesses for grants and other support.
- Ease of permitting for childcare

#### Other Recommendations & Ideas:

- Flexibility! It is an emergency and non-profits need to pivot and be flexible.
- Unrestricted grants—advanced upfront—better definition of unrestricted.
- Invite Non-profits upfront to design the programs.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Chat Comments:

1. financing 2. ensure small organizations 3. lack of restricted funds. 3. larger admin fees allowed 5% does not cut it 4. business funding went to associations and the bids . our clients need more tech support no funding
I would like to advocate for our independent mental health providers. The work hand in hand with many nonprofits. They were not prioritized. Many loans and grants were for orgs with employees. BIDS did not help. Health dept grants required that they add new clients. Residents with needs are referred to these providers or these professionals train our nonprofits. I advocate that independent mental health service providers (Licensed MFT, MSWS) get the nonprofit business license. It will help greatly.
One additional challenge is burnout of staff, especially mental health and social service providers. People on the front lines are struggling.
I agree with unrestricted funds and the same process for CARES funding. We are colleagues and share our experiences. We were all treated differently and this is not equitable.
Support for childcare is important to recovery of the entire economy
For direct service providers and, youth serving agencies, in particular, engaging and retaining families/youth is a mounting challenge. Many organizations have moved to a hybrid (virtual/in person) approach, but not reaching the amount that need the services
Echo the need for unrestricted funding
Echo rental relief
Yes, staff need mental health support
Agree! We just did a Youth Mental Health First Aid training for our staff and part of it was mental health for US and it hit home...
A place to start with rent relief is to give a credit to nonprofits on the common area charge per square footage. I understand that our offices are acting like storage right now, but we are not using utilities, elevators or other ammenities.
Challenges: Inadequate IT infrastructure to sustain convenings -- programs are still going on, doing more with outdated equipment. NPs also need more PPE. This is taking a chunk of agency budgets.
totally agree about rent relief solution
It is important to give nonprofit partners, like TNP, a seat at the table when planning advocacy platforms. This way county, state, federal knows all the City's needs
Ensure full costs are included in funding
unrestricted funds technical assistance less reporting
Ecco TNP -- Inadequate IT infrastructure
echo upfront funding with stream lined reporting and invoices
We need to streamline processes with the city and address potential roadblocks to partner with the City to use public facilities
Yes racial equity lens! and leverage nonprofits to help with that
Echo the racial equity lens

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

Solution from LB NP survey: Prioritize vaccinations for frontline, NP staff (youth serving, child care) as much as possible
Pay TNP to streamline your process :)
Understanding different nonprofit business models- supporting federal/state/county advocacy to include fiscally sponsored nonprofits as well in funding
Many of the nonprofits working with hard to reach communities are fiscally sponsored and could not access resources like PPP
Long Beach Give will be adding even more no profits in 2021 and all the organizations would benefit if the City promoted it through utility bills, city signs, etc.
Second more support for Long beach Gives awareness
To ensure EQUITY: please make sure nonprofits are at the table as future recovery plans and strategies are being designed. Nonprofits need to be a part of this design.
Multi-lingual staff from the city to support technical assistance, assistance applying for federal, state and local relieve funds. If that person is at TNP then make sure they have info from City Staff.
Agreed 100 the city voted to fund the bids and associations and locked out our non profits to support our businesses
Utilize Arts Council LB to develop equitable funding for arts organizations
Additionally, the first slide of data shared indicated that individuals making under \$27,000 a year have an unemployment rate of 30% higher than any other income bracket levels, the nonprofits in the city are the safety net to help get them back on their feet, let us support that effort through additional support for the nonprofits
unrestricted funding and technical support maybe non profit writers are funded to work with us
Philanthropy is recognizing that asking non-profits to create new programs is not equitable. City can look into Philanthropy of Trust models. Funding ongoing programs builds equity.
The need for grant writers and technical support is very real for childcare providers as well
Yes! Funding existing programs, not expecting us to execute new programs during this time.
The city could encourage segments of the economy that maybe growing now to give funds directly to np's.
Use funding to support nonprofit who are support businesses- uplifting Shirin's point
The recent survey we released, echoes all of these comments- underscoring the need for both general operating support and specific programs that fund IT infrastructure, supports for NP staff, and vaccine/counseling infrastructure that is well organized.
On a personal notes, the Latinx community is greatly impacted and I have lost so many loved one. #Vax4forLatinx is crucial for us
Unrestricted includes rent, remote work stipends, technology to work remotely, hazard pay
Unrestricted for program delivery, operational costs
Nonprofits can decide the percentage
Putting percentages on the categories will make it more restrictive, those percentages will differ for each nonprofit
It would be great to reconstruct this idea of percentages, and trust use to allocate
The contract can identify the service or sector.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

staffing, rent, outreach dollars, yes michelle
Inclusion is part of Equity. A seat at the table that impacts the result.
Nonprofits have one round table. Business had many roundtables (barber shops, personal service, restaurants).
Absolutely Yes to ensuring conversations/planning is happening with Nonprofits from the onset.
Yes, Julie. Nonprofits have many different areas of focus and business models.
Build into each service area support for nonprofits to support business recovery
10 percent of the cities economy is from non profit
Yes! 10% nonprofit jobs in Long Beach, and prior to the pandemic over 100,000 volunteers.
If any nonprofit is going to lose space, they can be matched with an empty office or retail space. Give incentive to property owners. 10 years ago, developers created cultural space into their buildings. Same can go to nonprofits. It is a cultural/social impact program/fee.
work with developers that have empty spaces to allow us to hold events and allow us to use city buildings without cost to host events and programs
Success: As mission-driven, service-oriented organizations, our success is centered on accomplishing our mission by meeting the needs of our communities
Success- Supporting our community, hiring locally and being able to pay our bills at the same time.
Measure of success that the nonprofit arts sector is back at a \$20 million economy
Measure of SUCCESS: Nnprofits of various backgrounds are clearly at the planning table, tackling different issues and systems together with the city. We are truly a partner and not an after-thought.
Jobs, vaccinated staff, mental health support for employees, sustainable revenue, access to child care
The city as a liaison for each sector so that we are part of the conversation. More investment in communities and businesses of color.
Yes on the point re: quantitative data that is community driven
yes equitable data
Adequate funding to restore staff hours to be able to preserve the stories of Long Beach and share them in as many ways possible with the community (programs, exhibits, online).
Stop Lobbying for these grants
Event Permits for nonprofits.
Success for UCC is accessibility to resources, businesses and residents stay in LB and contribute to its success
Is there a policy in place currently limiting the City's ability to close a program and then allow a nonprofit to step in to provide service? If so- limiting or pausing this when it leaves a gap in services in the community would be a policy to look into
Will there be a roundtable for non-chamber businesses or facilitated in other languages?
I would recommend roundtable specific for the Black community - can re-engage folks from the racial reconciliation stakeholders group
Can we send our non profits a questionnaire to get more of our minority non profits at the table for this

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

TNP wants to help to contribute to the capacity building that is needed -- Please let us know how we can partner with the City to have a greater impact across the board
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How much money are we considering?
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## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### empowering nonprofits - transforming communities

February 19, 2021

Re: Comments to the Economic Development & Finance Committee Members

Dear Chair Mungo, Councilmembers and City of Long Beach Leadership,

Nonprofits are essential and critical components of the Long Beach Economy. We are employers, service providers, and economic drivers. Nonprofits play a central role in relief, transition, and recovery. Thank you for addressing the recovery of the nonprofit sector.

As you review the recommendations highlighted in this letter, you will see that nonprofits remain committed and personally invested in addressing the short and long-term needs of our communities and its most vulnerable residents. The nonprofit sector is vast, as are the needs in recovery.

In the days preceding the Roundtable discussion on the Nonprofit Sector, The Nonprofit Partnership (TNP) reached out to Long Beach nonprofits to collect responses to the questions driving these economic recovery discussions. These answers are added to this letter as Addendum A.

We believe that the following points are critical considerations in not only relief, transition, and recovery of the Long Beach Economy-- but also in the ongoing relationship between the City and the nonprofit sector.

- **Nonprofits are trusted partners in the community.** The City should utilize the on the ground expertise, community connection, and effectiveness of nonprofits in both planning and implementation of recovery. The only way for equity to be a part of the recovery is to include nonprofits. When partnering with nonprofits, provide funding for coordination of direct support, at least 25%.
- **Nonprofits are on the frontlines of both pandemic response and recovery.** Nonprofits are not only service providers; we are also drivers of local economies and employers. Our staff are often the frontline workers that are responding to the myriad of basic need requests and emergencies and answering the calls for emotional support. We are providing essential services that are keeping families afloat, however, many nonprofit employees have not enjoyed the same designation of "frontline" status that they deserve. **These workers need mental health support, vaccines, support with childcare, and, in some cases, hazard pay.**
- **As businesses, nonprofit organizations have not recuperated from the loss of donations, contributions, volunteer service contributions, and other income and resources that disappeared overnight when we realized we were faced with a new normal.** Losing funding, donors and volunteers --- all of which are the life-lines of community organizations--- has caused a shock that we will continue to reel from for years to come. Provide general relief for nonprofits, with the understanding that applications, access, technical support, and business models vary greatly.
- While our income has decreased, much of our outputs, however, have increased. This places many organizations in a deficit situation where, as we look at recovery, we are having to do more with less. **Provide resources to both nonprofits and fiscally sponsored nonprofits when supports are given to businesses. This includes general relief, rent relief, transition funding, forgivable loans and grants.**



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Long Beach, CA 90808

tnpsocal.org    

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy



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*Comments to the Economic Development & Finance Committee on Nonprofit Recovery*

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*The Nonprofit Partnership*

- When the City does use our resources, we need funding upfront, timely, by way of a process that shows an understanding of our business model, and the limited capacity of most nonprofits. If appropriate, **utilize intermediaries to support expedited processes and on the ground support.**
- **Recognize that small, grassroots nonprofits have capacity limitations to access funding and receive recognition by the City. Utilize an equity lens when providing support at ALL levels of City departments, in particular contracting and finance. In addition, provide technical support to nonprofits in recovery, and support in accessing resources.**

As we turn our focus toward solutions, we encourage your consideration of the following:

- The City is positioned to ensure that relief programs for nonprofits are as robust as those offered to small businesses. Nonprofits are as vital to the services supply chain, local economy and job market as for-profit organizations. Future relief programs must include grants, as well as commercial tenancy eviction moratoria, reduction of permits and use of facility fees, and to meet reopening guidelines when currently closed nonprofits can reopen- such as our arts organizations.
- Relief programs for nonprofits must be keenly focused on meeting equity goals. The City must support underserved organizations and their communities, with a particular consideration toward ease of access for relief funding. We also call for an examination of requirements on contracting and the contracting process which has created a barrier to small, grassroots organizations, especially those working in hard-to-reach communities.
- Future stimulus funding must include nonprofits in federal pass-through relief grant programs and prioritize the hardest hit subsectors of the nonprofit community, as well as those that are serving the neediest communities.
- As the City Manager's office and other departments take on design of future COVID Relief programs, please invite nonprofits to the table to assist with the co-design of these programs. We are also eager to be partners in the delivery of recovery efforts from ensuring that equity goals are met for underserved communities, to assisting small businesses with relief and capacity building services.
- Consider other funding sources for support of nonprofits, including CBDG funding, and other more permanent ways to support the sector.
- Examine permitting fees, regulations, and access issues that are roadblocks to successful partnerships with nonprofits. Examine policies that limit the city's ability to utilize nonprofits for service delivery.
- With a focus on strengthening the relationship between the nonprofit sector and the City of Long Beach, we strongly recommend a liaison or ombudsman to work in tandem with the City's nonprofits to create better ways to work closely to address not only challenging issues, but systems and processes that often pose a roadblock to accessing resources and to having an equal voice around the decision-making processes of the City. Provide capacity building resources to nonprofits.
- Worker support: Access to vaccinations for nonprofits working directly with community; Provide mental health support for a community experiencing trauma. Our workforce needs mental health support- partnering and funding a warm line for community members and workers.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

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*Comments to the Economic Development & Finance Committee on Nonprofit Recovery*

*Page 3*

*The Nonprofit Partnership*

I want to take this opportunity to express my gratitude to the over 35 nonprofits who answered our call to participate in the formation of these strategies, representing 600+ active nonprofits in the City. Long Beach has an abundance of talented, committed, and passionate leaders leading this nonprofit community. The Nonprofit Partnership remains grateful to their stellar support and dedication to our community.

Sincerely,

Michelle Byerly  
Executive Director

Encls.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### ADDENDUM A--- Responses to the Survey on Nonprofit Economic Recovery

The data compiled and captured here comes from a survey released 2/4/21 through 2/11/21 and two small group conversations with area nonprofits

##### What are the top challenges facing your business and your workers in 2021?

- Foremost, the pandemic is not over. We are not able to go back and return to normalcy, to open our doors and to provide services to as many people as we once were
- Families, and children, particularly are suffering. Mental health cases for children are skyrocketing and this is morally devastating. It is very hard on our staff
- Costs have increased – providing more services to the community without compensation for them, having to pay rent but not being able to use our spaces
- Staff furloughs and lay-offs
- Not being able to gather
- Continued efforts to follow new COVID protocols which minimize space usage and requires additional cleaning and disinfecting of each treatment space each hour
- Remaining relevant and connected to our donor and patron base when we are unable to produce live concerts
- Maintaining staffing levels and payroll
- Converting productions and programs to virtual platforms to continue serving and engaging our community and loss of earned income to support our work
- We are a live entertainment venue we cannot hold regular productions. We cannot support our part time employees and most of our full-time employees
- The unknown of being able to have in-person services and limited grant funding
- Live performances— we don't expect to be able to perform until next season, in the fall. We need to reconnect with our audience
- Fundraising— we have been unable to hold our major fundraising events, which provide a third of our budget
- We have had to increase our services which requires more money. Keeping our staff and volunteers safe from COVID exposure
- Finances - donations and contributions are decreasing
- Time: The number of hours being spent on work programs has doubled given the pandemic
- Ability to safely provide services in-person; our base doesn't have a lot of access to technology
- There is a drastically increased need to provide services as a result of the pandemic, but our organizational/staff capacity has remained the same
- Not being able to connect to people directly to increase engagement
- Client participation has decreased and funding
- We can't perform or rehearse in person yet
- We are unable to reach the very people we were founded to serve due to COVID restrictions preventing us from accessing juvenile detention facilities
- We are unable to receive any fees for service or raise funds because we are prevented from providing any service
- Balancing programming between being fully online and how much of it should be in a hybrid model
- Zoom/online fatigue among high school students (our target market)

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Providing service to our families and our community. The community as a whole is anxious and confused with how to navigate through our daily lives during a pandemic. We need strong support and guidance from our elected officials. We need to get children back in school and parents back to work!
- Reimagining our efforts to support the mission
- Not having live fundraising events and our live-in-person programming
- Not being able to raise funds. Staff have limited hours
- Fundraising: especially as grant sponsors redirect funding toward healthcare forgetting that arts and culture engagement is critical for health during extended social isolate and during illness
- Supporting staff and nurturing continued connection to our mission
- Connecting safely with the community. Bringing resources to the community
- Programs and service delivery in the pandemic. Much of our work is in person with youth and we cannot open our services until the pandemic has ended and we can have in person services. Also, the fallout of limited services means less fees coming into the organization and thus we've had to layoff staff

#### What are the top two solutions the City can implement in 2021 to help your business and your workers?

- Vaccinations: prioritize vaccination distribution and access for nonprofit staff who are on the frontlines
- The City must specifically allocate more technical assistance and support for nonprofits to attain CARES Act funding. What the City offered previously was not enough. Nonprofits need as much support in the area of technical assistance that the small business community is receiving
- Centralize the CARES Act application/award process. The process was disjointed and frustrating
- Specifically support the nonprofits that provide technical assistance to small businesses in the City. Specially to businesses that are minority-led and representing hard-to-reach communities
- The city should make sure these conversations about nonprofit needs are shared with their lobbyists to help get the sector the support they need at the County, State, and Federal levels
- Continue to facilitate of grant and monies available
- Increase vaccination of the public
- vaccinations for volunteers
- Vaccinate all personnel and clients and families to reduce future risk to staff and families
- Provide unrestricted operating grants to help fund staff payroll and benefits so that once we can perform live again, we have the talent and human resources in place
- Make Port of Long Beach grants unrestricted, general operating support
- Funding support to continue operations and survival post pandemic
- We'd like to be able to get our full time staff members off of unemployment and back on payroll; we would need a grant
- Help with facility rentals and help to coordinate and educate about available grant funds or corporate donations from those companies benefiting from COVID
- More CARES funding would ensure that our team is paid and secure in their employment with us. Keeping our team together is a primary initiative
- Continued aggressive vaccination in the community will allow us to have a chance to open our economy and cultural organizations
- Economic support, financial, security
- Access to grants that are easy to apply for

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Several of the ones offered are too cumbersome for small nonprofits to navigate, especially given the quick deadlines
- Access to funding that can be utilized for operations of the non-profit
- Access to IT experts and resources so as to help create better on-line content given all programs are being administered on-line now
- Allocate direct financial assistance programs for each council districts to facilitate aide to constituencies and partner closely with non-profits/CBOs who provide services in these districts
- COVID relief and safety mandates that allow people to interact closely
- Streamline the approval process for outdoor performances
- Grants to performing venues to stay afloat
- Provide bridge funding so we can remain ready to serve
- Provide remote communication equipment to juvenile detention facilities so we can reach our clients
- More funded grant opportunities with a focus on funding and developing programs that serve our mission (not just reimbursement for expenses)
- Free or reduced-priced utilization of city-owned facilities for programming
- A clear plan for dealing with COVID and a clear plan for getting children from preschool on up back in the classroom and parents back to work
- Provide consistent financial support
- More vaccines so we do not have to be so limited in how many people can gather
- Develop major connections that foreground the arts as a tool for innovation and recovery. Creative leaders with proven track record of excellence should be in every economic recovery meeting, on business development committees, and in urban planning discussions. Direct funding to arts orgs to commission and support NEW works by Long Beach artists in order to help artists recover AND drive a renaissance. The moment is ripe for taking leadership as a city and driving an identify for our home as a place of innovation and deep creativity
- Getting the grant money to organizations sooner. The healthy foods grant was for programs from Dec 2020 thru March 2021. As of Feb 9th we have not received the funds. Luckily we have the ability to keep our food distributions going
- Vaccine rollout and distribution. Once enough people are vaccinated, including our staff - we can continue in-person services. Funds to keep us afloat and employed

What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?

- Provide grants and not loans to nonprofits
- Many of the cultural non-profits in the City don't care for permanent brick and mortar office and venue locations - though funding is equally divided amongst us. I have spoken to many nonprofit leaders who have said "we've never had this much money in the bank". And I believe them. "They don't have to open to the public. They offer programs and performances. Others such and the Museum care for millions and millions of dollars of art and care for 4 historic structures. Yet funding is cut or nonexistent. I know there is shared pain among us. But I feel grant funds are disproportionate
- Automatically extend service contracts
- Operating allocations based on a percentage of FY 2019 tax returns, instead of a flat allocation
- Ensure inclusion

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Provide help to all sizes of non-profits. We have a large budget due to government funding but all our outreach programs are 100% grant-funded. Our large budget has made us ineligible for some relief grants
- Meet with performing arts organizations to come up with safe and inclusive ways to keep rehearsal and performance spaces open (ie., singing has received a lot of negative press coverage as a “super spreader” activity. We urge you to meet with us and discuss strategies for safe gatherings)
- Evaluate economic impact
- Our organization focuses on food insecurities, which look to continue long into the recovery process, please keep in mind it may take years for many to recover
- Ensure that we don't have to lay people off by providing access to funds to support those who are not in management positions
- In addition to passing policies, ensure there is good infrastructure developed to provide strict enforcement of these policies across the city, especially as it relates to (low-wage) workers' rights & protections
- Work with us in terms of extended deadlines to meet all requirements for contracting since it is a very new endeavor for some organizations (be flexible)
- Provide PPP and making sure Covid 19 vaccines get to the underserved
- Please give as much ample notice of funding/grant opportunities as possible
- Provide support based on need versus “across the board” blanket support
- Ensure the needs of Arts organizations are included with other nonprofits
- Make more grant funding available
- Funding allocated to serving underserved populations with participant incentives. I think that incentives tend to be left out of the picture, but those incentives can make a difference when talking about communities not having the financial resources to access services. Also, funding for legal assistance to help communities navigate the number of new funding opportunities from the federal, state, and local governments as well as helping people sign up for benefits, they may not know they are eligible to receive. I think this will help us to better serve our community and address some of the additional needs as a result of this pandemic
- Potential resources (either funding or equipment or office space) for providing services either in a mobile or satellite office format. I think that would help with both outreach and equity. We are interested in going into underserved areas, however, the startup costs associated with setting up a second site or investing in mobile clinics are challenging
- Many people think because we are part of the CSU, we have abundant state money. We receive NO programming money whatsoever. Our wages and fringe (benefits) are funded and our building is maintained by the CSU, but that's it. Without wages and fringe to cover, grants to cover programming go farther. Also, I'd love to see some programs and initiative to help all city orgs plan for greater sustainability. We will soon launch an initiative to grow our endowment so we can weather the next storm with greater stability. Let's not wait for another crisis—we're counting on leadership to inspire local arts orgs to prepare for the next disaster now
- Make sure that nonprofits and CBOs are able to receive, especially orgs that serve low income, minority communities

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

If the Federal Government passes a stimulus package for local government, how should it be spent to have the greatest impact on your business and your workers?

- To help nonprofit staff, fund trauma counseling and support for frontline workers in our sector
- Open general operating support- will help offset expenses of having to keep using facilities to serve beyond traditional hours
- Cover staff and operating costs. Grants/loans have been effective at this time but we need to be in this for the long haul
- *Hero Pay* for essential services in nonprofits
- Provide stimulus package to staff employees so layoffs/furloughs won't be necessary
- Unrestricted operating grants to help fund staff payroll and benefits so that once we can perform live again, we have the talent and human resources in place
- Financially support our mission to serve all from age 4 to 104 with quality arts and education programs
- Have the *arts* included in the spending plan
- Another pass-through of federal funds would ensure that our staff is in place during any future COVID hiatus periods. Keeping our staff together is essential to a successful reopening of our organization
- Fund salaries, operations and programs
- Focus on programs that serve those most in need of the basics. We are seeing more families each week not less
- Honestly, we need funds to operate: salaries, rent, insurance, etc. Having the funds distributed to be spent on this would be of tremendous help
- Provide funding for nonprofits, spend less on City staffing costs and more on providing services to communities who need it (housing & tenants rights/protections, food access, youth educational needs, etc.)
- Simplify the process for funding
- Fund vaccine distribution
- We need help getting the "Save our Stages" monies into the hands of venues
- Provide bridge funding and ongoing operational funding so we can remain ready to serve
- Provide remote communication equipment to juvenile detention facilities so we can reach our clients
- In addition for grants to cover overhead and rent, have grant initiatives for mission-focused programs. Have these in tiers (small, medium and large organizations)
- Get children back in the classroom. There is a great economic divide which causes a great educational divide. We need ALL children to be learning at their appropriate level with the required/necessary support
- Ideally, it would be good for there to be specific budgeting for non-profits including the arts. The cash grants really make a difference to rebuild capacity and to support PPE, and monthly expenses
- Support the workforce and continuance of projects
- Future payroll protection
- Support salaries/ hourly pay for employees
- Unrestricted operating grants to help fund staff payroll and benefits so that once we can perform live again, we have the talent and human resources in place
- It will make our work possible at some level without depletion of all funds putting our future at risk. It will allow us to retain jobs and continue to put artists and teachers to work
- Fund payroll

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Help support staff
- Another installment of CARES funding would ensure a very successful reopening of our organization
- Fund salaries and operations
- Continue to stream funding to smaller non profits, and raise the amount funded. Our overhead is low, so the more funds we receive, the more people we can serve
- Have the funds allocated for both operational and programs
- Provide unrestricted funding to nonprofits; create more programs (such as vaccine education & food distribution); reduce the furlough days for City employees & departments (i.e. Health Dept) who offer critical services to the community
- Reinvest into the community
- Be available and used throughout 2021. Do not cut off on short deadlines
- We mostly need help moving forward as an organization in ways that aren't necessarily related to the pandemic
- Fund us for the year we were unable to operate and raise support from our donors
- In addition to grants that cover overhead and rent, have grant initiatives for funding and to develop programs that meet our mission. Have these in tiers (small, medium and large organizations)
- We would financially compensate our staff for being essential workers, on the front line, dealing with children and families everyday - risking their lives and their families lives to help others
- We would continue with our virtual musical tutoring program and hire additional musicians to make this happen
- Technology upgrades. We are limited to the donated computers at various times in our history
- We want funds for fund business planning for the future, greater funding support for marketing (possibly including a city wide tourism marketing campaign advancing our arts community), and funding for projects in our poorest neighborhoods. As violent and gang-related crime continues to rise, we need to get more young folks involved in arts, beautify our neighborhoods, and stave off a trip to the for-profit penal system gets involved, crime gets into every week in North and Central Long Beach, we need p and visible to signal that that stuff can't be happening in our neighborhoods
- More relief for the community
- Wage recovery and for org stability

#### How do you measure success for your business?

- To return to a place where we can again gather and be safe, private foundations again stepping forward and investing in the community
- Budget and payroll stability
- All programs back up and running with full attendance
- Restaffing and reinstating pay after cuts, hiring musicians to perform live or streamed concerts, and live audiences feeling comfortable having received a vaccination
- The ability to work in person and gather under one roof to resume main stage productions and 6 education programs
- When we can have full live performances again
- Meeting budget each month with no staff layoffs

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Returning to the concert hall is the primary indicator
- Economic Sustainability; open museum facilities
- A decline in the people needing our services
- Having adequate operational funds to stay open and not having to cut and /or decrease the pay of employees
- Ability to hire more staff and develop a two year organizational budget (including building our reserves for 1 year of operation)
- Funding and a building to enhance delivery of services
- Success increasing community engagement and attendance at programs and events
- More client enrollment
- New singers, and completion of our goal of being our own 501c3
- If we were able to resume either personal contact with the juvenile offenders we serve, or at minimum, had access to remote communication capability with the detention facilities
- Increase in philanthropy; increase in program participation
- Children returning to school The City must start a campaign to educate parents how important it is to keep their children engaged and back in the classroom as soon as it is safe
- Being able to perform live
- When doors can be opened again for exhibitions and in person programing
- In-person activities
- Our organization has been minimally impacted
- Able to hire back the staff positions we laid off and our fee-for-service is back up to 2019 levels

#### If you could change one rule to help your business what would it be?

- City should not be cutting back on services; must revisit the reinstatement of services that have been cut back
- Provide more technical assistance and support
- Re-open galleries to the public
- Pre COVID requirement expectations
- Plans for re-opening the arts and cultural sector that are similar to outdoor restaurant seating and outdoor churches. While large, indoor venues might be nonviable, if churches can re-open safely, so can outdoor performers
- Not being able to apply for PPP second round AND SVOG when that wasn't clear when second round was available much earlier. We had already applied for PPP. Second round and approved. Seems unfair
- AB5 (CA Legislature) has cost our organization \$20,000 per year in payroll taxes. Most of our employees would rather be independent contractors
- Contribution base in budget and institutional facilities needs and programs
- We are a 501c religious organization, although we do not proselytize in any form or shape as it stands against what we stand for. All our programs are meant to bring people of different faiths together to create a more compassionate world. However, because of the religious classification we are often prevented from having access to funding
- Zoning Laws
- The size of learning cohorts - larger gatherings.
- Let us return to the detention facilities

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- There seems to be a lot of red tape associated with public schools working directly with CBO's; anything to make this partnership more seamless, that would be great
- We are providing teachers for "virtual kindergarten learning" as many children in our community do not have a parent/guardian to guide them. We are doing this without any reimbursement. I would find a way for us to be compensated
- While we appreciate the need for PPE and health and safety funding, we would like to see more pro-action; more focus on how we can use this time to reflect and plan for a brighter future. What will the recovery look like and how can we bring in more people equitably and inclusively to redefine tomorrow? The emphasis these days is almost exclusively negative. Let's change that
- Expanding who can get the vaccine for categories our staff qualify for

#### OTHER FEEDBACK:

**Basic Needs for Residents:** These services and supplies must continue to be available to communities. The need to provide for basic needs is tremendous and daunting. Housing- the end to eviction moratoriums will be devastating in our community.

**Mental Health for Local Families:** It is heartbreaking to see so many children and youth on suicide watches and experiencing other serious mental health crises. There is also abuse among adult partners in homes and parents need support as well.

Youth-serving organizations are having to ensure they are integrating a component of their services to basic needs (food, housing) and other support services such as allowing families to use their facilities for laundry (one provider has washers/dryers and these are regularly in use by family members since the pandemic broke out).

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#### Methodology for Data Collection

TNP employed a couple of different methods to collect the input presented here. We designed a survey that went out to various nonprofits and two small group conversations with nonprofit leaders from the City.

- **Survey:** Our survey, titled Survey on Nonprofit Economic Recovery, was released on Thursday, February 4 to several hundred nonprofit organizations. We prioritized Long Beach nonprofits. We collected survey responses from 25 nonprofits through Thursday, 2/11/21.
- **Group interviews:** We held two group sessions on 2/8/21 and 2/10/21 for Long Beach nonprofits. The session was attended by 10 nonprofits. The 1-hour conversation was facilitated by TNP's Executive Director who gave an overview of the roundtable format and asked most of the questions posed by roundtable. The responses from these facilitated questions are captured in these recommendations.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

August 12, 2020

Re: CARES Act Funding- Recovery and Relief Efforts

Honorable Councilmembers, Mayor Garcia, and City Manager Modica:

**We want to thank you all for your efforts in supporting Long Beach and the recovery and relief efforts. Advocating for and receiving CARES Funding is critical to our community.**

**As the CARES Funding passed in council, we began discussions among various nonprofit leaders in Long Beach centering around the following questions:**

- In what ways is the City ensuring that CARES Act funds are being allocated in an equitable manner?
- What are the different areas that meet the needs nonprofits/community-based organizations are addressed in the City's strategy for allocating the CARES Act funds?
- What does the city want the nonprofit landscape to look like in 6 months or 1 year? The support given to the community now will play a key role in what nonprofits/businesses exist to serve the community in 6 months.

As planning and implementation of CARES Funding moves forward, we are reaching out to ensure that funding support for the critical needs of the community is allocated to ensure support for nonprofits as businesses, utilizes the unique role nonprofits play in engaging and supporting communities and businesses, and leverages partnerships to equitably allocate resources to those in need using guidelines in the Equity Toolkit.

- We recommend support for the business community include support for nonprofits, including operational support such as rent, salaries, increase expenses, etc.
- Allocate dedicated funds to ensure that nonprofits of all sizes have access to resources. Seek to partner agencies and alternative methods to reach nonprofits including small, grassroots, and fiscally sponsored nonprofits.
- Allocation of significant funding to support organizations and businesses in Central, West, and North LB to align with COVID 19 data and equity data.
- Utilize and fund lead nonprofits to support outreach and management of resources for hard to reach business communities to ensure equitable distribution. For example, United Cambodian Community to reach Cambodian businesses.
- Develop an easy-to-use online application system; design a system that streamlines "application to grant award" process to ensure nonprofits have swift access to funding.
- Provide relevant and equitable technical assistance to nonprofits and LEP (Limited English Proficient) small businesses, including resources to nonprofits providing technical assistance and language access to business owners and nonprofits.

We offer our support in providing communication of resources, sharing data and information relevant to supporting the nonprofit and business community, and developing equitable allocation of resources to ensure the community is supported and that it endures.

Sincerely,

Michelle Byerly  
The Nonprofit Partnership

Susana Sngiem  
United Cambodian Community

Christine Petit  
Long Beach Forward

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Centro Cha LatinX Community Roundtable

Friday, February 12, 2021

#### Study Session Questions:

##### 1. What are the top two challenges facing on-demand workers and employers in 2021?

- Sales: for the food service sector. Very little activity and no energy in the street. Lack of customers. Not enough money for the customers. Take-out only. Lower revenues but the expenses are staying the same.
- Grants: the process was difficult and slow. The focus of the grants were often wrong. Need more local resources.
- Vaccination: everything is online. The process is super-fast and confusing. It was very difficult for Latino businesses and their employees. The business owners had to take a leadership role in making it happen for workers.
- Workers: struggling to make ends-meet; health issues; among the Latino workers. Latinos disproportionately work in sectors where they have to show-up in person.
- Poverty: this is the big challenge for the Latino community.
- Resources: lack of resources going to North, West, and Central Long Beach by Geography where Latinos live. I think your PowerPoint slides pointed out the challenges and, thus, solutions very clearly. Not enough targeted and flexible resources, funding, and support get to the disproportionately most impacted communities... In the case of Latinos, geographically those neighborhoods in our city where Latino households and business are... AND... not enough targeted and flexible funding, support, resources going to those economic sectors (namely service sector) where Latinos are disproportionately employed (e.g. data is clear that Latino labor force participation in Long Beach is the highest amongst subgroups in Long Beach, yet median income is much lower... we work hard but don't earn less even though we are great contributors to the economy).
- Trusted Community-based Organizations: need funding and resources to the organizations that are serving the communities in most need.
- Lack of Resources for the sectors in which Latinos work.
- Information: access to information is primarily digital and many Latinos do not access information that way. There needs to be a better source of information for Latinos (website).
- Housing: this is the backbone for Latino service sector workers. Very important.
- Language & Culture: this includes both the language and the culture (bicultural communication). Latinos are hard to serve because they don't like to accept handouts or ask for help. When there is
- Workforce: the food service workforce is depleted. Businesses can't find help. Workers have been displaced since the second closure. Many workers left for warehouses and fulfillment centers. There is no remaining workforce in the restaurant sector.
- Impact to Latinos: Latino community took a beating by COVID-19 in all aspects.
- Hospitality: industry was very impacted.
- Cultural: disconnect. The virus hit cultures that are very family-oriented and those that get together often. Latino families wanted to gather and wanted to hang-out. It was very difficult for Latino families.
- Immigrant Workers

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Mental Health: this is a cultural stigma and considered taboo by many Latinos. Untreated mental health issues lead to other big challenges.

#### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Mercado District (Latino Business District): create a center for workforce housing, Latino culture, small businesses, entrepreneurship, leadership development, etc. (David Salazar and Armando Vazquez-Ramos). In-hand now as a demonstration project. This can be the incubator for Latino economic development. Long-term comprehensive economic development. Provide a place that creates a vision shows you can push beyond the barrier of your own experience.
- Vaccination: distribution has to be a priority to get the economy open again; can also help the workers and the customers to begin shopping again. Got to get the economy.
- Technical Assistance: business planning, revenue plans, marketing plans, transition plans.
- Access to Capital: need to retire debt, get fresh start, recharge inventory. Need to provide long-term support to help with implementation for long-term success.
- Flexibility of Funding: the service organizations need the flexibility to utilize the funding to do what is need to serve the changing needs of the community. Reduce the red tape for applying for grants. Make it easier and faster. They are not taking advantage of these opportunities if it is difficult.
- Digital Literacy: access and training for households, employees, workers, business owners.
- Restaurant Sector: lobbying for federal funding.
- Data: not using data as the guide to make decisions about resource allocation. The data needs to be the driver of decisions making about how we target the funding for the recovery.
- Comprehensive Planning & Development: prepare a concept paper that summarizes these challenges and solutions.
- Customer Activation: need to generate customers and provide money to spend at Latino businesses. Latino businesses need money to stay alive.
- College Students: City is young and LatinX. Many college-age LatinX people are looking for work. We need to introduce them to job opportunities so that they can live in Long Beach and recharge the economy.
- Nonprofits: have a very difficult time accessing the procurement process. Needs to be more seamless (Amazon-experience), so that small organizations can participate.
- Regional Hispanic Chamber: could be a partner in this process.
- Workforce Development: there is a transition underway—particularly in the service sectors where Latinos have a large role. Need to prepare them with new skillsets.
- Economic Inclusion Plan: needs to be accelerated. We have a plan for the sectors and the geographic areas. Need to fund the implementation of these plans.

#### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Data: lead by data. Numbers don't lie. The divide has been widened. Focus on closing the divide. Times 8. Recognition of communities that need assistance most. Acknowledging the historic systemic racism and using benchmark for future funding.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Develop Comprehensive Package: 5-20 year plan to deploy resources over long-term. Anchored on the Latino Business District.
- Trusted Partners: data and messaging must come from trusted partners in the community to be effective. Must also be presented in a way that is accessible. Must be relatable. Decisions must then follow from the data. City won't be trusted if the decisions don't follow the data. If the politics get in the way, there won't be trust.
- Direct Marketing: tailored specifically to the Latino community and cultural sensors. Overcome stigmas. Latinos listen to Latinos. Target the stigmas.
- Buy Local: initiate a campaign to buy local, pay workers, help them to afford living in Long Beach. People support each other and reinvest in their economies.
- Digital Divide: must overcome the digital divide to connect with Latino community; provide resources to tech and provide access.

#### 4. What is your measure of success?

- Thriving Latino community (poverty) median household income, wages, housing.
- Data: a proportional commitment of resources to the Latino community in Long Beach. (LBUSD, LBCC, CSULB).
- Recognition of the Latino community (allocation of resources)
- Accessibility of Resources (as well as allocation of funds)
- Elimination of income disparities and wealth gaps
- Sales and profit (able to pay employees well enough to afford housing ownership (in Long Beach) and medical benefits
- Open and customer activation
- Accountability to the data
- Unemployment among the Latino community
- Case rates related to COVID-19
- Vaccination rates increasing
- Knowledge and ability to access resources
- Representation on community boards and commissions

#### Chat Comments:

I think your PowerPoint slides pointed out the challenges and, thus, solutions very clearly. Not enough targeted and flexible resources, funding, and support get to the disproportionately most impacted communities... In the case of Latinos, geographically those neighborhoods in our city where Latino households and business are... AND... not enough targeted and flexible funding, support, resources going to those economic sectors (namely service sector) where Latinos are disproportionately employed (e.g. data is clear that Latino labor force participation in Long Beach is the highest amongst subgroups in Long Beach, yet median income is much lower... we work hard but don't earn less even though we are great contributors to the economy).

\*don't earn as much

\*Accessible resources

Thank you, yes, culturally appropriate translation

remove the red tape- get \$ to community as fast as possible!

Well said... that's what we found out when we tried to organize latino businesses, they didn't keep books to show their profit and loss statements. Technical assistance!

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Along with the need for Latino Business District and Mercado, We need Latino Business Excellence Technical Assistance in Spanish/English for small business - Latino Intensive accelerator program that will provide wellness, technology and support to take their business to the next level
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equitable- 1. lead with data 2. stronger partnerships with nonprofits that are trusted in their respective communities
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Would love to see the city support the el mercado project to support the community.
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## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Service Worker Labor Representatives

Friday, February 12, 2021

#### Study Session Questions:

##### 1. What are the top two challenges facing on-demand workers and employers in 2021?

- Vaccination: need to get teachers protected for in-person instruction and work. Inequitable prioritization of distribution. Should focus on the activities (e.g. bus drivers who are most exposed).
- Virtual Work: teachers are working more hours now doing the virtual preparation and delivery.
- Mounting Debt: multiple times across all sectors.
- Sick Days: Family First Act has expired on January 1<sup>st</sup>. Need to expand the protections for those businesses with fewer than 50 workers.
- Commuting: many teachers and employees of the District live outside the City and could be vectors of other hotspots from their communities.
- PPE: assist employers with supply of PPE for essential workers.
- Budget: revenues are falling at government agencies and there are cuts to jobs.
- Uncertainty: it is likely that the pandemic will continue.
- Developers: opposing labor standards for ironworkers and work standards onsite.
- Green Economy: jobs are being replaced.
- Unemployment: need to advocate at the state and federal level for unemployment insurance benefits (and access).
- Immigration Status: not having access to unemployment insurance or other benefits. Facing eviction because of unemployment, lack of benefits, lack of rental assistance or eligibility.
- Housing: service workers are living in higher density living conditions and exposed to higher infection rates.
- Tenant Assistance: rent, utility debt.
- Workers: health, exposure to the illness, no sick days, ability to provide care, pay.
- Hazard Pay: need help with compliance and enforcement.
- Non-union Stores: are not enforcing the City rules, hazard pay, and other health protection.
- Health: store occupancy is not being enforced.
- Prioritizing Essential Workers: vaccinations, access to sick pay, sick leave, access to all workers regardless of being union or not.
- Hotel Workers: still 90 percent unemployed. Averaging 2 members dying per week. Facing mounting evictions. Mounting debt.
- Short-Term Rentals: will lengthen the recovery for hotels.
- Private Development: local hire on Long Beach private development projects.
- Oil Industry:
- Grocers: this is the high-risk group.
- Women: lost 5.4M women in the labor force
- Childcare: having a huge impact on women in the workforce in particular.
- Sick Leave: people forced to come into work.
- Internet Access: for low-wage workers, education, households.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

#### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Vaccination: must be a priority for hospitality workers.
- Tourism: must put a moratorium on short term rentals. Unregulated hotels has undermined the TOT, undermined the housing stock, and undermined the hotel industry and jobs. This has lengthened the recovery process.
- Direct Relief:
- Holding the General Contractors accountable
- Hazard pay:
- PPE: need continued protection on Firefighters calls for service.
- Congress: substantially dedicated for Firefighters. Need continued protection while going on COVID calls.
- Stimulus: need Federal and State assistance to help with local government revenues.
- Input: continue to have roundtables with labor at table.

#### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Undocumented Workers: often left out from the programs that are available to other workers. Times 5.
- Race: need to understand the unemployment data by race. Need to understand the groups that are most impacted. Black and Brown workers already impacted prior to the pandemic and it is only gotten worse.
- Women: many teachers are parents with children. They need more support. Times 2.
- Essential workers: still getting sick, infecting their families, and dying.
- Geographic: look at how the recovery impacts different neighborhoods and prioritize the resources on these areas.
- Age: need to look at how older more vulnerable people are impacted and unable to work. They need additional financial support.
- Vaccination Access: many workers do not live and work close to vaccination distribution sites.
- Structure: there is an existing structure to be utilized. Need to utilize the community groups, non-profits, unions, to get the resources to the communities that need them.
- Language Access: need to do better to get the information about resources out to the communities that speak different languages and have different cultural communication.
- Iron workers: need to enforce labor standards.
- Firefighters: getting

#### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Vaccination: for essential workers. Times 6.
- Direct Relief for Workers: debt relief, utilities, rental assistance (DWP model). Times 6.
- Infrastructure Projects: need to invest in construction projects, roads, and future forward projects.
- Internet Access: need to have all families, teachers, and others to put a national 5G network. Continuous WiFi access in households and neighborhoods.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Skilled and Trained Workforce Training: with living wage to help with cost. Incentivize employers to pay for training and
- Sick Days
- PPE: provide for employers.
- Ventilation: need to get building adequate ventilation to reduce spread. Gives people confidence.
- Mental Health: expanding these services.
- Business Improvement Districts: fund support to local small businesses and non-profits (incentives for organized).
- Substantially dedicated.

#### **5. What is your measure of success?**

- Data: tracking and reporting on the deployment of resources (by race)
- Health outcomes
- Housing security
- How much help to the most vulnerable communities.
- Reducing poverty. Reducing working poor.
- Increasing market share
- Unemployment
- Quality jobs (definition).
- Reducing disparities (health, economics, life expectancy)
- Reducing deaths among members
- Reducing infections among most vulnerable
- Wage increases in the most vulnerable communities
- Contributions from those who have done well
- More equity and wealth than before the pandemic
- Stabilization of families and students (if not growth)
- Ability to maintain response times (service levels)

#### **6. If you could change one rule to help businesses in 2021, what would it be?**

- Paid sick leave for all workers and community members (will protect workers). Times 4.
- Skilled and trained workforce for all private development Times 2.
- Internet access: universal coverage.
- Rent forgiveness at the city level.
- Accessibility
- Electrification of transportation.
- Unionize the supply chain.
- Unionized workers. Better advocacy for workers (makes the workforce healthier).
- Single payer healthcare.
- Council of Long Beach unions.
- Labor peace across all industries.
- LA Fed and LBF

#### **Other Recommendations & Ideas:**

- Long Beach is doing a better job than other areas.

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Long Beach Commercial Real Estate Council (LBCREC)

Friday, February 18, 2021

#### Study Session Questions:

**1. What are the top two challenges facing on-demand workers and employers in 2021?**

- Rent: residential apartment tenants impacted by COVID-19 and can't pay rent. Need help paying rent.
- Communication: (rental property owners) there is a lot of misinformation (7,500 rental property owners). Need to communicate with all these property owners about local, State, and Federal programs.
- Mom-and-Pop Landlords: the majority of property owners are small and cannot absorb the loss of rental revenue. They have to pay mortgages and fixed costs. Not treated as business owners even though they need business licenses.
- Tenants: utilizing the excuse of COVID-19 to not pay rent even if they can.
- Eviction Moratorium:
- Buyers: are not willing to buy apartment buildings because of the lack of rental income. They can't take-on the liability o
- Environmentally Challenged: most of the commercial properties that have environmental challenges are okay. The apartments and the restaurants.
- Industrial & Warehouses: are the only transactions they are seeing right now.
- Reverse Mortgages: lots of activity; a good time to do it.
- Refinancing: lots of activity; a good time to do it.
- Underwriting: business loans secured by commercial real estate (need at least 50% occupancy) to secure the loans.
- Restaurants: having a hard time getting open so there is no revenue and no way to secure loans (unless they are take-out).
- State: grants or loans are taxable income. This is a big obstacle that needs to be addressed.
- Rental Assistance: need the tenants to apply!
- Hotels: small, independent hotels are in a very difficult situation. Don't rely on the Convention Center business and need to know what resources are available to them.
- Uncertainty: unwillingness to sign leases for office because no one knows what is next (consumer behavior, workers), because everyone is working from home and no one knows what they will need (term, size) and they are letting them terminate.
- Small Business Tenants: those retail tenants who recently opened have a lot of equity in the buildings and have been closed throughout the pandemic. They have big rents accumulating and will come-due at the end of the moratorium. How to help the businesses closed the longest and have tremendous debt.
- Vacancy:
- Permitting: access to regulators has been inhibited; it has taken so long to get permits that many contractors are considering not getting permits—just finishing the work.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Rental Relief: most owners are okay with the federal plan of government paying 20% if the tenants can pay 20%.
- Communication: most property owners are not aware of the existing programs that are out there and available to them. They need knowledge of these programs.
- Open Planning & Building: need brokers, contractors, and property owners to get back to business. They can't move forward unless they can have access to Planning & Building and get answers quickly. Need an ombudsman or Czar for property owners to help quickly answer questions from staff at lower-levels (probable solver). Need faster, quicker, responses on permits (particularly simple projects).
- Certainty: people need a plan to take risks and make investments. Need to understand what they should expect. Awareness, transparency, facts, resources to property owners.
- Grant Applications: (for Stimulus Funds) should go directly to the landlords; landlords should submit the applications for the rent relief. This can help streamline the process, help with personal credit for the tenant. Create an escrow account for both Landlord and Tenant to share to address issues.
- Blue Ribbon Committee: bring-in banks, landlords, tenant groups, to identify solutions. The Committee can develop solutions, developing strategy for tenant attraction, and work with the City to fill vacancies.
- Grants: to improve properties, attract tenants, and help with tenant start-up costs.
- Tenant Support: keep the businesses solvent and so they can reopen.
- Vacancy Prevention:
- Landlord Protection: relief on the rent that they were not able to collect.
- Possession: landlords need options to reclaim the ownership of their property when the tenant should not be allowed to be there. Most small landlords don't have technology, communication, technical assistance, to reclaim their properties for bad faith tenants.
- COVID-19: need to get over the pandemic.
- Building: the construction side is still booming.
- TOT Rebate: for small, independent, hotel owners.
- Fee Waivers: defer the fees and tax obligations of the hotel owners.
- Enforcement: mask wearing, health protocols.

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Small Landlord Support: this has been the focus. The landlords feel left behind. They need to be reached, supported, not receiving communication. Need to know resources for small landlords for mediation.
- Communication: not reaching the small landlords. They don't know what is available to them as support. Online FAQ for resources based on what they own and what they need. Make it easy and timely.
- Restaurants, Bars, Gyms and Personal Services: businesses in other counties are able to violate the health orders and Long Beach restaurants are not able to operate. Need consistency across the region.
- Tenant Support: in the impacted sectors that do not have revenue and have taken-on debt.
- Vaccines: need to accelerate vaccine distribution to those in most need.
- Small Hotel Owners: being left behind and they do not have options.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Outreach: take the show on the road; need to get out to the community (like Land Use Element).
  - Language Access: needs to be pushed-out in multiple languages (e.g. Spanish, Khmer).
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**
- Direct Rent Relief: shared between the tenant and the landlord for impacted sectors. Direct relief to tenants and
  - Ombudsman: to help facilitate the communication and receipt of resources.
  - Highest Need: Conduct a means test to see who needs it most. Start at the lower level and move-up the list.
  - Small Hotels: funding to hire back employees.
  - Grant Process: expedite distribution of the funds.
  - Accountability: for the use of funds, scorecards, and documenting results.
- 5. What is your measure of success?**
- Scorecard (multiple measures) for small property owners (Data)
  - Employment and job recovery
  - Real Estate Transactions (referrals, and inquiries, lending)
  - Financial stability of property owners and real estate market (vacancy)
  - Definition of Small Real Estate Property Owners (supporting these owners)
  - Cooperation between Tenants and Landlords to get through this
  - Landlord rights that they deserve as business owners
  - Tenant support for small businesses (keep them in their storefronts)
- 6. If you could change one rule to help businesses in 2021, what would it be?**
- Eviction Moratorium: must be dealt with and cleared-up. Ownership and control of the property. No more extensions. Must be carefully managed. This is the livelihood for many.
  - CARES Act: landlord gets money directly for the rent relief (and is applicant).
  - SBA Rules: for owner-user properties. Should be 25%. Downpayment should be 5%.
  - Evictions: there is going to be a landslide. We need to brace for it and prepare for it.
  - Planning Department: must be a yes mentality—power to be creative—and figure out how to make it work (Christopher Koontz). Clone Koontz.

### **Other Recommendations & Ideas:**

1. Communication
2. Coordination: ombudsman
3. Landlord Support
4. Tenant Support

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### Economic Recovery Roundtables

Study Session: Service Clubs & Nonprofits

Friday, February 18, 2021

#### Panelists:

- Interservice Club Luncheons
- Steel Magnolias
- Kiwanis
- Century Club
- Rotary
- Aquatic Capital of America
- Salvation Army
- Century Club

#### Study Session Questions:

**1. What are the top two challenges facing your clients in 2021?**

- In-person Meetings: losing members because the groups are very social and network driven. Participation and membership is falling-off by 30 percent.
- Fundraising: through sponsorships and in-kind donations has been difficult due to the recession.
- Services: to clients. Lack of funding and the ability to deliver services has been curtailed
- Special Events: the restrictions on gathering have reduced the fundraising events and have reduced the level of service to clients.
- Small Businesses: have taken the biggest hit and don't
- Technology: some membership clubs are older and not able to utilize technology for meeting.
- Clients: reduction in access to clients, inability to deliver service, and less funding to provide support.
- Volunteers: the availability of volunteers has been reduced. In particular, older adults make-up the majority of volunteers and they are high risk.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- In-person Gathering: for both fundraising, special events, and service delivery. Need to develop solutions to allow for safe, in-person gatherings.
- Vaccination: this will help get everything else.
- Permitting & Fees: City can help with reducing the costs for special events and other costs to allow for service organizations to get back on track. Particularly outdoor. Permits are costly and slow.
- Sports: look at all activities differently and create rules on an individual basis. Be precise and specific to get as many individual activities back on line.
- Back to School: would really help with the youth, provide connections, and get programs going again for youth-serving organizations. Both for in-session programs and for extra curricular activities.
- Advocates within City Hall: need someone to assist with all permitting issues.
- Speed-up Recovery:

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Business Recovery
- Collaboration & Cooperation: work on collective ways to continue service programs. Help each other. We are all in this together campaign.
- Control the Pandemic: robust testing, tracking, isolation, and vaccination.

#### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Vaccination: teachers, workers, older residents. This will open-up many other opportunities.
- Under-served: supporting the service organizations is a way to connect with the underserved.
- Policy Makers: City Council needs to make sure that policies don't have a negative impact on services, access, businesses, jobs.
- Internet Access: this would help underserved communities to connect to services and service club providers.
- Rethinking Resources: how to get information and resources in front of people.
- Open Schools: many barriers to the low-income community already that are helped by the schools. This is the connection to many of the services clubs. Childcare is another major equity issue.
- Flexible Regulations: be creative in the permitting process to re-use resources or to do new things to address the needs of the low-income community.
- Fair instead of fairness: how to treat everyone fairly.

#### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Reopen Schools Safely: getting students back into school will help parents get back to work. Testing, vaccination, tracking. Elementary schools have less rotation and exposure.
- Small Businesses: help small businesses with safe reopening; provide opportunity for outdoor dining, streamlined permitting.
- Childcare: daycare and after school programs.
- Digital Divide: provide the hotspots, computers, and access to the internet.
- Direct Grants versus Funding Non-profits: example is the Chromebooks. Need to manage the resources more responsibly
- Rental Incentives:
- Rent Relief:
- Mobile Clinics: to get to the areas that need the most help with vaccines, food, and other services.
- Mental Health services.

#### **5. What is your measure of success?**

- Funds raised for our cause
- Number of members
- Community impact (clients served)
- Back to normal (were we were)
- Number of volunteers
- Attending and hosting events
- Delivering sporting events (marathon, golf tournament, youth sports)

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Community wellbeing (vulnerable communities)
- Fewer people at the food bank
- More children and families in support programs
- Members engaging with each other
- Execute service projects

#### **6. If you could change one rule to help businesses in 2021, what would it be?**

- Larger Group Gatherings: create rules to meet safely outdoors. Can't be successful if they are not allowed to deliver programs or connect with the community.
- Health Orders: be specific to the City and the various activities within the City to set the rules based on the specific. Avoid the blanket restrictions on youth sports (be specific).
- Joint-Use Rules: agreements to open facilities and make them availability for community exercise between LBUSD and the City.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

#### **Economic Recovery Roundtables**

Study Session: Central Long Beach Businesses & Workers Roundtable

Friday, February 18, 2021

#### **Study Session Questions:**

##### **1. What are the top two challenges facing Central Long Beach workers and employers in 2021?**

- Homeless: many homeless are congregating outside buildings and businesses; job loss may be contributing to the homelessness. The homeless need shelters. Otherwise, they have no where to go and can customers are afraid to pass by or enter the business.
- Landlord Negotiations: rent relief (2 months behind); trying to negotiate a solution for the lease of the property to stay in the building. Need loans or grants to help with building costs.
- Rent Relief: difficulty paying rent and fixed cost bills.
- Grants: not everyone can get one. Need to make grants easier to access or secure. The grants are needed but they are taking too long and are delayed.
- Access to Capital: businesses need money.
- Small Business/Tenant Support: need support from the City with advocacy (not just for developers), and technical assistance (writing a business plan). Need business start-up support and funding to start-up.
- Communication: not aware of the resources that are available. Communication needs to be improved. Resources to Recovery: what is available, and how do we move forward when the community is concerned about safety.
- PPE: need access to lots of PPE to help with conducting business; add
- Vaccination: the City has been doing a good job. But need to provide more support to vaccinate the community.
- Customers: how do we get customers to return to restaurants and other businesses?
- Gathering: many businesses rely on big events and catering special occasions. As long as there are restrictions on gatherings these businesses and the supporting businesses (dress shops).
- Workers: customers are not getting enough hours or income to pay for goods and services. Need more money in their pockets until there are more hours available.
- Lack of Direction: uncertainty; businesses have been told to open and close but they don't know what to do next.
- Loans: many businesses are not prepared to take out loans. Need better financing options.
- Back Payment: need to pay utilities and building costs.
- Vandalism: graffiti
- Safety: keeping employees and staff safe.

##### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Direct Relief: money to get through the recovery.
- Capital Access: needed to help with inventory to pay upfront. Too much debt (don't want to take on additional loans).
- Line of Credit: for small businesses to get restarted, by inventory, and repay existing debts. Catch-up on rent.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Grants: streamline the grant application process and speed-up the payment process.
- Indoor Business: lift restrictions with safety protocols to provide even limited indoor business.
- Reducing Fees on Utilities: water, gas, and other utility payments. Reduce or eliminate license fees for the year. Charge \$1 for all licenses (e.g. entertainment, inspections, etc.).
- Community Volunteers: pay community volunteers to help clean the streets and get people involved.
- Licensing: if the business has been closed for a year there should be relief from licenses and fees.
- Advertising: customer generation, safety for customers.
- Call Center: establish a hotline to
- Buying Local: start a buy local campaign or support black-owned business. Business Directory: to create awareness, generate customers to local businesses.
- Banners & Branding: for light poles, shop local for customers and residents, drive support for business.
- Homeless Support Workers: to provide direct outreach to homeless individuals and
- Business Support: help new businesses get started and grow. Simplify the startup process and lower the cost to get started.
- End COVID-19

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Recognize diversity: make it an inclusive process that reflects the diversity of the community. The name of the Roundtable was originally the Cambodian Business Community Roundtable but changed to a more diverse.
- Business Planning Class:
- Business Start-up Grant Fund:
- Trust: between the City, business owners, and the community organizations.
- Need Based Funding: the first round of CARES Act funding went to BIDS based on their size; instead of focusing on business corridors and funding those that were hardest hit.

### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Need Based: the first round of CARES Act funding went to BIDS based on their size; instead of focusing on business corridors and funding those that were hardest hit. Fund the community based organizations in the areas that do not have BIDS.
- Provide Direct Grant Relief: just enough to keep the existing businesses afloat and make it easy and quick to receive the money to stay afloat. Rebate programs are difficult and slow the process down.
- Clean Streets & Beautification: focus funding on beautification projects to make people feel more comfortable to start shopping again.

### **5. What is your measure of success?**

- Number of open businesses
- Provide a home for those don't have one.
- Mental health, medication if they need it.
- Outreach. How many people do we reach with these programs and funding.

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

- Homeless
- Providing a class to write a business plan
- Allocating grants and loans for new businesses
- Number of businesses funded in the 6<sup>th</sup> District
- Outreach to all 6<sup>th</sup> District businesses
- Business staying open and also workers getting hired

**6. If you could change one rule to help businesses in 2021, what would it be?**

- Mental Health worker in the 6<sup>th</sup> District instead of a police officer
- Digital signatures and electronic transactions
- Simplifying the process and requirements for services or grants

**Chat Comments:**

For workers, UCC has been assisting LEPs with applying for and reporting to EDD for unemployment
Everything is online and can be challenging to navigate
accepting electronic signatures for documents instead of wet signatures
paperwork has been challenging
Success for me is when the city can 1. Provide a home for those don't have one. 2. Mental health, medication if they need it.
how many businesses stay open AFTER the COVID19
success is how many businesses stay open AFTER the COVID19
Business staying open and also workers getting hired
Inspired by long standing business over 20 years can remain in the 6th district for another 20 years

## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **Economic Recovery Roundtables**

Study Session: Arts Community Roundtable

Tuesday, February 23, 2021

#### **Study Session Questions:**

**1. What are the top two challenges facing on-demand workers and employers in 2021?**

- Grants: some grants cancel each other out (e.g. shuttered venues operations grants and PPP loans). The application for grants should be more inclusive of smaller organizations and in particular the volunteer organizations.
- Engagement: people are yearning to be connected and stay engaged—particularly in-person activities and events.
- Gathering: allowing for special events at the venues. Even smaller gatherings of 50 people or less would be a good way to start.
- Museums: still closed and the only state that cannot be open still. The restaurants can be open at the museums but not the exhibits—even if they are metered and controlled for capacity. If public churches are allowed to open, the smaller chamber and performance groups should be able to open as well.
- Unrestricted Funding: for operating and staff. Also, many small non-profit cultural organizations are not eligible because they don't have staffing.
- Fundraising & Sponsorships: very difficult to raise money for parades and other public events.
- Live Entertainment: exclusions on the in-person or live performances for cultural events.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your business and your workers?**

- Grants: allow non-profits to apply for both grants and just deduct one from the other if both are secured.
- Protocols: for safe, outdoor activities, or for museums with visual art.
- Technology: need resources to expand the programming online through technology including the purchase of hardware, software, and the deployment of programming via online.
- Vaccination: need to prioritize the artists, performers, and in-person workers so that live events can resume and protect both performers and the audience.
- Virtual Programming: invest in online and virtual programming for arts organizations to connect with the community and safely expose them to the arts. Encourage other strategies like pop-drive-ins.
- Outdoor Theaters: the City could introduce more outdoor performing and theater spaces for the community.
- Public Relations Plan: for all arts organizations to communicate to audience and community that the arts are back.
- Safety: particularly after dark. There needs to be resources in clean-up and safety to p
- Spaces: access to park spaces and other public areas (e.g. easy approvals and permitting), and relationships with City departments that control those areas.
- Fees: reduce or eliminate fees for outdoor performances.
- Communication: citywide calendar for performances and activities.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Partnerships: with restaurants, bars, and other private organizations to perform, display, or activate.
- Board Member Support: providing better information and communication to the Board Members of non-profits about COVID-19 and resources available to their organizations.

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your business and workers?**

- Treat Activities Equally: churches are allowed to gather but not performance companies and theatres.
- Inclusive Grant Process: include organizations run by volunteers or organizations that partners with other organizations.
- Financial Impacts: target the organizations that have suffered the greatest loss of income due to COVID-19.
- Data: focus on the geographic areas that have experienced the most loss.
- Creators: invest in creators—who can produce creative value for the community through the investment of Stimulus dollars. Invest in those groups that are connected to those most vulnerable.
- Simplify Grant Process: needs to be accessible for the smaller organizations.
- Education: the communities with the highest need outreach, education, and educational support. Cultural institutions can be a connector to the community—and can help to deploy education to the underserved communities.
- Size: the organizations that serve larger groups of community members should receive more financial support to reach their communities.
- Vaccinations: many of the creative groups are not considered essential.
- Public Relations: we need a strong component for education and outreach through the arts to reach the underserved communities.
- Permitting: the City is too restrictive on permitting for arts and music festivals—particularly

### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your sector?**

- Red Tape: invest in strategies to reduce the restrictions and red tape, costs, and permitting approvals for events and cultural activities (outdoor).
- Discounts: for utilizing City facilities and the public space or for art venues to provide discounts to each other for the use of space and performers.
- Maintenance & Security: of cultural assets. The work must continue to protect our assets and cover the costs of maintaining them.
- Contract with Artists: for the creation of the public relations campaigns mentioned above. How can we use the Stimulus to pay local artists and organizations to create and deploy the campaign.
- Innovation Fund: for the arts to deliver arts and culture in new and innovative ways. Need to invest Stimulus in strategies to influence public safety or other City services.
- Plan Update: ARTSLB presented a cultural plan with a dept about 8 years ago and it was tabled. Time to bring the conversation back. L.A. county just went through the process
- Cultural Equity Policy: A cultural equity policy will address plan, dept, funding, space, access and fair wages for artists and performers that can be intersectional with city dept.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Workforce Development: invest funding in training for creative people who need to find other ways to utilize their skills for employment and income generation.
- Consider creating a Department of Cultural Affairs: that is dedicated to Arts and Culture of Long Beach and the creation of a Cultural Plan which is for the Arts & Culture and will ensure an equitable process giving access to more.
- Safe Return Campaign: to make customers feel safe to return to the theaters again.

#### 5. What is your measure of success?

- City recognizes the importance of the arts as a priority (Arts are an essential service)
- Fully functioning
- Theater is open
- Seats are filled
- Education program is working
- Engaging with the community
- Survive and continue (30 percent of museums will not survive)
- Audience feels safe to come back
- Art form and artists survive (Cultural Preservation)

#### 6. If you could change one rule to help businesses in 2021, what would it be?

- Outdoor events: cut through the red tape and make it easier and affordable for non-profits
- Unrestricted grant funding for non-profits
- If churches can open so can we
- Allow alcohol sales at outdoor events

#### Chat Comments:

A huge challenge for workers in the performing arts: We were the first to close and will be the last to open. We have no priority for vaccine and we are considered unessential.
We are concerned about when galleries and museums will be open rather than by reservation
challenges for our organization is finding consistent funding in a whole for the organization and employees. Also, lack of work due to all theaters and performing arts centers shutting down
Like the others -- accessibility to our resources.
Small women owned and BIPOC companies have very little access to grant money.
When you have to pay everyone as a professional theatre, I'm not sure 50 people can make it fiscally responsible for all of us.
Being able to rent the site for events over 50 people as site use is one of our main sources of income.
Sithea and Marc have had hands up
safety. persistent homeless presence, continuous vandalism, litter by Pacific Island Ethnic Art Museum.
Allowing small groups to tour indoor museums with masks on.
YES! Grant applications are built to exclude

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

<p>Our priority right now is keeping our core staff intact so that when the time comes to perform again, they are still on board. However, until we can perform again, that leaves dozens of professional musicians unemployed, because we cannot provide work for them</p>
<p>Amen to that Jan for staff. I'm going out on a limb to do virtual programming with union wages and benefits to keep actors and others working as well!</p>
<p>Thank you for the comments. What I am hearing about grant and funding opportunities to include producers of events/cultural festivals.</p>
<p>Include Art Businesses in grant opportunities</p>
<p>Yes, to include art businesses that are often coordinated by 1-2 employees.</p>
<p>Also, last time I was in the conversation, Drag Queen performers could not perform because there is no amplification allowed on the parklets.</p>
<p>For the Grant Process to be more Inclusive towards Arts Organizations that are part of an Organization. And for Arts Organization that are run by Volunteers.</p>
<p>The problem is with the application process with art business is that I don't take a salary and that's usually how they determine how much they give. So, when I apply, I would qualify for nothing.</p>
<p>Considering it will take us and our patrons a while to feel comfortable returning indoors to the Terrace and Arena, we're looking at not being whole until 22/23. One solution is to continue financial sustainability funding for the next 18 months or so.</p>
<p>The pandemic has brought up the need for a comprehensive equitable cultural plan for LB. many of us have talked about this for some time. This needs to be addressed for our arts and culture economy to be built stronger</p>
<p>Let us bring ARTWALK back!</p>
<p>Queen Mary Amphitheater! =)</p>
<p>Performers can be great ambassadors. Drag Queen vaccine events, musical events on the Terrace—we musn't disregard the fact that people need connection through art.</p>
<p>AGREE with Diana: Performers can be great ambassadors. Drag Queen vaccine events, musical events on the Terrace— we musn't disregard the fact that people need connection through art.</p>
<p>Ask the POLB to provide unrestricted operating grants.</p>
<p>Unrestricted funds to make up for 2020/2021 would be a great help.</p>
<p>Invest in infrastructure like outdoor performance spaces. Marketing and communication plan for all sectors of economy. Arts being a big element that will make people feel comfortable</p>
<p>Go BIG in Funding for The Arts so that they can come roaring back.</p>
<p>Ask city-owned venues to reduce or waive rental fees for for non-profits/perf. arts org. for 1 - 2 years.</p>
<p>Robert, JFCS was successful with their drive-in fundraiser RUNWAY by approaching the Cerritos Shopping Center to use an underutilized parking area...may be some similar areas in Long Beach that the City could assist with off-peak parking use? They obtain a city conditional use permit.</p>
<p>Yes to park access!</p>
<p>The City needs to have a PR plan in place to support local citizens and throughout SoCal.</p>
<p>Invest in upgrading present park assets</p>
<p>Free parking for concert-goers.</p>

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

<p>I would like to see more nuance introduced to how we think about the arts as an economic sector. Along with thinking about the arts as entertainment and recreation as it is defined in one of the earlier slides here, I advocate for greater recovery investment being directed to identifying and marketing the arts also as as driver of innovation, creativity, and problem solving. We need greater investment to seize an opportunity to market the city as a home of arts professionals whose collective work stimulates creative responses to a wide array of challenges before us across city economies. This may mean contracting with a PR firm to help marketing Long Beach and greater ACLB grant monies being directed toward supporting new creative projects, but I also think more arts professionals and creative innovators need to be integrated into city planning and economic development initiatives earlier and more fully. Let's get the arts fully integrated into crime prevention, business think tanks, artists in residence.</p>
<p>Invest in a Outdoor Amphi-theater that can have Multiple uses for the Arts such as for Dance, Theater and Cinema .</p>
<p>Yes! Theres a completely unused outdoor stage in Bixby Park.</p>
<p>AGREE: I advocate for greater recovery investment being directed to identifying and marketing the arts also as as driver of innovation, creativity, and problem solving. We need greater investment to seize an opportunity to market the city as a home of arts professionals whose collective work stimulates creative responses to a wide array of challenges before us across city economies. This may mean contracting with a PR firm to help marketing Long Beach and greater ACLB grant monies being directed toward supporting new creative projects,</p>
<p>Funding artists and performers to do what they do is essential.</p>
<p>Facilitate permitting process for performances at restaurants, parks, unconventional spaces.</p>
<p>My husbands skills as a singing teacher can for example be utilized to help people recovering from covid re learn to breathe. There is so much crossover.</p>
<p>Yes, discounts for use at city owned facilities could aid some relief and a return to business.</p>
<p>Performances in outdoor spaces could be a bridge to help us transition to performances in theaters</p>
<p>Discounts for Arts Organizations for City and Private Spaces.</p>
<p>Help artists connect with property owners (with vacant buildings), utilize the space at reasonable rates to have PopUps.</p>
<p>Yes, PR funded by city via Arts Council to promote what we do.</p>
<p>Or city owned properties, not only public space, for creative use</p>
<p>To tag on to Tasha some more, help from the city to figure out thorny challenges for pop ups like temporary insurance, how to connect with a food truck, get a permit for muscle etc. Like small business development offices help.</p>
<p>great idea Tasha! create/develop and creative space for both professional development, content creators, performance events, etc.</p>
<p>Increase art funding so that all grantees are invested in at actual cost.</p>
<p>AGREE with Diana's comments: A huge challenge for workers in the performing arts: We were the first to close and will be the last to open. We have no priority for vaccine and we are considered unessential.</p>
<p>A project of RDA was filling empty space with arts and performance. We can bring this project back.</p>

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

In order to prepare for the next national emergency, a cultural impact fee can be incorporated
Look at loss, need, and level of service still being provided albeit in a different format.
Revise and expand the % for arts policy
Another solution - all City venues should be upgraded to ensure adequate air flow and safety protocols are funded .
Agree with Diana and Griselda. And we could offer safe activities but profits / dining has become more important.
Address and assist with AB5 issues for many of our creative/artistic businesses
I belong to a performers EDD site. It's INTENSE how many people are not working. And can't get EDD and can't get a vaccine. Just for performers to feel like they mean something to the community AS a creative community would be huge.
Yes, @ Griselda - 1% for private developments as well as public.
Agree with Kelly about upgrading city venues, especially if there are infrastructure funds coming
Agree @dianaburbano: I belong to a performers EDD site. It's INTENSE how many people are not working. And can't get EDD and can't get a vaccine. Just for performers to feel like they mean something to the community AS a creative community would be huge.
Yes, yes to AB5 continuing problems
major hurdle Gregg, thanks for highlighting it
Like FDR. Money to subsidize artists to work.
The city can develop and pass a cultural equity policy that can function alongside the equity policy. Be intersectional with Office of Equity.
Agree with Diana and esp on projects in the neighborhoods that have been hardest hit.
<a href="https://mymodernmet.com/wpa-federal-art-project/">https://mymodernmet.com/wpa-federal-art-project/</a>
I would like more info on the outdoor music info because my org put on the first Long Beach black dance festival last year and we had 3 outdoor concerts with no problems
almost like a preferred/trusted/reliable vendor status
and a one stop
we are planning for the second year of LBBDF and would like to avoid running into this hurdle if it comes about
Agree with Paul: Let's get the arts fully integrated into crime prevention, business think tanks, artists in residence.
Build an outdoor, professional amphitheater that includes staging, lighting, sound, bathroom infrastructure to ensure performing is feasible.
agree with Diana, money to subsidize artists work.
Consider creating a Department of Cultural Affairs that is dedicated to Arts and Culture of Long Beach and the creation of a Cultural Plan which is for the Arts & Culture and will ensure an equitable process giving access to more.
Yes, creating a Cultural Affairs Dept!

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

Use the Money to Build a World Class Outdoor Amphi-Theater with great visuals and sound, that would be for multiple uses : Music, Theater and Cinema.
We did an outreach to playwrights and actors for our Covid Monologue project. It was very successful. We could do the same for ARTSLB, and hopefully be able to PAY them for their labor.
ARTSLB presented a cultural plan with a dept about 8 years ago and it was tabled. Time to bring the conversation back. L.A. county just went through the process
A cultural equity policy will address plan, dept, funding, space, access and fair wages for artists and performers that can be intersectional with city dept
Thanks for the information Paul : Would be great to invest the Arts in Asthma Alley
Also that the bigger orgs work with LOCAL artists. That there is a mentorship with LB folk.
Special events and filming is not arts friendly
One thing that has not been addressed is the mental health impact of COVID 19. Artists are not able use their creative expression as an outlet for themselves and for the community as a way to create community, express grief and other forms of emotional relief that the arts provide. the arts are essential in many ways.
We want to get artists back to work and attract audience to support our local businesses. That is the primary goal.
I would like the city to pay for a few humans on site, whether paid interns, paid artists in residence, paid environmental sacred space caretaker...
Artists can be preferred vendors with health and parks dept
Homeland cultural center needs to come back strong. It has rehearsal space and black box. It needs investments to help Khmer, Hmong, Black, African, Latinx, and Indigenous arts collectives
Yes, Greg. Cultural Institutions and the Arts are essential services!
Love what you said, Greg! Essential service!
Yes, if we are an arts city. We should focus more on creating and bringing more arts related businesses to the city.
I second that Robert. It can be very difficult to pull permits.
Blanket permit for ArtsWalk. Free street closure for East Village arts district
The only thing keeping my kid ok is his kids theatre. They are rehearsing /performing outside. Those kids are not as depressed as some of my online students, who are frustrated and very sad.
Changes in amplification ordinance
Waive business license requirement for artists to receive grants
Anything to help the ArtWalk is important.
Have a free business license program for creative small businesses
If churches can open, so can we...
for the city to recognize we are guest in the homeland territory of the Tongva, and extend their respect and gratitude to the many indigenous people who call these lands home.
Yes, alcohol on city/park lands!
Land acknowledgments at the start of these events.

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Liquor license is reallllly difficult and getting more difficult

Agree with Fran: Land acknowledgement it imperative to our cultural lives. This would also be part of a cultural equity policy

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy



March 4, 2021

To: Mayor and Esteemed Council Members for the City of Long Beach.

From: Arts Council for Long Beach - Griselda Suarez, Executive Director and its Board of Directors

Thank you for your continued support of the Arts Council for Long Beach. During the pandemic we have been able to serve 90 artists and 14 organizations in relief and support through LB CARES and private funding. We commissioned 50 artists to produce work during our Keep Arts Working campaign at the height of the Covid-19 pandemic. Now, as we look forward to recovery, we strive to be an even stronger resource for the visual and performing arts community. We are gearing up for our newest partnership with Development Services for artist relief through a Community Development Block Grant program. We believe the Arts to be an essential service and asset within the life of our City because they encourage vitality and connection. The Arts promotes tourism; Art promotes and underscores civic pride and cultural diversity; lastly, the Arts are an important element in well-rounded education systems. We urge you to continue to support the arts and culture sector with recovery funds in order for our workers and creators to recuperate from the devastating impact of the Covid-19 pandemic.

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: LBEP Roundtable for Bankers & Financial Services

Tuesday, February 23, 2021

#### Study Session Questions:

**1. What are the top two challenges facing your organizations, members, and clients in 2021?**

- Digital Education: digital or online banking. This is permanently changing client behavior. Most banks are educating and communicating to small business clients online but missing lots of small businesses (particularly for the PPP and other federal grant programs).
- Banking is reflective of the market place. We do not make the economy. We reflect it.
- Severe Disruption: Opening and closing has been damaging to their business and their psyche.
- Stopping Business has been the worst case scenario.
- M1 money supply: from \$3T to \$7T in the domestic economy. There will be impacts. Access to money, where it is coming from, and the long-term cost of money.
- Answers: there are no simple answers. It is complex and involves many different perspectives.
- Long Term: impacts will be both economic and human (e.g. customers, employees, consumers). Lack of good forecasts.
- Inundated: the small non-profit banks (CDFI) are limited in resources and staffing capacity—and have been overwhelmed by the needs and demands of small business owners.
- Lack of Money: to lend for the smaller banks and non-profit CDFI.
- Closures: there are many unknowns in the market—what business models will survive—and who to lend to.
- Staying Open: how to keep the banks open to customers in a safe way. How to serve the most customers during limited hours in the day.
- Employees: financial services workers are not considered essential workers which makes it difficult to get employees vaccinated. Some banks have kept the doors open even though some employees have stayed home due to being considered high risk.
- Customers: are not coming into the branches due to fear for health or safety and fear for standing in line. How do banks continue to serve customers remotely? Learning as we go. How do we reach customers where they need us the most?
- Digital Inclusion: many customers don't use or do not have access to technology. Bridging the digital divide is critical to serving customers online.
- Financing: for affordable housing developers are having a challenge finding the right mix of funding sources for the projects that serve high-need, low-income, residents. Shortage of bonds in State of California.
- Digging out of Hole: many developers are in debt or trying to recover.
- Childcare: many employees are parents and are unable to come to work because they have childcare issues.
- Tenant Payments: building owners do not have repayment revenue because tenants are not paying rent right now under the eviction moratoriums.
- Credit to Small Businesses: without cash flow, the small businesses are not eligible for bank loans.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Supply Chain: some businesses that are doing well are experiencing disruption in the supply chain and can't get the inventory or supplies they need to do business.
- Managing Risk: the profile has changed for underwriting. Consumer lending front has been consistent. Small business lending is different.
- Managing Perception: commitment to local communities.
- Fundraising: most of the non-profit organizations have struggled for lack of in-person events. Non-profits have asked bank foundations to increase charitable contributions but there is not more money.
- Employee: morale is a big challenge. There is going to be PTSD and it is going to take time to get over the damage from the pandemic.
- Returns: wealth customers are desperate for returns.
- Diversifying Risk
- Low Interest Rates
- Time: low-income people have the least amount time.

#### **2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your organizations, members, and clients?**

- Digital Divide: investing in online solutions to help people shop local and keep money local. Digital Inclusion: providing access to more customers online.
- Business Support: very small businesses need support to reopen and stay open. Need to be friendly to all most impacted businesses—and to assist with customer generation. Open Businesses Faster: get people back to work.
- Partnerships: between banks, CDFI, cities, and other services providers to coordinate wrap-around support.
- LBEP: utilize the non-profit development corporations to facilitate partnerships between various private sector partners to raise funds and to provide technical support. Recovery Fund: between all of banks.
- Schools Opening: this will help the childcare issues.
- Section 108: utilize this section and allow banks EQ2s as interest write-offs.
- Accommodations: we need to keep the accommodations in place
- Collaboration: the long-term impacts
- Outreach: delivering services to bank customers remotely or without serving them in-person.
- Contracting: with locally-owned small businesses. Procurement of government and corporate contracts should be with local small businesses (need to conduct a market study of the contracting opportunities).
- Insurance and Bonding: small businesses need capital to survive the process for delivering services, surviving the payment, process.
- Government Security: governments can provide security or surety to banks so that they feel comfortable with the risk of lending to small businesses.
- Predicting a 6.5% increase in GDP for 2021.
- Foundations: have adjusted their giving requirements to allow for more unrestricted uses of donated funds.
- Trust: businesses had their rights taken away and need to rebuild trust.
- Buy Local: invest in buy local campaigns.
- Employee Vaccinations: designate employees as essential and get them vaccinated will help keep the doors open and allow bankers to support customers.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Money: direct grants.
  - Housing Needs Assessments: cities should reach out to affordable housing developers to see what is possible, feasible, and doable in this environment. Site identification.
  - Pairing: larger developers with smaller developers to partner on projects.
- 3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your organizations, members, and clients?**
- Consistent employment: business owners have put everything on the line to start their business and they get paid last. Need to create stability and confidence.
  - Engagement: need to be different ways to reach people—current formats are not reaching the groups that are in most need.
  - Participation: need to engage with all the different sectors of the community and the economy to make sure that their experiences are understood.
  - Communication: creating awareness and making information available to all who need it.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery for your organizations, members, and clients?**
- Small Business Support: this should be the focus of the resources and investments. This is the engine of the economy. These are the employers of residents most impacted by the recession.
  - Housing: support residents so that they do not fall into homelessness.
  - Childcare: affordable and quality childcare is essential to getting employees back to work.
- 5. What is your measure of success for your organizations, members, and clients?**
- Before and after benchmark
  - Measure progress (pre-COVID versus after-COVID)
  - Health (many businesses are on life support)
  - Back to business
  - Employees (health, productivity, balance, use of technology)
  - Clients
- 6. If you could change one rule to help your organizations, members, and clients in 2021, what would it be?**

#### Chat Comments:

a potential solution...use section 108 for small business support
New York Loan Fund
esd.ny.gov
use that money for loss reserve when creating a fund. The fund will go to the most affected area

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: Housing, Immigration, and Language Access Roundtable

Tuesday, February 25, 2021

#### Study Session Questions:

**1. What are the top two challenges facing your organizations, members, and clients in 2021?**

- Non-profit Sector (Human Services): youth serving, low-income serving organizations are falling farther behind. These non-profits are also the ones that are operating on a shoestring and have lost their ability to fundraise. These non-profits need the most help and should be considered in the relief package (e.g. jobs, constituents, and services).
- Tenants Protections: specifically, tenant protections for residential tenants. Rental Housing division is needed in the City. Rent Relief and more sustainable practices that are beneficial to renters (particularly the issues facing immigrant families). Housing crisis in general is even harder for communities of color.
- Workers: paid sick days are needed to get through the pandemic. Most services sector workers do not have paid sick leave and are most vulnerable.
- Hospitality Workers: need to reopen and get back to work. STR need to be temporarily suspended.
- Underemployment: many families that were already at risk are facing even greater challenges due to underemployment and lack of wages. This impacts everything else.
- Navigational Services: to navigate workforce development and other economic support services; partner with community-based organizations and other neighborhood-based support.
- Health Outcomes: the health outcomes of the Black community were worse than others and there is mistrust of the medical community which only exacerbates the problem of under-vaccination.
- Undocumented: approximately 30,000 people in Long Beach are struggling with accessibility to basic resources in Long Beach. Non-profits can be leveraged to help people navigate these programs and services. Vaccination registration and distribution.
- Eligibility for Programs: undocumented families have been left out of many of these programs due to federal rules.
- COVID-19: has exacerbated existing challenges and disparities.
- Education: online learning is not serving children well and it is even harder for the Black community.
- Language Access: communities that lack language access have struggled even more to access services and participate in City activities

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your organizations, members, and clients?**

- Community-based Organizations: invest in the CBO partners like LBIRC to connect with the undocumented and other families that have the greatest needs.
- Housing Division: there needs to be a City-division that does education, outreach, and tenant assistance. Provide more housing resources without the restrictions on criminal records. See the Los Angeles rental housing division as an example.
- Seed Funding: for community land trust.

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Pathways to Homeownership: community land trusts; right to counsel; navigational support; and resources to help communities of color to make progress toward home ownership.
- Funding: priorities that are identified above and business support for small business owners. Provide funding AND technical assistance so that they are able to maximize the funds. Non-profits may need technical assistance to maximize the resources.
- Counsel Funding: to provide underrepresented communities with legal support.
- Past Reports: the Housing Element focus groups, Everyone In, Policy Link, Reconciliation Report. There are several good plans and strategies to revisit.
- Children and Youth Fund: invest in a foundation for youth and senior programming.
- Immigrant Relief Fund:
- Non-profit Funding: need to streamline the process for small non-profits. Set-aside funding to make it simpler and more accessible to secure funding.
- Jobs: addressing job losses, job training, open-up access to good jobs for communities that previously didn't have access.
- Small Business Support: for Black and minority businesses through grants and loans. Particularly in communities where they are not as accessible.
- Supplement Better Education Outcomes: tutoring or other resources for children and youth.
- Just Cause Ordinance: wouldn't cost the City money.
- Rent Cap: establish a lower rent cap than the State.
- Language Justice: how to establish more consistent implementation of language access into all City programs and services. May need to hire more full-time employees with this skillset. Move these interpretation and translation services in-house. In-house staff know the context of City business better and can provide better translation.
- Stipends for CBO: to do more culturally specific outreach to high need communities.
- Re-entry Support: for post-release residents who need wrap-around support services upon re-entry. Need assistance for housing, transportation, access to food.

### **3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your organizations, members, and clients?**

- Begin with the Right People (Sustained Collaborations with Community-based organizations): to identify the needs, design the programs, and continue after the money is gone. Utilize these resources to build capacity in community groups that can continue to help after the Stimulus funds are gone.
- Intentionality: highly target the people, programs, and resources by partnering with the smaller neighborhood-based organizations to deliver the programs and services. Focus on those most impacted (based on the data). BIPOC, tenants, and service workers.
- Office of Equity: engage the OOE in the design of the program.
- Contracting: ensure that big businesses are required to give back to the community and residents who live here. Streamline the process for smaller contractors. Invest in outreach to
- Disaggregating the Data: making sure that we can paint the entire picture of who is benefiting and who is facing hardship by race.
- Community Benefit Agreements: for larger contractors and
- Wage Standards: rooted in equity.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Enforcement: many good rules in place but what are we investing in enforcement to make sure that resources are not wasted.
  - Resources: most of the organizations that do this work are already burdened. Make it easy on them.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery for your organizations, members, and clients?**
- Rental Housing Division
  - Sustainable Relationships
  - Immigrant Relief Fund
  - Housing
  - Right to Counsel
- 5. What is your measure of success for your organizations, members, and clients?**
- Outcomes and not Outputs
  - Data Driven Benchmarks and Timeline
  - Better Outcomes from the Community
  - Reprioritization of Resources (where the go)
  - Housing Security (no displacement or rent increases)
  - Existing Inequities (where are resources currently going)
- 6. If you could change one rule to help your organizations, members, and clients in 2021, what would it be?**
- Contract out services that community-based organizations can do
  - Target resources by the data (based on need)
  - Reduce the Police budget to 5 percent
  - Rent relief and mortgage relief (debt relief)
  - Adequately and structurally fund the Health Department (rely less on grant funding)

#### Other Recommendations & Ideas:

- Process for reporting-back to the community (how close did the plan reflect the community input).

#### Chat Comments:

housing element too

HCID LA has a great rental housing division and housing dept

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

March 4, 2021

Mayor Robert Garcia and Long Beach City Council  
411 W. Ocean Blvd., 11th Floor  
Long Beach, CA 90802

**Re: Recommendations for Equitable Inclusion in the Long Beach Recovery Act (LBRA)**

Dear Honorable Mayor and Members of the City Council,

On behalf of our respective communities, we thank you for your commitment to guiding Long Beach through an equitable and just recovery. With new resources on the horizon and a national spotlight on our city lifting up our vaccination work, now is the time to be bold in meeting the needs of the most vulnerable in our community.

The challenges ahead are not easy to address. Whether we are Black, Latinx, Filipino, Cambodian, seniors, young people, women, renters, homeowners, LGBTQ, disabled, immigrants, or frontline workers, we are all feeling the stress and hardship of this pandemic in different ways. Yet, we all want to see our neighborhoods and city thrive for future generations. The Long Beach Recovery Act (LBRA) is the opportunity for city leadership to ensure we build a more inclusive Long Beach and give every Long Beach resident the chance to live a healthy life.

To meet the moment and protect the most vulnerable in Long Beach, we ask that the Mayor and City Council include all of the following in the LBRA:

**1. Funding for a Rental Housing Division: \$700,000.00**

In light of the rapidly changing housing landscape and complex changes to local, regional, state and federal housing laws, the City should establish a new Rental Housing Division within the Development Services Department to communicate with both tenants and landlords, issue objective bulletins about the laws, monitor and enforce renter protection laws, and centralize information and forms. This new division would be staffed by: one Division Officer (1 FTE), one Planner III (1 FTE), one Administrative, Analyst III (1 FTE), one Assistant Administrative Analyst I (1 FTE), one Clerk II (1 FTE), and one Deputy City Attorney (0.5 FTE). This would cost \$700,000.00.

**Mid-Level Civil Servants: Salary and Benefits**

Position	FTE	Monthly Salary at Step 4*	Months/Year	Annual Salary	Benefits Multiplier	Total Annual Compensation (Salary+Benefits)
Division Officer	1		12	\$122,000	1.6	\$195,200
Planner III	1	\$7,075	12	\$84,900	1.6	\$135,840
Administrative Analyst III	1	\$6,900	12	\$82,800	1.6	\$132,480
Assistant Administrative Analyst I	1	\$4,618	12	\$55,416	1.6	\$88,666
Clerk II	1	\$2,943	12	\$35,316	1.6	\$56,506
Deputy City Attorney	0.5		12	\$140,000	1.6	\$112,000
						<b>\$720,691</b>

\*Step 4 (of 7) on the civil service salary schedule indicates 1.5 - 2 years of service in that position

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Entry-Level Civil Servants: Salary and Benefits						
Position	FTE	Monthly Salary at Step 1**	Months/Year	Annual Salary	Benefits Multiplier	Total Annual Compensation (Salary+Benefits)
Division Officer	1		12	\$122,000	1.6	\$195,200
Planner III	1	\$6,058	12	\$72,696	1.6	\$116,314
Administrative Analyst III	1	\$5,909	12	\$70,908	1.6	\$113,453
Assistant Administrative Analyst I	1	\$3,951	12	\$47,412	1.6	\$75,859
Clerk II	1	\$2,522	12	\$30,264	1.6	\$48,422
Deputy City Attorney	0.5		12	\$140,000	1.6	\$112,000
						<b>\$661,248</b>

*\*\*Step 1 (of 7) on the civil service salary schedule indicates 0 - 0.5 years of service in that position*

**2. Additional Funding for Right to Counsel (RTC): \$3,664,000.00**

Long Beach dedicated \$250,000.00 in one-time funds in its FY 21 Budget for a RTC pilot program. Long Beach should use COVID recovery monies to fully fund this program on an ongoing basis. BIPOC tenants are disproportionately impacted by the pandemic and Long Beach needs a fully funded RTC program to prevent mass displacement.

In 2018, the Long Beach courthouse had 3,372 eviction filings. Long Beach residents make up approximately 50% of those evictions based on population and density. Accordingly, in 2018, the last year for which we have eviction filing information, approximately 1,686 evictions came from Long Beach zip codes. In order to cover this need, at an estimate of 70 cases per year per attorney, and 25 hours per case on average, approximately 27 attorneys are needed to cover the LB RTC program. The legal costs would be \$3,024,000.00 annually. The legal cost of the program is based on a blended hourly rate of \$180 per hour, based on numbers mirroring other programs of RTC. The \$180 per hour legal cost of the program includes not just attorney time, but all costs related to eviction defense including costs for paralegals, secretaries, filing costs, and all other office expenses.

The non-legal staff cost of the program for education and outreach is approximately \$640,000.00. This would cover the cost of eight full time community organizers with benefits, at \$80K per organizer (approximately \$65K plus benefits).

The total cost of LB’s RTC program will be \$3,664,000.00: with legal costs at \$3,024,000.00 and non-legal staff: \$640,000.00.

Importantly, this proposal was drafted before the COVID-19 pandemic. The May 2020 report by the UCLA Luskin Institute on Inequality and Democracy estimates that 120,000 households in LA County will face evictions as a result of the impacts of the pandemic. (UD Day: Impending Evictions and Homelessness in Los Angeles) It is also anticipated that evictions will triple in each LA County courthouse as a result of the pandemic. Therefore, evictions in the Long Beach courthouse will likely surpass 10,000 cases.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### **3. Funding for a Community Land Trust: \$5,750,000.00**

BIPOC tenants who have been disproportionately impacted by the COVID-19 pandemic are seeking pathways to homeownership and permanently affordable housing to help alleviate the pressures of displacement. BIPOC tenants have expressed great interest in community owned land models such as community land trusts (CLTs). With CLTs, the City can help to create pathways to home ownership for extremely low and very low income households. This will create permanently affordable housing, wealth generation for BIPOC residents, and prevent displacement. The city should use COVID recovery dollars to get the first CLT off the ground in Long Beach. This would cost approximately 5,750,000.00.

- Funds for property acquisition: \$5 million
- Funds for capacity building and technical assistance to tenants: \$750,000

#### **4. Increased funding for the Long Beach Justice Fund**

The FY21 adopted budget allocation of \$300,000 to the Long Beach Justice Fund is an equitable step towards providing ongoing and permanent support for the undocumented community in Long Beach. Providing free universal legal representation to immigrant residents facing deportation regardless of their background continues to be a vital resource in addressing a critical need within the immigrant community. In the past two years of implementation, 24 individuals have already been given free legal representation in their deportation cases. According to [data from the Executive Office of Immigration Review](#), there have been 70 immigration cases filed in the last 90 days within the Long Beach-Lakewood area alone with only 13 cases having legal representation. The need for legal representation within deportation proceedings continues to outpace the resources, creating the opportunity for the LBRA to invest further resources into proven systems that are protecting vulnerable Long Beach residents.

#### **5. Funding for an immigrant assistance fund: 2,500,000**

COVID-19 has destroyed the livelihoods of many in our community. But whereas those with status can rely on unemployment benefits, medicare, and any federally funded COVID-19 relief programs to get them through this crisis, **our undocumented community members are not able to**. Nearly 31,000 undocumented immigrants live in Long Beach. Many of our undocumented community members work in temporary or low-wage jobs, without access to sick leave, unemployment or the ability to work remotely or receive any federal stimulus checks. Protect community well-being, health, and the economic security of undocumented immigrants in Long Beach, especially amidst COVID-19 by creating and allocating \$2,500,000 for a Long Beach Immigrant Fund. This fund can provide financial assistance to undocumented families who have not received any help from any level of government

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

**6. Increased funding for Language Access: \$2,345,000.00**

LEP Long Beach residents continue to struggle with access to City services, meetings, documents, and critical COVID related information. The availability, quality, and speed of interpretation and translation remain pressing issues for Long Beach residents. The City should dedicate recovery funds towards achieving language justice for LEP residents. The following items are needed to achieve this goal.

- A. Dedicate adequate staff to implement the LAP consistently throughout the City and create a culture of language justice in Long Beach.** These staff members would work on an assessment of each Department's LAP compliance; an assessment of what vital documents have been translated and which ones still need to be translated; city-wide coordination; and ongoing training for staff.

**Staffing Needs:**

2 FTE LAC Program Coordinators: \$200,000

1 FTE LAC Program Assistant: \$85,000

**Total: \$285,000**

- B. Permanently move interpretation and translation services in-house, to provide a faster and higher quality response to residents who need interpretation and translation. Provide Spanish, Khmer, and Tagalog interpretation at all City Council and Charter Commission meetings without having to make an advance request.**

This would structurally fund language access because it would be undertaken by full time City employees dedicated to interpretation and translation. This would allow for ongoing translation of vital documents and it would ensure quality interpretation at all City Council and Charter Commission meetings, without having to request interpretation in advance.

**Staffing Needs:**

Hire 8 FTE Spanish, 4 FTE Khmer, and 2 FTE Tagalog interpreters as City Staff.

Estimated Translator Salary and Benefits is \$140,000/ per FTE

**Total: \$1,960,000**

- C. Provide community-based organizations who work with LEP residents ongoing stipends to conduct outreach about the Policy.** Such organizations have deep community relationships, trust and cultural competency, to effectively communicate with LEP residents about their rights and how to access City services, documents and meetings in their primary languages.

**Cost:**

\$100,000 for Community-Based Organizations

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

#### **7. Funding for safe and affordable transportation**

As outlined in the Youth and Emerging Adults Strategic Plan, “safe streets and accessible public transit are lifelines to economic, education, and cultural-enrichment opportunities” for many residents. For youth in particular, many of them rely on public transit as their main source of transportation and continually navigate through challenges regarding its affordability and concerns about safety. Many youth express that reduced student fare programs simply aren’t affordable enough– high school students may purchase \$40 30-day passes discounted from the regular \$65 30-day pass rate, forcing many to prioritize bus passes over other critical needs or risk fare evasion. Exploring fare-free options and activities that optimize the safety of pedestrians and public transit riders should be a key element to an equitable recovery in Long Beach as in-person activities and schooling resume.

#### **8. Allocate resources to the community-identified priorities in previous city reports and initiatives**

Over the past few years leading up to and during the COVID-19 pandemic, the City of Long Beach has undergone numerous processes, initiatives, and reports where community engagement was an essential part of the development of specific policy recommendations. An equitable next step is connecting the LBRA priorities to the community input and recommendations developed in efforts including but not limited to:

- Housing Element focus groups
- [Everyone In Implementation Plan](#)
- [Racial Equity and Reconciliation Report](#)
- [PolicyLink Equity profile](#)
- [Youth and Emerging Adults Strategic Plan](#)
- [Early Childhood Education Strategic Plan](#)

The opportunity before us is a tremendous lift that will require close partnership and collaboration. We are ready to work with the City of Long Beach and other political leaders to support the implementation of proposed recommendations.

Sincerely,

Advancement Project California

Democratic Socialists of America - Long Beach chapter

Educated Men with Meaningful Messages

Khmer Girls in Action

Legal Aid Foundation of Los Angeles

Long Beach Coalition for Good Jobs and a Healthy Community

Long Beach Forward

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Long Beach Gray Panthers

Long Beach Immigrant Rights Coalition

Long Beach Residents Empowered

United Cambodian Community

Youth Leadership Institute

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

### Economic Recovery Roundtables

Study Session: African American Cultural Center Board of Directors

Friday, February 26, 2021

#### Study Session Questions:

**1. What are the top two challenges facing your organizations, members, and clients in 2021?**

- Good Jobs for Communities of Color: workforce opportunities for youth and people of color. Good jobs and good wages. Ongoing support for all aspects of the worker. Also, including alternatives to the college pathway (certification programs and skills building).
- Safety: youth, particularly boys of color need to be safe from violence.
- Health & Healthcare: health and access to healthcare is a major challenge. If you are not well you cannot work or provide services to others. This includes physical and mental wellness. Big picture: how to empower residents and businesses, and non-profits.
- Living Wage: for workers so that they do not have to work multiple jobs to take care of their families.
- Food: access to healthy food. Including students at our colleges and universities.
- Education: access to information is critical for people to get access to all the support services that are available. Strengthening access to the College Promise.
- Digital Inclusion: for parents and households. This continues to be a problem for residents, businesses, and students. Particularly for households that have multiple families.
- Next Step in Education: students don't know how to take the next step in applying, securing funding. Food, transportation, tuition, and other costs.
- Conflicting Events: for community and cultural events between the community-based organizations.
- Emergent Organizations: with new members are experiencing growing pains.
- Local Hire: getting workers from neighborhoods surrounding the larger employers.
- Outlets for Creativity: people (and youth) need outlets for creativity; particularly in areas that can become jobs and ways to make a living.
- Homelessness: has grown and become very visible. Housing for veterans and women with children. They need additional support; and the development of housing for the homeless.
- Schools: opening schools for all kids; not just the private schools and wealthier families.

**2. What are the top two strategies or solutions the City Council can implement in 2021 (must have) to retain your organizations, members, and clients?**

- Black Business Commission: need to establish a commission that represents the unique needs of our Black businesses. Look at reducing the regulations for small businesses, reducing fees, and provide them with more resources to hire and pay more to employees.
- Neighborhood-based Youth Plan: long-term plans for mentorships, internships, and partnerships with neighborhood associations and local corporations—in particular with the Black community and neighborhood associations.
- Public-Private Partnerships: City can invest Federal resources in public private partnerships between neighborhood associations and local corporations.
- Needs Assessment: utilize a data-driven process for assessing needs; also, compile a list of Black-owned businesses and conduct a survey to establish their needs.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- Landlord Relief: establish a program and resources to help landlords who are unable to collect rent.
- Food Access
- Youth Workforce: access to good jobs and workforce support.
- Neighborhood Associations: coming together to share common issues and solutions. Provide resources and grants to strengthen neighborhood associations.
- Support Community-based Organizations: continue to support the non-profits that received funding from the CARES Act. This is good work and should be expanded.
- Evaluation of Social Service Hours: social and community services should be available 24-hours a day. The high-need communities need social services off-hours (24-hours a day).
- Urgent Care: provide 24-hour urgent care medical services.
- Local Hire for Food Workers: providing job opportunities providing food access within high-need communities.
- Youth Employment: providing job opportunities for youth can help to keep young people out of trouble. Engage with local employers (e.g. Port of Long Beach), to provide job opportunities for youth. We have been discussing it for year but we have not seen progress.
- Online:
- Hyperlocal Hiring: to create job opportunities for members of the community. Leverage the PLA to provide job opportunities and training for community members on construction projects.
- Outreach: to businesses and residents. Communication needs to be increased.
- Black Business: need to invest more in Black business and Black entrepreneurship. Training young people to be entrepreneurs and vocational training through the schools.
- Home Ownership: invest in housing solutions to promote home ownership when the housing market becomes more affordable. Promote smaller units.
- Transportation: add an LB Transit Representative to the Long Beach College Promise Board to help coordinate transportation for students (and incorporate equity).

### 3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your organizations, members, and clients?

- Digital Inclusion: continue existing strategy and expand it to cover all the people it is intended for. We don't hear from communities in need because they don't have access, they don't get the information, and we don't hear from them. The need is 10 times what was provided for in the CARES Act.
- Grassroots: design the solutions around the individuals that are most in need.
- Technology Training: for parents and heads of household. Need mobile technology training units that can go to the households of most need.
- Equity Prioritization: prioritize the solutions based on equity; funding based on equity; regular reporting on the results. Funding based on equity.
- Educational Services: programs are for all the people.
- Needs Assessment: meet with community members, prioritize needs, and use it to make decisions about resource allocations.
- City Representatives: should attend regular monthly meetings of neighborhood associations. Provide stipends to neighborhood leaders.
- Generational Needs: consider the different needs of the different generations. Need to consider different forms of communication.

## ATTACHMENT A: COMMUNITY FEEDBACK

### Economic Recovery Strategy

- In-person Engagement: for bringing people back together in person. Create engagement between business districts and other business leaders in-person.
  - Arts Resources: collaborate with the arts and culture organizations to maximize the available resources to the community. Retain the talent of the artists and creatives in the City. Create incentives to retain artists and the arts.
- 4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery for your organizations, members, and clients?**
- Prioritize: validate solutions and
  - Waterfalls: fund infrastructure, provide employment, meet the needs of underserved, and other collateral benefits.
- 5. What is your measure of success for your organizations, members, and clients?**
- Strategic Goals and Objectives: measuring progress against strategic goals, impact over time, and starting point (before COVID-19).
  - Expanding Access to Impacted Communities: health, and digital inclusion.
- 6. If you could change one rule to help your organizations, members, and clients in 2021, what would it be?**
- Economic Development Zones: revisit the creation of economic empowerment zones. Consider healthcare zones.
  - Get People Involved: update the process to open-up opportunities to grass roots organizations to serve on boards, commissions, committees.

#### Other Recommendations & Ideas:

1. Student Roundtable with LBUUSD, LBCC, and CSULB.
2. LBUUSD student equity group.

#### Chat Comments:

Great suggestion! 24 hr services
Black Chamber of LB
Relax some of the permits/requirements for City resources, for community serving non-profit orgs

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

MEMORANDUM

Date: February 26, 2021

TO: Jessica Dela Rosa  
City of Long Beach

FROM: *Felton Williams*  
Felton Williams

SUBJECT: Considerations for City of Long Beach Economic Recovery Roundtable

CC: Dr. Minnie Douglas  
LaVerne Duncan  
Errol Parker  
Councilmember Rex Richardson  
Councilmember Al Austin

Following are recommendations from members of the African American Cultural Center, Long Beach for the City of Long Beach Economic Recovery Roundtable.

Recommendation 1

Compile list of African American/Black business in the city and conduct a “needs survey.”  
Establish Black Business Commission to advocate on behalf of Black businesses

Recommendation 2

Conduct a survey of Black and minority Landlords to ascertain their needs

Recommendation 3

Conduct a “needs analysis” of food markets in under sourced communities

Recommendation 4

Conduct a “needs analysis” of Technology and “digital inclusion” needs in under sourced communities

Recommendation 5

Conduct a survey of Faith-based institutions to ascertain needs to reopen to the community

Recommendation 6

Assess the needs of 24-hour urgent care facilities in under sourced communities

Recommendation 7

Assess the unemployment needs African American/Black of youth and adult in the city

## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **Economic Recovery Roundtables**

Study Session: Black Owned Business

Sunday, February 28, 2021

#### **1. Top Two Challenges Facing You or Your Business in 2021?**

- Rebuilding consumer confidence in terms of making them comfortable to return to barber shops, beauty salons, etc.
- Business license taxes and BID fees
- Not having technical assistance (i.e., assistance with profit and loss statements, balance sheets, etc.)
- Limited revenue to maintain nonprofit operations
  - Fundraising has been a challenge
  - Inability to secure “unrestricted” grants to cover staffing, rent, utilities, and other fixed costs
- High cost of labor making it hard to keep and hire staff
- Adapting to new ways of doing business in the COVID environment
- Not being able to leverage the benefits of technology due to lack of digital literacy and being unfamiliar with tech tools
- Not being able to operate at full capacity due to local Health Order restrictions

#### **2. What are the top two strategies or solutions the City could implement in 2021 to retain businesses and workers in your industry?**

- Access to “unrestricted” (i.e., working capital) funding that can help cover utilities, rent, payroll, and other fixed costs
- City-sponsored internship program that connects businesses to staff support
- Facilitating connections between philanthropic institutions and nonprofits that serve the black community
- Creating flexible outdoor spaces for businesses to operate (i.e., meditation, massage, etc.)
- Marketing initiatives that promote black businesses
- Business license and fee waivers
- Technical assistance to help businesses and nonprofits complete grant applications
- Legislative strategy to limit restrictions on SBA programs (i.e., allow re-entry entrepreneurs to benefit)

#### **3. What can the City do to ensure that the Economic Recovery strategy is equitable to business owners and workers in your industry?**

- Prioritize black owned businesses and nonprofits in funding opportunities
- Make it easier for black nonprofits to access City contracts
- Targeted business outreach and education strategy
- Using data to drive investments

#### **4. If the Federal Government passes a stimulus package for local government, how do you recommend it be spent to promote economic recovery in your industry/sector?**

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- Question was not asked during roundtable. However, the following were identified as priorities:
- Flexible grants for businesses and nonprofits
- Business outreach and education coupled with technical assistance for businesses and nonprofits
- Marketing initiative to promote local businesses
- Business license and fee waivers
- City-sponsored interns and staffing

#### **5. How do you measure success for your business?**

- Revenue growth
- Making a profit (not just breaking even or losing money)
- Hiring new staff

#### **6. If you could change one rule to help your business what would it be?**

- Make it easier to apply for grants—require less documentation
- Change City procurement rules to carve out a percentage of citywide spend on black businesses and nonprofits
- Increase percentage admin spend in contracts for service to 20 – 25 percent

#### **• Misc. Notes**

- Need to think about strategies that can increase city spending on black businesses and nonprofits within existing procurement policies and procedures
- Need to think about longer-term strategies to support black businesses and nonprofits
- Consider hosting an annual summit that focuses on the economic contributions of black residents and businesses

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

#### **Economic Recovery Roundtables**

Study Session: Meals on Wheels

Tuesday, March 2, 2020

- 1. What are the top two challenges facing your organizations, members, and clients in 2021?**
  - Needs more space to bring all three locations under one roof
  - Needs relocation assistance and funding
  - Office, storage, pick up, delivery
  - Raising money to feed people and provide other support services
  - The need in the community has grown, funding needs to keep up with demand
  
- 2. What are the top two solutions the City can implement in 2021 to help your organizations, members, and clients?**
  - Help Meals on Wheels relocate (site location and funding)
  - Financial assistance to continue to feed people (\$100,000)
  - \$200,000 feeds 100 people per day per year
  
- 3. What can the City do to ensure that the Economic Recovery Strategy is equitable for your organizations, members, and clients?**
  - Providing financial support to help Meals on Wheels target communities of color (i.e., black community)
  - Black clients are most challenged financially and need the most support
  - Invest more intentionally in Downtown and West Long Beach
  - People that are retired and only earn SSI
  - Section 8 vouchers
  - Target senior building in Downtown Long Beach
  
- 4. If the Federal Government passes a stimulus package for local government, how should it be spent to have the greatest impact on your organizations, members, and clients?**
  - Invest heavily in food access
  - Invest in supporting people that are socially isolated
  - Money to support training of food delivery staff to assist with dealing with populations that are socially isolated
  - Funding for client support program that focuses on “wellness check” supported by CSULB nursing students, gerontology students, etc.
  
- 5. How do you measure success for your organizations, members, and clients?**
  - Number of meals
  - 170k in 2019 to 239k in 2020
  - Individual success stories/interventions to support people in need
  - Individual donations
  - Not operating in the red

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

- 6. If you could change one rule to help your organizations, members, and clients?**
- Reducing the red tape and improving access to non-profit relief grants
  - City asks for too much information/supporting documentation
  - Need to make application process more straightforward

## ATTACHMENT A: COMMUNITY FEEDBACK

Economic Recovery Strategy

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February 23, 2021

Honorable Mayor Garcia  
Long Beach City Council  
411 W Ocean Blvd.  
Long Beach, CA 90802

### **RE: CARES Act Funding for Long Beach Hotels**

Dear Honorable Mayor Garcia,

Long Beach's independently owned hotels and motels urgently need your support to receive anticipated federal COVID-19 stimulus package funds from the CARES Act that will go a long way in jump-starting our much-needed economic recovery.

In fact, 48 of our city's hotels and motels are independently owned and operated and our industry is one of the largest job creators in Long Beach. Our thousands of employees have been out of work for almost a year as state and county health and safety mandates brought our business to a near halt since the pandemic began in March 2020. During this time, hotels have been open only sporadically for essential workers and those in need of medical sheltering or shut down completely.

The anticipated CARES Act funding is critical to support local and independent hotel owners' abilities to survive and bring back their employees. By including local hoteliers as small and independent businesses, which they are, you'll be taking a significant step to protect jobs, and restart Long Beach' tourism and local economy.

It is our understanding is that the City of Long Beach is expected to receive federal funding in the new COVID-19 relief package. We ask that local and independent hotels be included as funding recipients. We know you understand the urgency of this request, and we thank you for your consideration.

Respectfully,

A handwritten signature in black ink that reads "H Rozman".

Heather Rozman  
Executive Director  
Long Beach Hospitality Alliance

## **ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

### **EMAILED COMMENTS RECEIVED:**

Hello John and Councilmembers Mungo, Allen and Richardson,

As you are well aware, our city's arts organizations were the first to shut down and will, most likely, be one of the last sectors to fully re-open. The national vaccine news is encouraging and our city is a model for distribution excellence. We hope to re-open for indoor concerts this fall. This means we need to continue surviving without any source of earned revenue for the next 6 months. We also anticipate not being fully functional until the 2022/23 season due to a lack of patron comfortability of indoor concerts at the Terrace and the Arena.

Sadly, all our professional musicians are struggling as they've been out of work for a year. Due to the city's CARES funding and a few grants and donations from others, we've maintained a skeletal administrative crew who are preparing to re-open as soon as we are able. I do dream of a free, outdoor park concert on Labor Day weekend celebrating the American Spirit and our essential workers, in addition to smaller, outdoor concerts in every district of our city this summer. Fingers crossed.

Knowing how supportive you are of the arts and arts education, I urge you to consider allocating funding once again for our major arts organizations to ensure survivability during these extraordinary times.

Thank you so much for considering my request.

Fondly,

Kelly

Kelly Lucera | President  
LONG BEACH SYMPHONY  
249 E. Ocean Blvd., Suite 200 | Long Beach, CA | 90802  
P: (562) 436-3203 | F: (562) 491-3599  
W: [LongBeachSymphony.org](http://LongBeachSymphony.org)



## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

Regarding the upcoming discussions on CARES ACT funds as it relates to residential tenancies in need of assistance.

I reside in and am a property owner/landlord of several properties in Long Beach.

I have tenants that are delinquent due to the COVID-19 outbreak and their lack of employment etc.

I strive to keep the rents low and affordable.

During the last funding for tenants in need, I was fortunate enough to convince 2 of my struggling tenants to apply for the funds from the City and thankfully they were received.

I have other tenants that expressed a greater need yet they failed to apply.

Whether it was a lack of Internet access, language barrier, a reluctance to apply due to their residency status or even just being lackadaisical, the tenants with the most dire circumstances did not apply.

Their not applying, forces the continued burden of the uncollected rent onto the shoulders of the landlord.

I request you consider an alteration of the program to allow the landlord to apply on behalf of the delinquent tenant for the funds. Responsible Landlords will apply for the credit and to the benefit of the tenant. It will preserve the landlord/tenant relationship and the tenant's ability to weather this crisis without the stress of wondering how they can ever afford to repay the thousands of dollars in debt they have accrued.

Bob McCabe

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

Dear Mayor and City Councilmember's,

Due to the Long Beach City Council, LA County Board of Supervisors and State elected officials actions that have passed ordinances allowing tenants to defer their rental obligations for over a year now; we are asking when you receive your next round of federal funding as the Mayor mentioned in his latest press release that the City allocate the funds direct to the landlords through the application process.

The previous process was very difficult for landlords as it required tenants to fill out applications to receive funding that was applied to back rent owed. This process needs to change immediately as a lot of tenants didn't want to take the time to fill out the applications.

Landlords are more than happy to fill out the applications as quickly as possible to help offset the loss in rental income. Please direct Economic Development to change the way these funds are allocated so that your housing providers can avail themselves of the funds without having to worry whether tenants will fill out the applications.

Thank you for your consideration,

Matt Wolf

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

*Dear Mayor and City Councilmember's,*

*Due to the Long Beach City Council, LA County Board of Supervisors and State elected officials actions that have passed ordinances allowing tenants to defer their rental obligations for over a year now; we are asking when you receive your next round of federal funding as the Mayor mentioned in his latest press release that the City allocate the funds direct to the landlords through the application process. The previous process was very difficult for landlords as it required tenants to fill out applications to receive funding that was applied to back rent owed. This process needs to change immediately as a lot of tenants didn't want to take the time to fill out the applications. Landlords are more than happy to fill out the applications as quickly as possible to help offset the loss in rental income. Please direct Economic Development to change the way these funds are allocated so that your housing providers can avail themselves of the funds without having to worry whether tenants will fill out the applications. Thank you for your consideration.*

Sincerely,

David Schwartz

Doowy Does IT

8690 Hayden Place

Culver City, CA 90232

(310) 876-1046 x101 Office

(310) 916-6092 Mobile

(877) 800-1387 Fax

**ATTACHMENT A: COMMUNITY FEEDBACK**

Economic Recovery Strategy

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Manuel Jesus

(310) 775-0620

## **ATTACHMENT A: COMMUNITY FEEDBACK**

### Economic Recovery Strategy

Hello Councilwoman Mungo,

I would like to advocate for our independent mental/health providers. The work hand in hand with many nonprofits. They were not prioritized. Many loans and grants were for orgs with employees. BIDS did not help. Health dept grants required that they add new clients. Residents with needs are referred to these providers or these professionals train our nonprofits. I advocate that independent mental health service providers (Licensed MFT, MSWS) get the nonprofit business license fee. It will help greatly. I also think that BIDS need to include sole proprietors or 1-2 businesses in their grants. I know 2 cases in which the business owner is assessed for a BID but did not receive any support or were included in conversations. At a state or federal level, the city can help advocate for loans, grants, or subsidies for these businesses.

I also do not know how to word my next suggestion. But, how can we ensure that our offices are safe? How is the property owner held accountable to ensure safety via the vent system?

Thank you again for your support. I appreciate your presence and dedication.

**Griselda Suárez**

Executive Director, Arts Council for Long Beach

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[artslb.org](http://artslb.org)

115 Pine Avenue, ste.350, Long Beach CA 90802

