



City of Long Beach  
Working Together to Serve

Office of Robert Garcia  
Council Member, First District

**R-19**

**Date:** April 6, 2010

**To:** Honorable Mayor and Members of the City Council

**From:** Councilmember Robert Garcia, First District *RG*  
Councilmember Gary DeLong, Third District *GD*  
Councilwoman Gerrie Schipske, Fifth District *GS*  
Councilmember Dee Andrews, Sixth District *DA*

**Subject:** Hire Long Beach

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**Background:**

Though the worst of the recession of 2009 seems to be over, unemployment continues to rise, and California has been hit particularly hard. Unemployment in Long Beach has reached a recent high of 14.5%, well above the State and National averages.

Recent increases in our local preference ordinances for hiring and contract bidding is an example of what we as a City can do to improve and support the local economy. But, there is still more the City can do to encourage local hiring and keep dollars in Long Beach.

One approach is to create a "Hire Long Beach or HireLB.com" website to connect local job-seekers with potential employers quickly and easily.

The Pacific Gateway Workforce Investment Network provides resources and strategies to assist the City's out of work residents and connects businesses with job seekers. The Network provides a vast array of services and programs throughout Long Beach and the other cities that it serves. Given advances in technology, there is an opportunity to enhance the Network's existing web site with a more robust job search and match for open positions for residents.

A more streamlined local hiring website database, creating a more effective process for job-seekers and potential employers to find more information, would provide an opportunity to the community through which hiring locally becomes much easier.

**Recommendation:**

Request the City Manager work with Pacific Gateway to implement a "Hire Long Beach" website to connect local job-seekers with employers.