



Economic Equity Studies

Economic Development & Finance Committee

December 1, 2020

Background:

- Funding from CARES Act Grant: \$200,000
- Approved by City Council on July 14th
- Partnerships:
 - ✓ City Manager: Office of Civic Innovation & Office of Equity
 - ✓ Economic Development: Business Development & Pacific Gateway
 - ✓ CSULB: Economics & Marketing departments
 - ✓ State Employment Development Department (EDD)
 - ✓ Community-based non-profit organizations (multiple)

Purpose:

- To develop a series of action-oriented reports that establish the baseline economic, social, and demographic information.
- Inform the City and its partners about the economic impacts of COVID- 19 on the Long Beach community .
- Create an action plan.
- Ensure a racially equitable economic recovery from the economic impacts of the pandemic with an emphasis on high-risk populations.

** Will provide baseline research for the City Economic Recovery Strategy*

Studies (\$140,000)

- Economic Trend Analysis (CSULB): \$40,000
- Economic Impact Analysis (CSULB): \$40,000
- Ethnographic Impact Study (Consultant): \$25,000
- Small Business Survey (CSULB): \$10,000
- Restaurant Retention Study (Consultant): \$25,000

Other (\$60,000)

- Community Based Coordinators (Multiple): \$40,000
- Participant Incentives (Various): \$10,000
- Administration (Office of Civic Innovation): \$10,000

Deliverables

1. Executive Summary
2. Presentation
3. Data Analysis
4. Findings
5. Recommendations for Economic Recovery Strategy

Timeline

- Outreach & Analysis (October to December)
- Initial Report & Presentation (December 30th)
- Community Outreach & Testing (January & February 2021)
- Present Reports to Policymakers (February & March 2021)