

Economic Department Proposed Budget Overview

August 17, 2021

CITY OF LONGBEACH

Fiscal Year

2022

Proposed Budget



Economic Development

Our Mission

Creating equitable economic opportunities for workers, investors, and entrepreneurs

- Grow and strengthen established industry clusters and emerging sectors in Long Beach
- Increase access to economic opportunities in low-income communities to advance economic equity
- Ensure workforce preparedness and business competitiveness through an alignment of economic development, training, education, and community partner efforts
- Make long-term investments in quality of life strategies to grow businesses, jobs, and investment that support a thriving local economy



Key Services

Business Development

- Small Business Loans and Grants
- Business Technical Assistance
- Business Improvement Districts
- Business Outreach & Education

Digital & Economic Inclusion

- Everyone In
- Digital Inclusion Roadmap
- Devices, Hotspots, and Digital Literacy
- Department Equity Plan



Key Services

Real Estate Development

- Real Estate Development
- Promoting Private Sector Investment
- Tenant Attraction & Site Selection
- City Property Management

Workforce Development

- Business Outreach
- Economic Research
- Industry Cluster Development
- Youth Workforce & Job Resource Centers
- Project Labor Agreement Coordination



Accomplishments

COVID-19 Response

- 250,000 Unemployment Insurance (UI) claims supporting 150,000 Long Beach Residents
- \$2M in rent deferments for 16 City tenants
- \$7.2M in BizCare Program & Grants
 - 5,500 calls and 600 emails
 - 650 businesses served at Pop-Up locations
 - 300 businesses visited in-person
 - \$1M to Business Improvement Districts
 - \$1M Outdoor Dining Grant Program
 - \$2.4M in small business grants
 - \$1.5M Commercial Real Estate Assistance
 - \$1.3M Business License Tax & Fees Grants



Accomplishments

COVID-19 Response

- \$1M Digital Inclusion Initiative
 - 1,100 hotspots and 1,600 computing devices
 - Digital Inclusion Resources Hotline
 - 21,000 residents contacted
 - Virtual Digital Literacy Training
 - 4 multilingual digital inclusion resource guides
- Provided over 2,700 adults and youth with career counseling, job assistance, work experience, and training
- Launched the Healthcare and Emergency Response Opportunities (HERO)
- Delivered Economic Recovery Strategy based on 5 economic studies and 40 hours of community roundtables



Accomplishments

Other Accomplishments

- Developed 55-page Digital Inclusion Roadmap in collaboration with residents and cross-sector partners
- Negotiated the acquisition of the 102-bed Project Homekey Interim Housing site
- Executed a new and innovative Project Labor Agreement (PLA) to increase local jobs
- Implemented Cannabis Equity Direct Technical Assistance Program
- Facilitated the re-opening of Long Beach Community Hospital and emergency room
- Secured control of Queen Mary and surrounding properties after 40 years of private operators



Long Beach Recovery Act



Economic Recovery - \$64 Million

- Focuses resources on residents and businesses most impacted by the pandemic



COVID-19 Protection for
Businesses and
Non-Profits:
\$13 million



Direct Business
Support:
\$20.6 million



Airport
Operations:
\$15.1 million



Economic
Inclusion:
\$7.6 million



Clean Long
Beach:
\$4 million



Technical
Assistance:
\$500,000



Economic
Stability:
\$1.6 million



Micro/Public
Transit Pilot:
\$1.6 million

Long Beach Recovery Act

FY22 Economic Development Department Programs

Direct Grants (\$20.5M)

- ✓ Businesses
- ✓ Non-profits
- ✓ Arts Organizations
- ✓ Business Improvement Districts
- ✓ Property Activation
- ✓ Eviction Protection Support
- ✓ Expedited Permitting
- ✓ Storefront Reopening
- ✓ Customer Activation
- ✓ Fee Waiver Grant Program

Economic Inclusion (\$7.6M)

- ✓ Digital Inclusion
- ✓ Diverse Business Council
- ✓ Inclusive Procurement
- ✓ Service Worker Protection
- ✓ WorkLB: On-Demand Workers
- ✓ Youth Workforce Hero Program
- ✓ PLA Community Outreach
- ✓ Economic Empowerment Zones
- ✓ Empowerment Fund Development
- ✓ Inclusive Business Navigators

Other (\$17.5M)

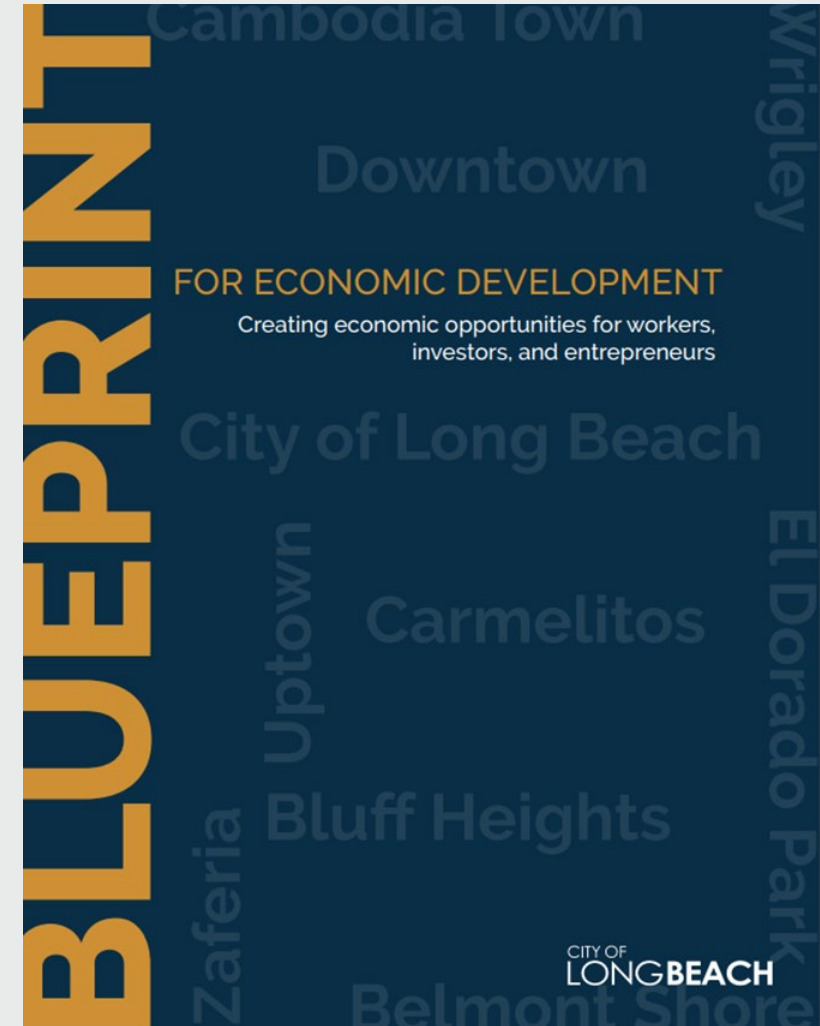
- ✓ BizCare Program (Call Center, Pop-ups, and Outreach Team)
- ✓ Economic Recovery Studies and Community Reporting
- ✓ Clean City Corridor Cleanup Coordination
- ✓ COVID-19 Testing & Tracing Support

Collective Impact Model

- ✓ ED will partner with other Departments and CBOs to deliver these programs.

Equitable Economic Development

1. Implement Long Beach Recovery Act (LBRA) including 33 new economic support programs to support a more inclusive and equitable economic recovery
2. Update 10-Year Blueprint for Economic Development to create a more inclusive economy by 2030
3. Operationalize Digital Inclusion Roadmap to eliminate the digital divide for all residents, workers, and business owners by 2025
4. Incorporate goals of Racial Equity and Reconciliation Initiative to eliminate economic disparities in communities most impacted by racism
5. Develop and implement multi-year action plans for major City real estate assets (Queen Mary, Convention Center)



Challenges

Sustainable Resources

- ED remains one of the smallest City Manager departments
- Most ED staffing and programs are supported by grants or one-time funds
- LBRA programs will require significant resources to ensure administrative oversight and effective program delivery
- Structural funding is needed to sustain Economic and Digital Inclusion programs
- Structural funding is needed for the long-term maintenance and development of City-owned real estate

LONG BEACH Economic Development ECONOMIC DEVELOPMENT

Home Business Development Real Estate Development Workforce Development Resources Contact Us

Home » Economic Development

Economic Development

The mission of the Economic Development Department is to create economic opportunities for workers, investors, and entrepreneurs.

THE QUEEN MARY UPDATES

LB RECOVERY PLAN

'SAFER AT HOME ORDER' BUSINESS CLOSURE INFORMATION

DataLB: Geospatial & Open Data Hub

DataLB is the city's new public GeoSpatial & Open Data Portal for exploring, visualizing and downloading data that has been made publicly available. [Learn More »](#)

Find Us Online:

[f](#) [t](#) [i](#)

Contact Economic Development

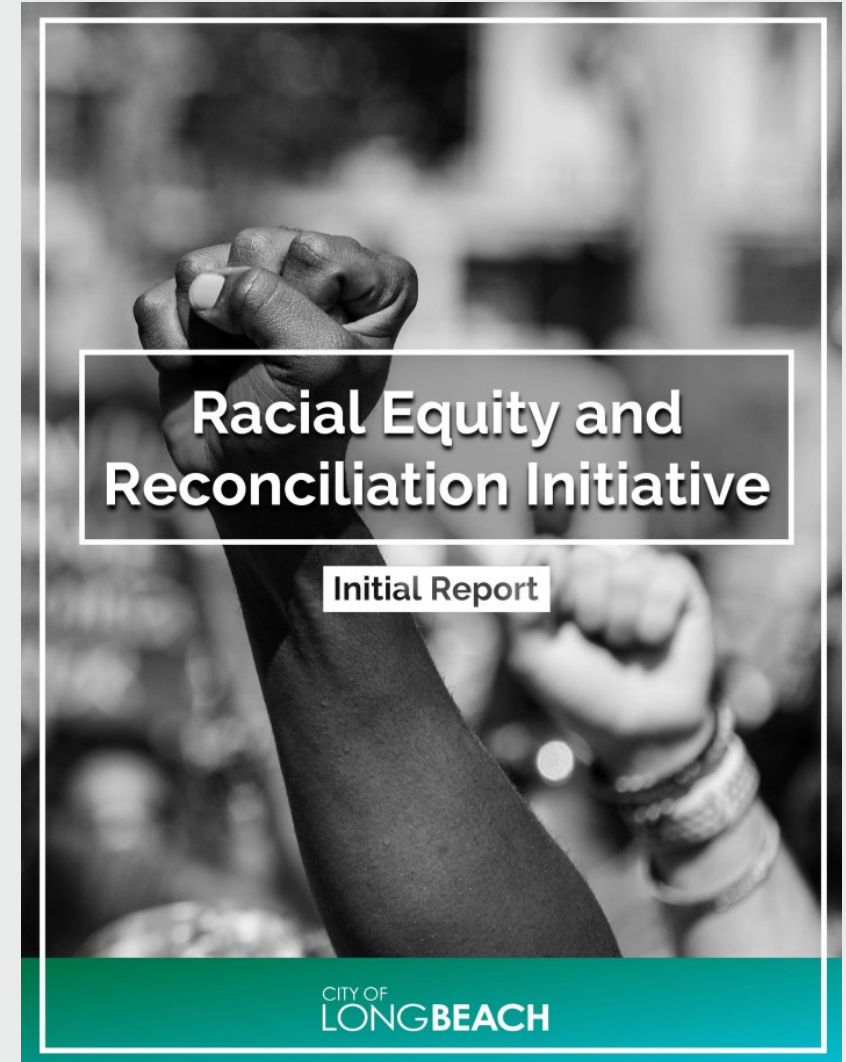
Address: 411 W. Ocean Blvd
Long Beach, CA 90802
Phone: (562) 570-6099

For COVID-19 Business, Property Owner, And Worker-Related Support

Contact the Business Hotline and Call Center

Return on Investment (ROI)

- Investing in long-term economic development strengthens revenue sources and provides a sustainable return on investment (ROI) to support other core services
- Data-driven community-based plans have been developed and we are ready to implement
- Collaboration with community-based organizations focused on economic development are strong
- City has all of the most critical elements of a successful modern economy
- LBRA funding provides once-in-a-generation opportunity to invest in a new, long-term, and inclusive economic development strategy



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Fire Department Proposed Budget Overview

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Key Services

- Deliver fire, rescue, emergency medical services, marine safety, and specialized response services
- Provide fire prevention services through fire inspections and code enforcement, arson and environmental investigations, and community fire risk reduction education and training
- Provide training and education essential to the delivery of core fire and rescue services



Accomplishments

- Responded to over 76,000 fire, marine safety, and other emergency incidents equating to over 157,000 unit responses
- Continued to provide leadership to the City's Incident Management Team, providing structure and a unified response to the COVID-19 pandemic
- CERT volunteers continued to assist in the COVID-19 response efforts, supporting testing and vaccination sites throughout the city



Accomplishments

- Graduated diverse classes of 19 Firefighters and 8 Ambulance Operators
- Hosted inaugural LBFD Female Firefighter Career Workshop, providing information on the Fire Recruit application and testing process
- Conducted 24 Zoom webinars on the hiring process and 27 Prospective Recruit Exercise Program (PREP) sessions
- Partnered with the Los Angeles Regional Training Group and the Long Beach Guidance Center to develop a First Response Mental Health Training video series for all firefighters in the region



Accomplishments

- Conducted 320 arson investigations, resulting in 57 arrests
- Conducted the Triennial Emergency Drill, in conjunction with the Long Beach Airport, to prepare for aircraft rescue and firefighting incidents
- Partnered with the Long Beach Police Department to develop and implement an alternative response model to work cohesively and collaboratively while responding to incidents involving a mental health crisis



- Improve response times to fires, emergency medical, and other emergency responses
- Continue to address Firefighter safety and behavioral health through awareness and availability of services
- Increase diversity in all ranks of the Fire Department through recruitment and training opportunities
- Foster an environment of inclusion and equity by delivering Implicit Bias training to all Fire Department employees
- Prevent, and minimize damage caused by, vegetation fires and other fires in public areas

- Secure the Department's future through succession planning
- Update fleet of front-line and spare vehicles to ensure the continued safety and reliability of services
- Improve compliance with mandated fire prevention inspections
- Continue to streamline fire plan check review process to meet service demands while ensuring the public's safety
- Implementing comprehensive fire services study to identify efficiencies and \$1.8 million in structural budget savings

Fire Services Study

- Outside consultant, AP Triton, conducting a comprehensive review of all Fire Department operations
- Reviewing Fire Department financial data
- Structural solutions and efficiencies of at least \$1.8 million for FY 23 budget and beyond
- Workforce Initiatives, including succession planning and diversity, inclusion, and equity
- Study findings and recommendations to be provided in October

Challenges

- Firefighter safety and behavioral health concerns due to service demands and staffing levels
- Vertical density in the downtown area and throughout the city, leading to an increase in emergency responses
- Front-line safety equipment that is nearing obsolescence and is in need of replacement
- Facilities, including fire stations and marine safety facilities, that are in need of significant repair or replacement
- Regional and Statewide increase in size and frequency of wildland fires

Opportunities

- Develop future leaders through management training and succession planning
- Continued support of the Fire Diversity Recruitment Program to improve diversity through implementation of short- and long-term relationships and recruitment strategies
- Potential grant funding to support specialized all-risk training and acquisition of needed equipment
- Improved efficiencies by co-locating Fire and Health and Human Services warehouses

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Civil Service Department Proposed Budget Overview

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As a Charter Commission:

We are committed to providing collaborative, technical, operational and strategic guidance and support on a wide range of employment matters to ensure a quality workforce for the City of Long Beach.



We do this by:

- Providing an employee selection system designed to attract and retain high quality, diverse individuals who demonstrate our organizational values and are reflective of our community
- Listening to the needs of our customers and operating departments, while responding accordingly
- Keeping abreast of best practices and trends related to merit-based employment principles and guidelines

Civil Service Commission Actions

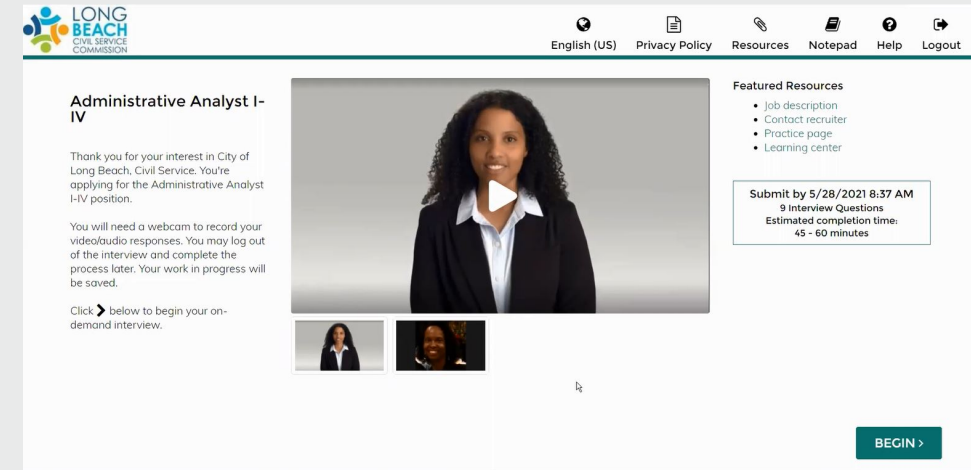
Adapting to ever changing needs:

- Modified business meeting schedule from two times a month to meet weekly in a virtual setting to respond to ongoing needs of departments city-wide, including COVID-19 related requests
- Provided Executive Director with emergency authority to approve certain routine transactions to quickly respond to COVID-19 related department needs city-wide
- Approved the temporary utilization of classified positions in the unclassified service in the Department of Health and Human Services to afford the opportunity to quickly hire staff to respond to the COVID-19 pandemic
- Created a policy to conduct disciplinary hearings in a virtual setting

Accomplishments

Shifted to a virtual environment

- Utilized 5 different virtual platforms to conduct examinations
- Created 149 eligible lists with 3,849 eligible candidates for hire
- Assisted departments with virtual selection interviews through an online platform in 54 recruitments
- Increased access & testing show rate in exams
- Provided implicit bias training to Civil Service staff



Accomplishments

Virtual outreach to the community:

- Participated in webinars and virtual outreach activities
- Expanded the level of engagement through the Civil Service social media platforms by promoting employment opportunities with the City as an employer of choice
- Increased Facebook followers by 8%, Instagram followers by 15%, Twitter by 2%



Accomplishments

Public Safety partnerships:

- Partnered with the Fire Department to conduct 23 recruitment webinars and participated in the first ever Female Firefighter Career Workshop
- Partnered with the Police Department on promotional exams and new classifications
- Conducted examinations for Police Sergeant, Police Lieutenant, Fire Recruit, Fire Captain, Marine Safety Officer, Public Safety Dispatcher



Changing landscape:

- Continue to improve and streamline exam process by using online testing platforms to reach more qualified candidates
- Provide training to build organizational knowledge to utilize online platforms in department selection process to accommodate candidates and increase show rate
- Continue to provide implicit bias training to Civil Service staff in relationship to candidate outreach and exam planning

Changing landscape (continued):

- Develop and implement our Racial Equity and Reconciliation action plan to ensure access and inclusion to all candidates
- Work with partners in Economic Development to further connect with the community and our local educational institutions to share information about the many job opportunities the City of Long Beach has to offer
- Enhance relationships with the community through continued engagement by the Recruitment and Outreach Services Division

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Questions

