

PLACE-BASED STRATEGY:

A Way to Address Consolidated Plan and Assessment of Fair Housing Goals

Place-based initiatives are strategic approaches where resources are targeted to address issues at the neighborhood level. Place-based approaches ensure that neighborhoods become places where children and families succeed and thrive by intentionally building, operationalizing and sustaining revitalization efforts (placemaking) and community capacity.

To address key Assessment of Fair Housing (AFH) goals, improve neighborhood conditions and eliminate disparities in access to opportunity between residents in Long Beach and reduce segregation, the Consolidated Plan (Con Plan) **will focus place-based efforts and investments in segregated, high poverty, low opportunity neighborhoods.**

The U.S. Department of Housing and Urban Development (HUD), along with several other federal agencies, recognizes that social, economic and health outcomes are connected and can be addressed through various place-based initiatives.

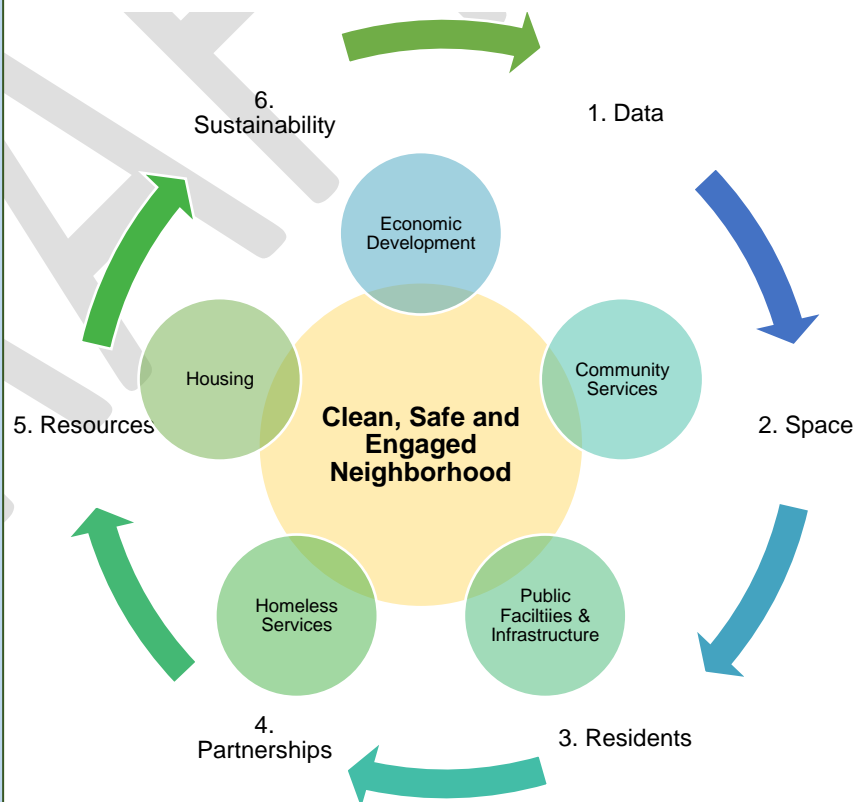
Why a Place-Based Approach?

People contribute to and are affected by the place in which they live. Therefore, people and places are interrelated.

Place-Based Strategies: Building Blocks

- 1. Listen: Consider Public Input**
 - Determine a common vision and drive
 - Manage a broadly supported community process designed to improve results for children and families in a particular neighborhood
- 2. Target: Place-Based and Data-Driven Decisions**
 - Collect, analyze and use data for learning and accountability
 - Design and implement strategies based on the best available evidence of what works
 - Develop performance metrics
- 3. Leverage: Maximize Investment and Seek Collaboration**
 - Develop financing approaches that better align and target resources
 - Create strategic and accountable partnerships that engage multiple sectors and share accountability for results
- 4. Sustain: Community Ownership and Champions**
 - Mobilize public will
 - Work with neighborhood residents as leaders, owners and implementers of neighborhood transformation efforts
 - Deepen organizational and leadership capacity
- 5. Align Goals: Address Assessment of Fair Housing (AFH)**

Addressing Consolidated Plan Priorities through a Place-Based Strategy



Targeted Placemaking in Long Beach: During the next five years, the City will work with the community to implement Placemaking, a place-based project that creates economic development and neighborhood revitalization by combining community development activities in one place in order to better align strategies and maximize impact.

In order to increase impact, overlapping investments in a particular place can be coordinated and better aligned.

Graffiti Removal

Mural Restoration

Sidewalk and Alley
Improvement Program

Neighborhood
Leadership Program

Afterschool & Weekend
Recreation

Code Enforcement

Urban Forestry

Line of Credit Small
Business Program

Technical Business
Assistance (SBDC)

Business Revitalization
Program

Home Improvement
Rebate/ Loan Program

Small-Scale Infrastructure
(Light, Quick, Cheap)

Which Neighborhoods?

VIRGINIA VILLAGE PBNIS BY THE NUMBERS (2011-2015 ACS 5-Year)

POPULATION

North

4,587

Long Beach

462,257

ECONOMIC SECURITY

% Below Poverty Line

Unemployment

*April 2017 citywide unemployment shows 4.5%

Median Household Income

North

24.2%

15.4%

\$ 41,726

Long Beach

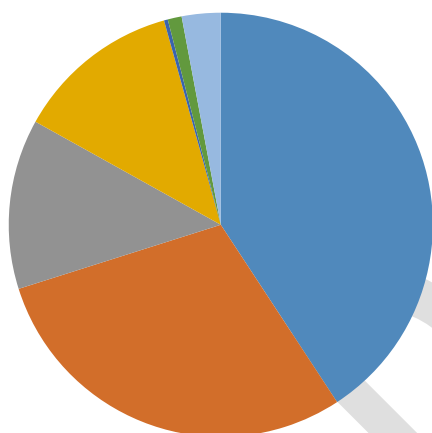
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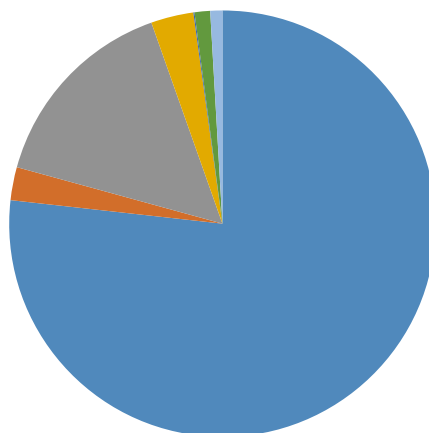
\$ 52,783

ETHNICITY & RACE

Long Beach



North



- Hispanic
- White
- Black
- Asian
- American Indian and Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Other or Two or More

HOUSING

EDUCATION

Owner Occupied

North

37%

Long Beach

40%

Renter Occupied

63%

60%

Gross Rent as % of Income (>35%)

60%

47%

Less than HS Degree

North

47%

Long Beach

21%

HS Degree or Equivalent

53%

79%

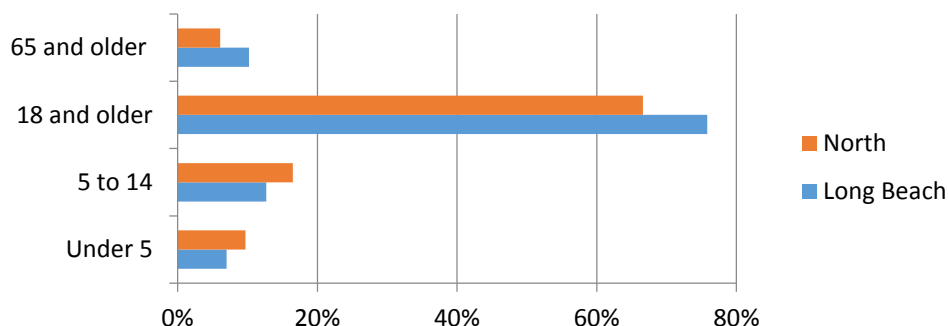
College/ Higher Education Degree

6%

30%

AGE OF RESIDENTS

MAP



WEST PBNIS BY THE NUMBERS (2011-2015 ACS 5-Year)

POPULATION

West

6,549

Long Beach

462,257

ECONOMIC SECURITY

% Below Poverty Line

Unemployment

*April 2017 citywide unemployment shows 4.5%

Median Household Income

West

42.5%

23.2%

\$ 28,220

Long Beach

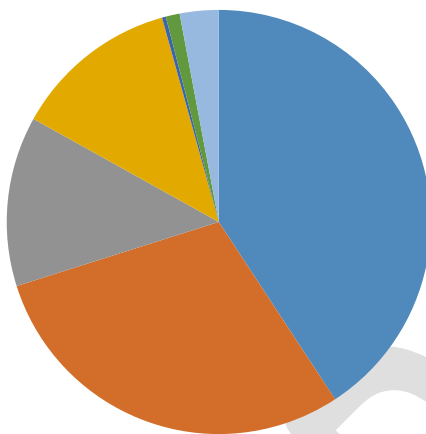
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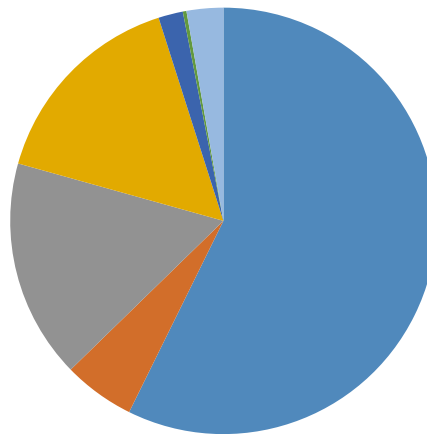
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ETHNICITY & RACE

Long Beach



West



- Hispanic
- White
- Black
- Asian
- American Indian and Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Other or Two or More

HOUSING

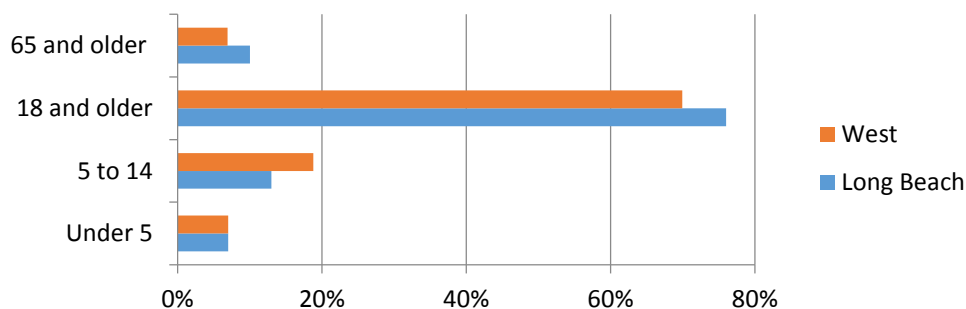
EDUCATION

	West	Long Beach
Owner Occupied	31%	40%
Renter Occupied	69%	60%
Gross Rent as % of Income (>35%)	71%	47%

	West	Long Beach
Less than HS Degree	28%	21%
HS Degree or Equivalent	72%	79%
College/ Higher Education Degree	7%	30%

AGE OF RESIDENTS

MAP



WASHINGTON PBNIS BY THE NUMBERS (2011-2015 ACS 5-Year)

POPULATION

WASHINGTON

18,363

Long Beach

462,257

ECONOMIC SECURITY

% Below Poverty Line

Unemployment

*April 2017 citywide unemployment shows 4.5%

Median Household Income

Washington

39.2%

14.3%

\$ 28,727

Long Beach

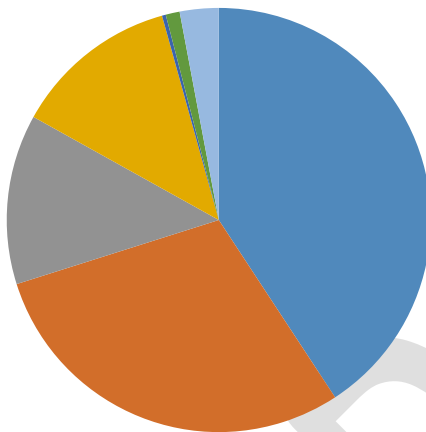
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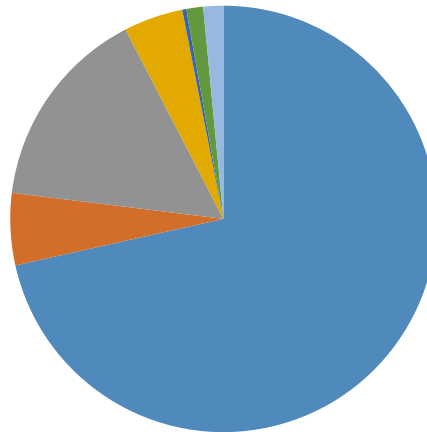
\$52,783

ETHNICITY & RACE

Long Beach



Washington



- Hispanic
- White
- Black
- Asian
- American Indian and Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Other or Two or More

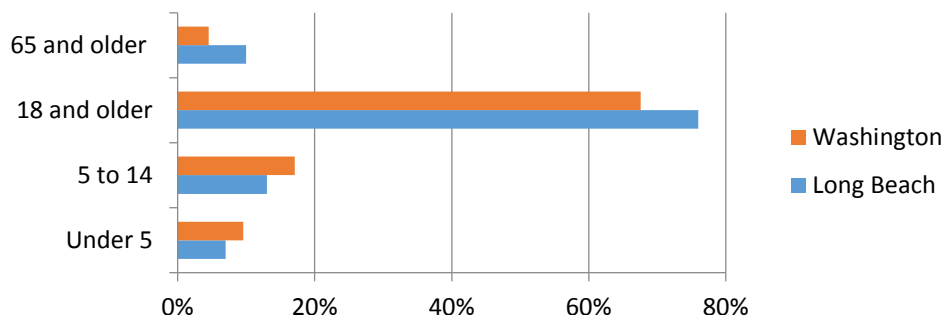
HOUSING

	Washington	Long Beach
Owner Occupied	9%	40%
Renter Occupied	91%	60%
Gross Rent as % of Income (>35%)	69%	47%

EDUCATION

	Washington	Long Beach
Less than HS Degree	47%	21%
HS Degree or Equivalent	53%	79%
College/ Higher Education Degree	8%	30%

AGE OF RESIDENTS



MAP



MLK PBNIS BY THE NUMBERS (2011-2015 ACS 5-Year)

POPULATION

MLK

4,323

Long Beach

462,257

ECONOMIC SECURITY

% Below Poverty Line

Unemployment

*April 2017 citywide unemployment shows 4.5%

Median Household Income

MLK

38.2%

17.6%

\$ 30,444

Long Beach

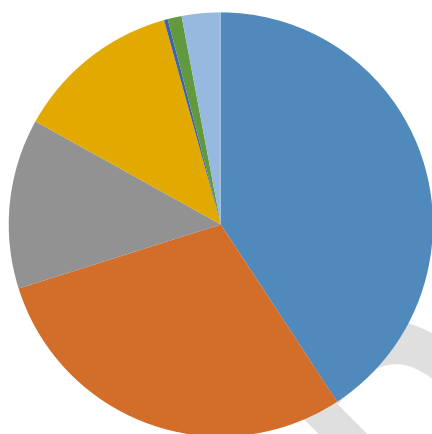
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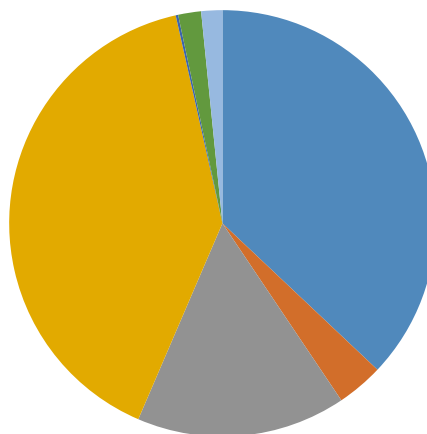
\$ 52,783

ETHNICITY & RACE

Long Beach



MLK



- Hispanic
- White
- Black
- Asian
- American Indian and Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Other or Two or More

HOUSING

EDUCATION

Owner Occupied

MLK

28%

Long Beach

40%

Renter Occupied

72%

60%

Gross Rent as % of Income (>35%)

73 %

47%

Less than HS Degree

MLK

41%

Long Beach

21%

HS Degree or Equivalent

59%

79%

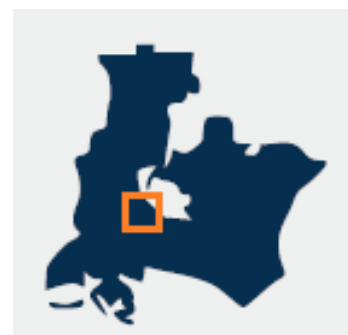
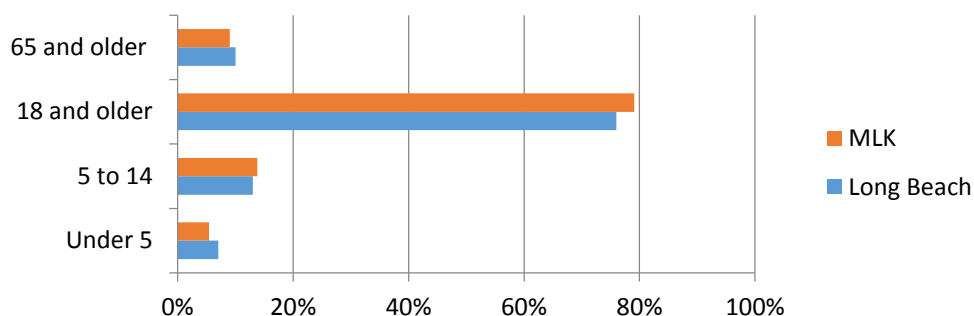
College/ Higher Education Degree

7%

30%

AGE OF RESIDENTS

MAP



MACARTHUR PBNIS BY THE NUMBERS (2011-2015 ACS 5-Year)

POPULATION

MacArthur

10,214

Long Beach

462,257

ECONOMIC SECURITY

% Below Poverty Line

Unemployment

*April 2017 citywide unemployment shows 4.5%

Median Household Income

MacArthur

31.8%

16.5%

\$ 35,366

Long Beach

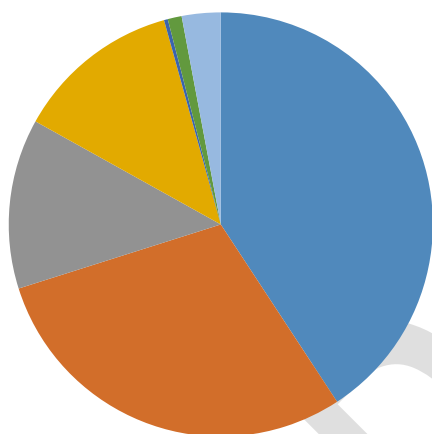
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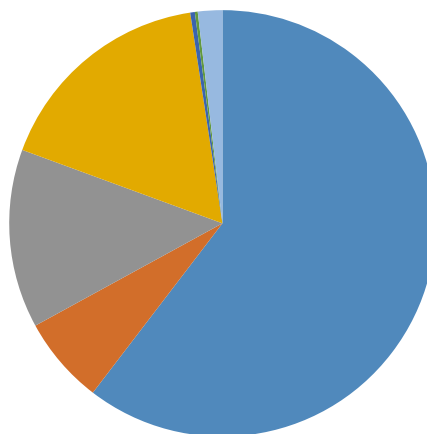
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ETHNICITY & RACE

Long Beach



MacArthur



- Hispanic
- White
- Black
- Asian
- American Indian and Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Other or Two or More

HOUSING

EDUCATION

Owner Occupied

MacArthur 15%
Long Beach 40%

Renter Occupied

85% 60%

Gross Rent as % of Income (>35%)

53% 47%

Less than HS Degree

MacArthur 48%
Long Beach 21%

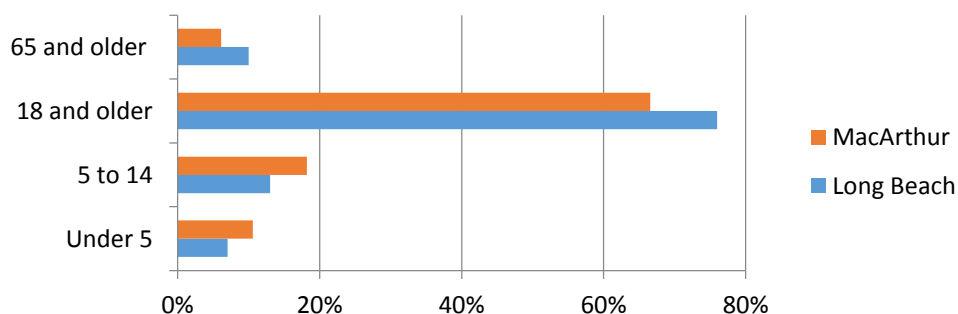
HS Degree or Equivalent

52% 79%

College/ Higher Education Degree

6% 30%

AGE OF RESIDENTS



MAP

