



City of Long Beach  
Working Together to Serve



COUNCILWOMAN

SUZIE PRICE

Community | Creativity | Collaboration

AGENDA ITEM NUMBER

~~NB-30~~

UB-19

Date: December 17, 2019

To: Honorable Mayor and Members of the City Council

From: Councilwoman Suzie Price, Third District *SP*  
Councilwoman Mary Zendejas, First District *MZ*  
Councilwoman Jeannine Pearce, Second District *JP*  
Councilmember Al Austin, Eighth District *al*

Subject: Business Support for ADA Claims

**RECOMMENDATION:**

Request the City Manager work with the City Attorney and Development Services to report back on the existing services the City provides for small businesses to increase compliance with the Americans with Disabilities Act (ADA) and expand equity and access for people with disabilities; and

Report back on the feasibility of developing proactive solutions for small businesses to address construction related accessibility and ADA compliance issues, including, but not limited to education, outreach, the feasibility of additional support, and recommended changes to the federal legislative and state legislative agendas that support expanded access at small businesses for disabled residents.

**INTRODUCTION:**

The Americans with Disabilities Act (ADA) is a federal civil rights law that prohibits discrimination against individuals with disabilities in all public and private places that are open to the general public. Private places of public accommodation include places such as, hotels, restaurants, retail merchants, and doctor's offices.

Public accommodations within the City are required to meet minimum ADA standards for new construction of facilities and to remove barriers in older construction where it is easy to do so without much difficulty or expense.

As a city, Long Beach continually works to ensure we are providing a strong supportive environment for our local businesses. And equity and access for our disabled residents and visitors. A city depends on successful businesses and business districts as the engine of a thriving city. Though compliance with ADA requirements is the responsibility of each business, the City may be able to provide additional support to local businesses in complying with the ADA. By providing support to local business with ADA compliance, the City will also assist individuals



**City of Long Beach**  
*Working Together to Serve*

  
COUNCILWOMAN  
**SUZIE PRICE**  
Community | Creativity | Collaboration

with disabilities in gaining access to an increased number of public facilities throughout the City.

In furtherance of assisting local businesses with ADA compliance and supporting individuals with disabilities, the City Council would benefit from an explanation of what the City of Long Beach does to address accessibility and ADA concerns in support of small businesses. Additionally, the Council would like a feasibility report on ways that the City could provide additional support to businesses to proactively address accessibility and ADA concerns.

**FISCAL IMPACT:**

Due to the urgency and time sensitivity of this item, no Financial Management review has been conducted.

**STATEMENT OF URGENCY**

This topic has recently been brought to the city's urgent attention.



**City of Long Beach**  
**Working Together to Serve**

#5-1117 01 0702105

## REQUEST TO ADD AGENDA ITEM

**Date:** December 17, 2019

**To:** Monique De La Garza, City Clerk  
Councilwomen Suzie Price, Third District  
Councilwoman Mary Zendejas, First District

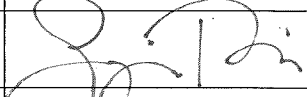
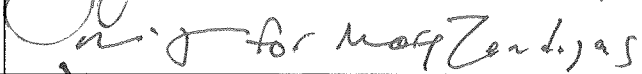

**From:** Councilwoman Jeannine Pearce, Second District  
Councilmember Al Austin, Eighth District

**Subject:** Request to Add Agenda Item to Council Agenda of December 17, 2019

---

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title for this item reads as follows: Business Support for ADA Claims

Council District	Authorizing Councilmember	Signed by
3	Suzie Price	
1	Mary Zendejas	
2	Jeannine Pearce	
8	Al Austin	