



NB-15

Rex Richardson
Long Beach City Councilmember, 9th District

Date: October 14, 2014

To: Honorable Mayor Robert Garcia and Members of the City Council

From: Councilmember Rex Richardson, Ninth District
Councilwoman Lena Gonzalez, First District
Councilmember Roberto Uranga, Seventh District
Councilmember Al Austin, Eighth District

Subject: My Brother's Keeper Community Challenge

RECOMMENDATION:

Respectfully request the City Manager to work with President Obama's administration on providing a report within 90 days on the My Brother's Keeper (MBK) Community Challenge and methods on how the City of Long Beach can support the initiative to improve conditions for boys and men of color in Long Beach. This report should include the following components:

- A thorough summary of the MBK Initiative, with specific focus on matters related to youth jobs and internships, living wages, violence prevention, and community-oriented policing
- A review of which current programs and policies within the City of Long Beach support the goals of the MBK Initiative
- An evaluation of the ability for the City to accept the MBK Community Challenge
- A strategy of how to better connect City programs to community-based programs that align with the MBK Initiative
- A recommendation of how the City can collaborate with the Long Beach Unified School District (LBUSD) on their similar efforts and programs
- Recommendations on potential next steps in accepting the MBK Community Challenge

DISCUSSION

In February 2014, President Obama launched the My Brother's Keeper Initiative to address persistent opportunity gaps faced by boys and young men of color and ensure that all young people can reach their full potential.

The Initiative is focused on six milestones:

1. Getting a Healthy Start and Entering School Ready to Learn
2. Reading at Grade Level by Third Grade
3. Graduating from High School Ready for College and Career
4. Completing Post-Secondary Education or Training



5. Successfully Entering the Workforce
6. Keeping Kids on Track and Giving Them Second Chances

Most recently, President Obama and the My Brother's Keeper Initiative issued a "Community Challenge," tasking local communities to take action and become an MBK Community by enacting sustainable change through policy, programs, and partnerships. The MBK Community Challenge encourages communities to implement a clear strategy for improving the life outcomes of all young people to ensure that they succeed, regardless of who they are, where they come from, or the circumstances into which they are born.

Long Beach is an extremely diverse city, and the needs and disparities of the large population of boys and men of color must be addressed through a collaborative process. With the recent adoption of our Safe Long Beach Violence Prevention Plan, and many other key programs, the City of Long Beach has the momentum to better support youth and to participate in the MBK Initiative.

Data shows that young people of color, regardless of socio-economic background, are disproportionately at risk throughout the journey from their youngest years to college and career. In Long Beach, disparities continue to remain among our diverse population in many aspects relating to quality of long-term life outcomes. For example, at least a quarter of the Latino and Black population live below poverty compared to only 10% of Whites. In addition, the white population makes a significantly higher annual income than the other ethnicities, with the lowest household income being reported by Blacks.

Disparities also persist around educational attainment and employment. For those in Long Beach with at least a 4-year college degree, 56% are White compared to only 17% Asian, 15% Latino, and 9% Black. Of those in the labor force, the highest unemployed rate is among blacks at 18% while Whites and Asians are only at 8%.

By responding to the MBK Community Challenge, the City of Long Beach will be better positioned to assess, implement and collaborate with the community to create more opportunities for success for youth.

FISCAL IMPACT

There is no fiscal impact.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: October 10, 2014
To: Larry Herrera-Cabrera, City Clerk
From: Councilmember Rex Richardson, Ninth District
Subject: Request to Add Agenda Item to Council Agenda of October 14, 2014.

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

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

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Council District	Authorizing Councilmember	Signed by
1	Lena Gonzalez	
7	Roberto Vazquez	
8	Al Austin	