



Date: March 31, 2016

To: Patrick H. West, City Manager *P.H.W.*

From: Amy J. Bodek, Director of Development Services *A. Bodek*

For: Mayor and Members of the City Council

Subject: **U.S. Department of Housing and Urban Development (HUD) Federal Promise Zone Application Update**

Please consider this memo to be an update of City staff's efforts to apply for Federal Promise Zone designation.

In September 2015, the City Manager's Office convened a meeting to discuss the preparation and submission of a Promise Zone (PZ) application from the U.S. Department of Housing and Urban Development (HUD). A cross-functional PZ team was formed to prepare the PZ application with oversight from the City Manager's Office and the Directors of the Development Services and Human and Health Services departments. The City's Central Long Beach PZ application was submitted on February 24, 2016. According to HUD, results will be announced in spring of 2016.

Federal Promise Zone Overview

In his 2013 State of the Union address, President Obama announced he would designate 20 PZs nationwide. Within these zones, his Administration would partner with local leaders to help revitalize high-poverty communities by focusing on creating jobs, increasing economic activity, improving educational opportunities, reducing violent crime, increasing access to quality affordable housing, and promoting health and access to healthcare. The 2016 solicitation represents the third and final round for PZ designations.

For an area to qualify as a PZ, it must: (1) encompass one or more whole or partial census tracts contiguously, (2) have an overall poverty rate at or above 32.5 percent, (3) include a residential population of at least 10,000, but no more than 200,000, and (4) demonstrate commitment by local leadership to the PZ effort.

Once designated, PZ communities work directly with federal, State and local agencies to give local leaders tools to improve the quality of life in highly vulnerable neighborhoods. The PZ designation does not come with direct grant funding. However, during the ten-year PZ designation period, the jurisdiction has access to the services of an assigned federal staff person who assists in navigating 12 federal agencies that provide grants and programs aligning with the focus of PZs. In addition, eligible grant applicants within designated PZs will receive preference for certain competitive federal programs and technical assistance.

Long Beach Promise Zone

Bordered by the Los Angeles River to the west, Cherry Avenue on the east, the Pacific Coast Highway on the north, and 7th Street on the south, the proposed Long Beach Promise Zone (LBPZ) is an area of great need, experiencing disproportionately high rates of poverty, unemployment, crime, and other risk factors in comparison to the rest of the City. The selected area demonstrates the highest need based on two data points provided by the HUD Data Mapping Tool. The area was chosen based on the LBPZ's extremely high poverty rate of 41.8 percent, double the City average of 20.7 percent, and unemployment rate of 14.79 percent of working adults, compared with the City average of 8 percent. Additionally, the area has a violent crime rate of 10.28 incidents per 1,000 residents, compared to 5.86 incidents per 1,000 residents Citywide. The LBPZ encompasses parts of Council Districts 1, 2, and 6 (see attached map).

Following an invitation to take part in a visioning and goal-setting session to establish the LBPZ common agenda, over 60 community organizations, neighborhood representatives, City and County agencies came together on January 12, 2016. Through this collaborative visioning process, the group developed a working Vision Statement to guide the goals and interventions. Stakeholders then worked to identify the top focus areas and worked in sub-groups to outline the key priorities for each goal. The LBPZ Vision Statement is as follows:

Engaged residents and organizations will together create an economic and social infrastructure in Central Long Beach that provides safe and thriving neighborhoods where ALL of its residents optimally learn, live, play, work, prosper and feel empowered and connected to their environment.

The overarching goal of the LBPZ plan is to collectively reduce disparity in key indicators (employment, health, education, and public safety) between the LBPZ and the rest of the City. The plan takes a collective impact approach through 6 goals and 21 mutually reinforcing activities that have been collaboratively developed. The plan takes advantage of existing investments, community assets with growth potential, a culture of partnership, and locational advantages, such as downtown Long Beach, the Port, and the LA River currently slated for revitalization. The plan coalesces and builds upon Citywide initiatives, such as the Long Beach College Promise, Safe Long Beach, as well as place-based efforts in the PZ, including Habitat for Humanity's Neighborhood Revitalization Initiative, The California Endowment's Building Healthy Communities, First 5 LA's Best Start, the Anaheim Business Improvement District, and Innovation Team (Bloomberg i-team) initiatives.

The LBPZ plan engages and leverages close to 60 stakeholders, as demonstrated by signed Preliminary Memorandums of Understanding (submitted as part of the application) for collaboration between the City and implementing and supporting partners, including Long Beach Unified School District, California State University Long Beach, Long Beach Community College and numerous nonprofit and philanthropy organizations.

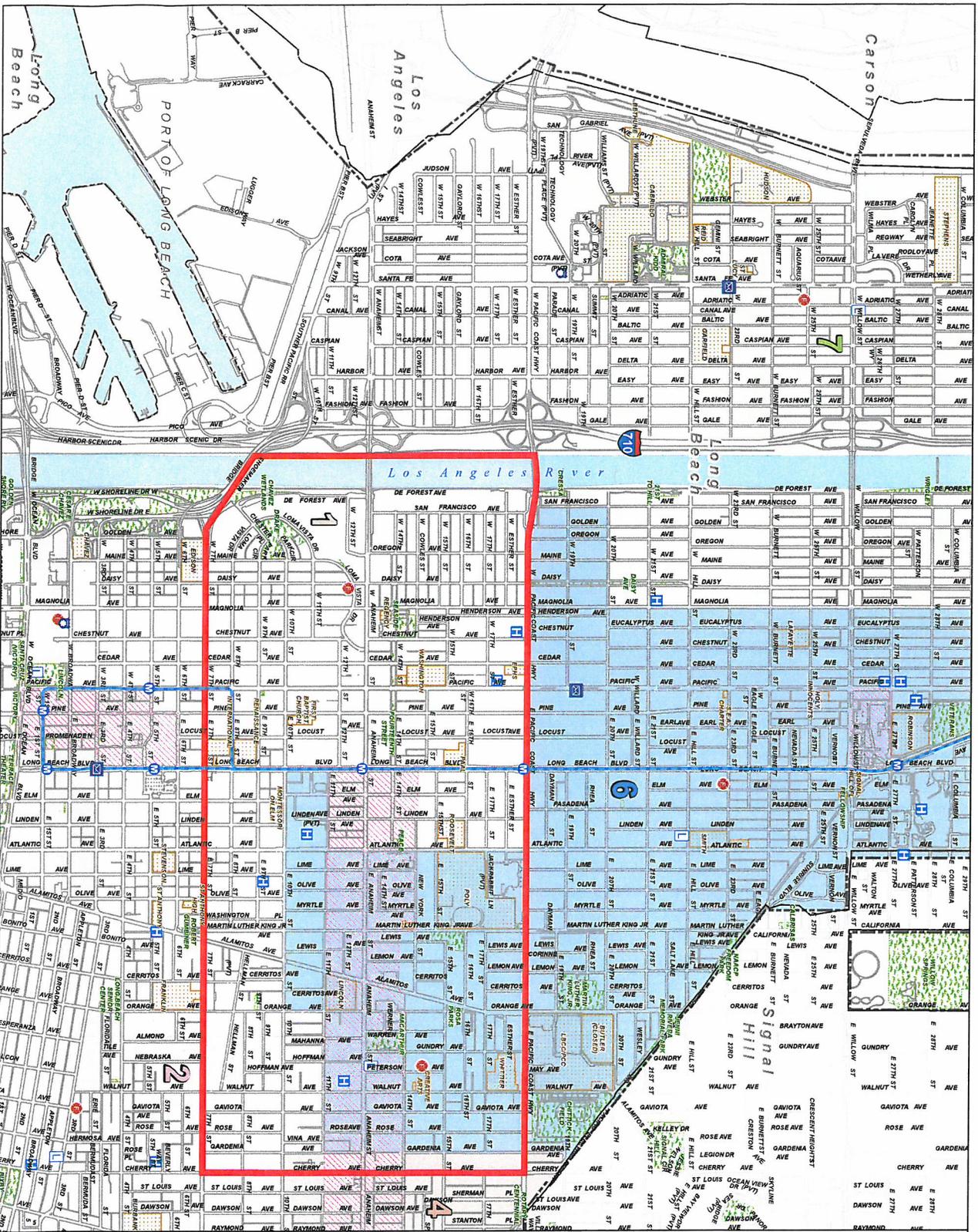
In addition to the letter of support by our Mayor accompanying the City's application (attached), Congressman Lowenthal, Congresswoman Hahn and Senator Feinstein, as well as Supervisor Knabe, wrote letters directly to the Secretary of HUD supporting the City's application.

City staff expects to hear results of its application later this spring. We will keep you informed of our application's progress. For further information regarding the Federal Promise Zone Designation, please contact Arturo Sanchez, Deputy City Manager, at (562) 570-5028, or Amy Bodek, Director of Development Services, at (562) 570-6428.

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ATTACHMENTS: LONG BEACH PROMISE ZONE MAP
MAYOR GARCIA'S LETTER OF SUPPORT

CC: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
ARTURO SANCHEZ, DEPUTY CITY MANAGER
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER
KELLY COLOPY, DIRECTOR OF HEALTH AND HUMAN SERVICES
LISA FALL, MANAGER, ADMINISTRATIVE AND FINANCIAL SERVICES BUREAU



City of Long Beach, California

Proposed HUD Promise Zone

- Proposed Promise Zone
- Police Station
- Hospital & Convalescent Hospital
- Fire Station
- Library
- Post Office
- Metro Blue Line Stations
- Metro Blue Line
- Retail Centers
- School
- Park
- Waterway
- City Boundary





MAYOR ROBERT GARCIA
CITY OF LONG BEACH

February 17, 2016

Honorable Julian Castro
U.S. Department of Housing & Urban Development
451 7th St, S.W., Washington, D.C. 20410

Re: U.S. Department of Housing and Urban Development Promise Zone Grant Application -
Support for the City of Long Beach

Dear Secretary Castro,

On behalf of the City of Long Beach, I ask you to strongly consider our application for a Promise Zone designation in central Long Beach. Long Beach is a prime candidate for this designation, given both the serious need and the extensive existing and on-going investments that have been made in Central Long Beach by the City, local non-profit organizations, philanthropic agencies, educational institutions and our Pacific Gateway Workforce Investment Board.

Central Long Beach has disproportionately high levels of poverty, unemployment and violent crime and unacceptably low levels of educational attainment and health. This community would greatly benefit from a Promise Zone (PZ) designation to leverage and support our existing and planned efforts to address the complex and interconnected economic development, health and public safety challenges that Central Long Beach has faced for decades.

The PZ competition has been an opportunity to bring together stakeholders to establish a common vision and strategic plan for Central Long Beach. Following my invitation to establish a common agenda, 60 representatives from community organizations, the PZ neighborhoods, foundations, and city and county agencies came together to define the overall vision of the Central Long Beach Promise Zone (CLBPZ), guiding principles, goal areas, and interventions that would most powerfully impact the needs in the community. Through this Collaborative Visioning Process, the community developed a working vision statement and guiding principles for our collective impact approach.

I am pleased to share with you our community vision:

Engaged residents and organizations will together create an economic and social infrastructure in Central Long Beach that provides safe and thriving neighborhoods where ALL of its residents learn, live, play, work, prosper and feel empowered and connected to their environment.

The CLBPZ plan galvanizes, prioritizes and builds upon existing efforts and initiatives to reduce disparity between the CLBPZ and the rest of the city. Through a designation, we would leverage this focused interest to generate new ideas and collaborations that will benefit our CLBPZ residents. For example, as an immigrant for whom education opened many doors, when I became Mayor I renewed the city's commitment to Long Beach College Promise, to support pre-school through college access. Through our city's Bloomberg Innovation Team, we are working to spur innovation and economic development and have multiple efforts focused within the CLBPZ, including with our newly formed Midtown BID and through the development of an "Opportunity Zone."

In addition to the City policies, services, and programs currently funded and described in various sections of the application, the City will also strengthen and sustain the extent of its commitment to this initiative by redirecting local funds and locally controlled funds to the Promise Zone for activities that will help achieve Promise Zone outcomes. The City Manager's Office will serve as the backbone organization to the CLBPZ as it oversees and has access to the use of financial, personnel and infrastructure resources for planning and development, public works, emergency services, health, housing and workforce. The City will aggressively pursue funding, through foundation partners, for a new position within this office dedicated to the initiative. This position will play a crucial role to support aligned activities, establish shared measurements and data gathering, build public will, advance policy, and work to mobilize resources.

The City of Long Beach is poised to put Promise Zone resources to work in support of healthier, more sustainable communities, and to work closely with community partners to advance Promise Zone goals. Thank you for the opportunity to apply, and for considering our request.

I look forward to this opportunity to work together for the improvement of our community

Sincerely,



Mayor Robert Garcia
City of Long Beach