



Date: June 11, 2019

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

From: Councilmember Rex Richardson, Ninth District *RR*
Councilwoman Lena Gonzalez, First District *LG*
Councilmember Roberto Uranga, Seventh District *(R)*

Subject: Long Beach Economic Inclusion Plan

RECOMMENDATION:

Receive and file the 2019 Everyone In Economic Inclusion Implementation Plan, adopt recommendations, and request the City Manager to work with the appropriate departments to report back with a timeline for implementation within 120 days for 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); and

Request the City Manager provide on-going implementation plan updates every 6 months thereafter until a workplan and funding source for each of the policy goals has been approved by City Council.

Discussion

Launched in November 2017, the 'Everyone In' Economic Inclusion Initiative follows the City Council's adoption of the Blueprint for Economic Development. The Blueprint is a ten-year framework that outlines policy recommendations and focus areas to drive the City's economic growth; strategies include strengthening established and emerging industries, workforce development, business assistance, quality of life, and leadership. The Blueprint also uplifts economic inclusion as a core focus area to increase access to economic opportunities in low-income communities.

While greater economic inclusion corresponds with more robust economic growth, 'Everyone In' sets out to design policy solutions that deliver economic opportunity to those being left behind in Long Beach's booming economy. 'Everyone In' has engaged underrepresented segments of the community to understand their experiences, and the policies and programs that have either helped or posed as barriers to opportunity. The Economic Inclusion Plan is the summation of five key strategies informed and designed by the community through comprehensive outreach.



Understanding the Challenges

The 'Everyone In' Economic Inclusion Initiative began with three essential steps, focusing on data collection, learning, and understanding the strengths and challenges of the Long Beach community. First, City Council commissioned a listening tour, conducted by the Department of Economic Development. The '**Everyone In' Listening Tour** engaged over 100 residents from underrepresented sectors of the Long Beach community, using ten focus groups to co-design twelve solutions¹ that would create economic opportunity for all.

Everyone In Listening Tour	1. Multilingual financial literacy
	2. More respectable financial institutions
Community Solutions	3. Establish diverse workforce development strategies
	4. Youth workforce development programs
	5. Partnerships with local schools
	6. Creation of community hubs and resource centers
	7. Provide small business development support
	8. Develop internships and apprenticeships
	9. Support wage increases
	10. Affordable childcare
	11. Homebuyer support
	12. Bring back a "Community Redevelopment Agency" approach

Next, Councilmember Richardson partnered with the Los Angeles Local Initiative Support Corporation (LA LISC) to convene five **Policy Roundtable Discussions**², exploring best economic inclusion practices around the country. From December 2017 to April 2017, a multidisciplinary think tank of Long Beach leaders engaged in robust dialogues on the following topics:

- Pathways to Homeownership
- Addressing Barriers to Small Business Ownership & Entrepreneurs
- Future of Banking in Low-Income Communities of Color
- Strategies to Increase Local, Inclusive Procurement and Contracting
- Workforce Development: Creating Pathways to Living Wage Careers

¹ "Everyone In! City of Long Beach Economic Inclusion Listening Tour Summary Report," (2018).

² Tunua Thrash-Ntuk, Miranda Rodriguez, and Alyssa Gutierrez, *'Everyone In' Economic Inclusion Initiative Phase 1 Summary: Developing Solutions to Advance Economic Inclusion in Long Beach* (Los Angeles: 2019), <http://www.lisc.org/los-angeles/resources/reports-presentations/>.



Last, the City Council commissioned a comprehensive data analysis to determine how well Long Beach is doing to ensure its diverse residents can participate in the City's economy³. **The Equitable Growth Profile of Long Beach** was conducted by PolicyLink and USC's Program for Environmental and Regional Equity, as the study applies a racial equity lens to four economic indicators (demographics, economic vitality, readiness, and connectedness) to identify the pertinent challenges and opportunities facing Long Beach communities.

The information gathered from the Listening Tour, Policy Roundtables, and Equitable Growth Profile were used to outline the 2019 Economic Inclusion Objectives⁴, which Councilmember Richardson presented during a joint-meeting of the Economic Development and Finance Committee and the Economic Development Commission. Altogether, the lessons learned, and objectives informed a working group of Long Beach community partners and stakeholders to develop localized policy and program recommendations that will expand economic opportunity.

Creating Solutions for Economic Inclusion

Beginning in January 2019, Councilmember Rex Richardson and LA LISC convened an Implementation Committee, of 40 stakeholders to create five economic inclusion recommendations for the City of Long Beach.

The Implementation Committee

The Implementation Committee included participation from the following:

Bixby Knolls Business Improvement Association	F&M Bank
California Endowment	Foundation for Economic Democracy
California State University, Long Beach Institute for Innovation and Entrepreneurship	IBEW Local 11
Centro CHA	Khmer Girls in Action
Century Villages at Cabrillo	Latinos in Action
City of Long Beach Economic Development Commissioners	Legal Aid Foundation of Los Angeles
City of Long Beach Office of Equity	LINC Housing
Downtown Long Beach Business Alliance	Long Beach City College Workforce Development
Economic Policy and Impact Center	Long Beach Community Foundation
	Long Beach Forward
	Long Beach Transit
	Long Beach Unified School District
	Los Angeles Food Policy Council

³ PolicyLink, *An Equitable Growth Profile of Long Beach*, (2019), <https://www.policylink.org/resources-tools/long-beach-equity-profile>.

⁴ Councilmember Rex Richardson, *2019 Economic Inclusion Objectives*, (2018), <http://longbeach.legistar.com/View.ashx?M=F&ID=6838943&GUID=BDC2BA12-D79F-4F96-AE65-BEB140A8D87C>.



Pacific Gateway Workforce
 Investment Network
 Pride Real Estate Professional
 Association
 Port of Long Beach

United Cambodian Community
 University of Southern California,
 Small Business Diversity Office
 Wells Fargo Bank
 YMCA Youth Institute

The Implementation Committee convened three, two-hour intensive meetings to determine the most feasible and impactful approaches to expanding opportunity in the following policy areas:

Housing & Homeownership – Access to stable, affordable housing, and pathways to homeownership,

Small Business, Diverse Entrepreneurship, and Procurement – Local policies and programs that support and sustain small businesses, and furthermore, incentivize business diversity,

Workforce & Youth Development – Public-private partnerships that aid in skills development and future workforce readiness, and

Connectedness (Economic Resiliency) – Access to services, information, policies, and programs that strengthen a community’s ability to foresee, adapt to, and leverage changing economic conditions.

The Committee used an equity-framed, Proposal Analysis Tool to determine the desired outcomes, opportunities for: alignment, risks, and future demands; communities most in need; timeline, funding (start-up and sustainability), and prospective partners; and, indicators of success for each recommendation. On April 24, 2019, the Implementation Committee finalized five recommendations, key strategies for economic inclusion.

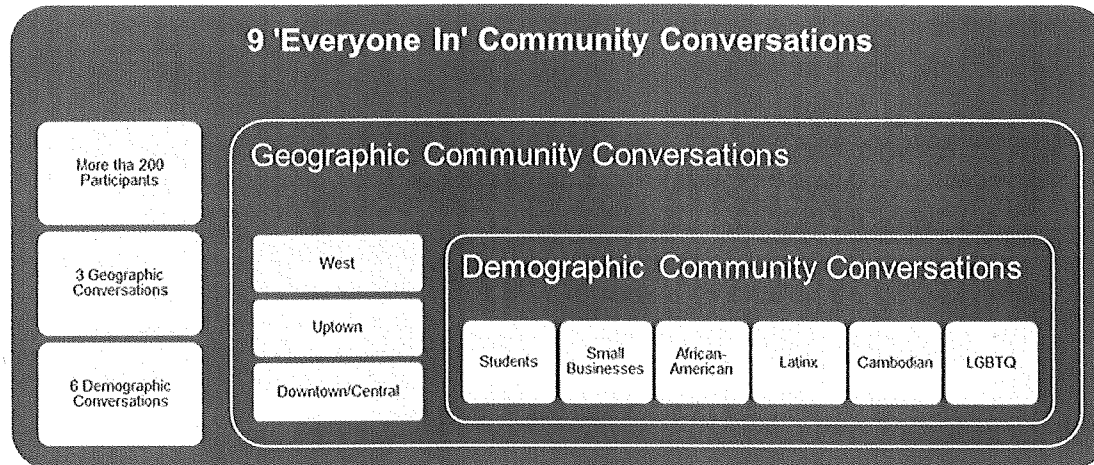
Strategies for Economic Inclusion

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



Introducing the Strategies to the Community

To introduce the proposed strategies to the community, Councilmember Richardson partnered with Councilmembers Gonzalez (District 1), Pearce (District 2), and Uranga (District 7), and local organizations to host nine 'Everyone In' Community Conversations.



The Community Conversations examined key findings from the Equitable Growth Profile; after which, attendees participated in a dialogue exploring what their community needs to economically thrive. Next, a panel of Implementation Committee members introduced the economic inclusion strategies and led small group discussions allowing participants to inquire in further depth and make suggestions on how to improve the strategies. Additional community feedback was gathered through an Evaluation Form, available in English, Spanish, and Khmer, allowing participants to provide input on each strategy.

A full summary of the Community Conversations Series' Feedback is included in the Implementation Plan.

Next Steps

The 'Everyone In' Implementation Plan (Plan) outlines five economic inclusion strategies for the City Council's consideration. The Plan lists each recommendation by policy area, as follows:

- 1) Small Business, Diverse Entrepreneurship,
- 2) Procurement,
- 3) Workforce & Youth Development
- 4) Economic Resiliency (Connectedness)
- 5) Housing & Homeownership.



Additionally, the Plan includes individual sections for Background, Timing Considerations, and Community Feedback. As such, City Council support is requested to continue advancement of the economic inclusion policy goals identified in the Blueprint for Economic Development, and to request the City Manager to evaluate and assess resources needed to implement recommendations defined by the 'Everyone In' community conversations. City Council is requesting a report back with a timeline, prospective costs, and steps necessary for the implementation of each recommendation.

This matter has been reviewed by Budget Manager Grace H. Yoon on June 3, 2019.

Fiscal Impact

This recommendation requests the City Manager to work with appropriate departments to report back within 120 days with a proposed timeline for the implementation and ongoing reporting plan of the recommendations from the 2019 'Everyone In' Economic Inclusion Implementation Plan in 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). The report will identify an initial estimate of costs, level of effort, and any major potential issues in implementation. Preparing this report is anticipated to result in a moderate impact to staff hours beyond normal budgeted scope of duties and a moderate impact on City Council priorities.