



CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

R-28

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802 • (562) 570-6711 • FAX (562) 570-6583

GERALD R. MILLER
CITY MANAGER

August 16, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive and file the attached report discussing implementation of the Independent Study recommendations and consider additional suggestions from the City Manager concerning redevelopment in Long Beach. (Citywide)

DISCUSSION

Both the City Council and the Redevelopment Agency have asked staff to prepare a report on the implementation of the Independent Study recommendations. On August 8, 2005, staff presented the Implementation Plan to the Redevelopment Agency Board (Exhibit A). The Implementation Plan presented by staff recommends actions to address the Category I items outlined in the Action Plan provided by the Clarion/Waronzof/Consensus team. The Implementation Plan was received and filed by the Agency Board with direction to staff to begin immediate implementation of the proposed recommendations.

In addition to the Independent Study recommendations contained in Exhibit A, I respectfully request your consideration of the following suggestions concerning redevelopment in Long Beach. These suggestions are made in the spirit of cooperation and collaboration and are intended to support the goal of increasing public awareness of, and participation in, the redevelopment process. I believe these suggestions are responsive to the City Council's interest in building upon the positive framework that the Independent Study has provided.

Additional Suggestions

- In the conduct of redevelopment business, much greater attention should be given to reaching out to the residents who live within or are most directly affected by existing redevelopment project areas. As many residents may not avail themselves of the opportunity to attend Project Area Committee (PAC) meetings, additional formalized community outreach should be undertaken. Greater use of

multilingual materials should be implemented, as should non-traditional means of community outreach.

- To ensure greater community participation in the process of redevelopment, selection of new Redevelopment Agency Boardmembers should be better aligned with those Council Districts that have the highest proportion of defined redevelopment project areas. This approach would help to achieve greater sensitivity concerning those most pressing redevelopment-related issues and challenges that exist in each of the Council Districts.
- In order to achieve greater transparency in those matters under consideration by the Redevelopment Agency Board, City Council concurrence should be requested on Agency expenditures of \$1 million or more. The Los Angeles City Council forged a closer working relationship with its Redevelopment Agency by adopting an ordinance that specifies which Agency actions should also be discussed and approved by the City Council. The Long Beach City Council added a similar but more limited requirement to their approval of the 2005 Agency bonds by asking the Redevelopment Agency to seek Council approval for all expenditures of the 2005 bond proceeds.
- The Port of Long Beach-derived tax increment, which currently supports the North Long Beach Redevelopment Project Area, should be redirected in such a way as to create greater benefit for the community at large. Although this is an item which is called out in the attached report, it is important that the process of implementing this recommendation be put into motion in a timely manner.

In summary, I believe the aforementioned suggestions merit your consideration. Clearly redevelopment is an important economic development tool that has in the past achieved, and will continue in the future to achieve, many lasting and important community improvements. Moreover, the leadership and dedication the Redevelopment Agency Board provides is invaluable and very much appreciated.

The recommendations of the Independent Study represent an important opportunity to make the redevelopment process in Long Beach even more successful than it has already proven to be. Management looks forward to working with the Mayor and City Council, and with the Redevelopment Agency Board, in every way possible to achieve this goal.

This letter was reviewed by Assistant City Attorney Heather Mahood on August 11, 2005.

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TIMING CONSIDERATIONS

Timely City Council action on this matter is recommended.

FISCAL IMPACT

There is no immediate fiscal impact associated with the recommended action.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



GERALD R. MILLER
CITY MANAGER

GM:jrw:zmm
CC for Independent Study - August 16, 2005.doc

Attachment: Exhibit A – RDA Staff Letter & Attachments, 8/8/05