



Everyone In Economic Inclusion Initiative Implementation Plan Update

Economic Development and Finance Committee

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Presentation Agenda

- Overview of the Initiative
- Phase 1 Project Accomplishments
- Regional and State Honors and Recognition
- Phase 2 Project Accomplishments
- Policy Recommendations
- Next Steps and Closing

- The **‘Everyone In’ Economic Inclusion Initiative (Initiative)** is an effort that focuses on creating an inclusive economy that includes and benefits every Long Beach resident.
- Historically, low-income communities and communities of color have not been prioritized in economic development policies, practices and opportunities. As a result, economic inequities have significantly manifested for low-income communities and communities of color.
- The Initiative applies an equity lens, inclusion and systems change approach to address economic inequities and advance economic inclusion for all in Long Beach.

Everyone In Economic Inclusion Initiative

Phase 1 Project Accomplishments

Kiva Long Beach Loan Program

Deployed over **\$194,000** of non-traditional capital resources that supported **23 businesses** in Long Beach.

Listening Tour

Engaged over **100 community members** who have been historically underrepresented in economic development and co-created **12 community solutions** that would advance economic opportunity in Long Beach.

Economic Equity Profile

Partnered with Policylink and USC PERE to develop an Economic Equity Profile of Long Beach that captures **economic inequities** by **race, gender** and **geographic area** to show the impact on the City's economic vitality.

Youth Banking and Financial Literacy Program

Engaged **112 participants** in the checking and savings account program for youth and engaged over **800 youth** in financial literacy education curriculum.

Policy Roundtable Discussions

Convened **5** Policy Roundtable Discussions with local and regional cross-sector partners to explore national economic inclusion best practices.

Economic Equity Summit

Convened over **250** local business leaders, community leaders, policymakers and philanthropic partners for a deep exploration of strategies that will advance economic equity in Long Beach.

Regional and State Honors and Recognition



- Recipient of the **Award of Excellence for Economic Planning and Development** by the American Planning Association -California **(September 2019)**.
- Recipient of the **Award of Excellence for Economic Planning and Development** by the American Planning Association – Los Angeles **(June 2019)**.
- Recipient of the **CAPIO EPIC Award for Multicultural Outreach/Campaign** by the California Association of Public Information Officials (CAPIO) **(April 2019)**.

Everyone In Economic Inclusion Initiative

Phase 2 Project Accomplishments

Everyone In Implementation Committee

Convened a **50-person** Implementation Committee with local and regional cross-sector partners to analyze data and community input to develop economic inclusion strategies for the Implementation Plan.

Community Conversations

Engaged over **350 community members** in meaningful dialogues to co-create and provide additional community input on the draft proposed economic inclusion strategies.

Implementation Plan

Compiled all the community and cross-sector input into the Implementation Plan that was **approved** by the **Long Beach City Council** in June 2019.

Policy Recommendation: 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.**

Policy Recommendation: Local, Inclusive Procurement

Increase the percentage of City of Long Beach 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.

Policy Recommendation: Workforce and Youth Development

**Develop a plan to expand and deploy
workforce development services to every
Long Beach teen center.**

Policy Recommendation: 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 and small businesses citywide.

Policy Recommendation: Housing and Homeownership

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

Next Steps and Closing

- City staff have reviewed the final Implementation Plan and are in the process of convening meetings with City departments and community partners to discuss next steps for implementing the policy recommendations and additional considerations.
- City staff will determine the feasibility, project timelines, funding and administrative resources needed to carryout the policy recommendations and additional considerations included in the Implementation Plan.
- A formal project update will be provided to the Mayor and City Council in the form of a memorandum (To/From/For) in October 2019.