



Date: February 7, 2019

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

From: Kelly Colopy, Director of Health and Human Services *CC*

For: Mayor and Members of the City Council

Subject: Equitable Growth Profile of Long Beach Report

On November 7, 2017, the City Council directed the City Manager, through the Office of Equity, to identify a philanthropic or educational partner to conduct an economic equity study for the City (Attachment A). The item highlighted PolicyLink "All In Cities" initiative as a model for the profile. With this direction, as indicated in progress updates to the Mayor and City Council dated April 24, 2018 (Attachment B) and June 29, 2018 (Attachment C), PolicyLink and the Program on Environmental and Regional Equity at USC (PERE) were selected to develop the report. Citi Community Development provided funding directly to PolicyLink for the development of the report.

Throughout the course of the project, PolicyLink provided the City with updates and opportunities to contribute sources of information such as the Early Childhood Education Strategic Plan and the Everyone In Listening Tour summary. The information included in the Equitable Growth Profile was drawn from the National Equity Atlas indicators database, a resource developed by PolicyLink and PERE. The database incorporates data from public and private data sources such as the U.S. Census Bureau, the U.S. Bureau of Labor Statistics, and Woods & Poole Economics, Inc., and provides equity indicators disaggregated by race and ethnicity as well as gender, nativity, education, and income.

In addition to the data analysis contained in the Equitable Growth Profile, a summary report draws upon insights and personal opinions that were shared during more than 20 interviews conducted with local community residents and leaders. Their comments helped shape certain policy recommendations and statements included in the summary of the report, which is different from the data presented.

The research and report were conducted by PolicyLink and PERE and reflect the opinions and recommendations stemming from the data and interviews with community members. These were not approved by the City of Long Beach and are not to be considered recommendations and statements from the City of Long Beach. The report was released on February 5, 2019 at an event at Long Beach City College. The full report and summary can be downloaded from the PolicyLink website: <http://www.policylink.org/resources-tools/long-beach-equity-profile>.

**Equitable Growth Profile of Long Beach Report
February 7, 2019
Page 2**

If you have any questions, please contact me at 562-570-4016.

**Attachments: A – Nov. 7, 2017 Council Request Item R-25
B – April 24, 2018 Status Update – Economic Equity Profile Study
C – June 29, 2018 Economic Equity Status Update**

**cc: CHARLES PARKIN, CITY ATTORNEY
LAURA L. DOUD, CITY AUDITOR
TOM MODICA, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA GARNER, ADMINISTRATIVE DEPUTY TO THE CITY MANAGER
DEPARTMENT HEADS**



Date: November 7, 2017

To: Honorable Mayor Robert Garcia and Members of the City Council

From: Vice Mayor Rex Richardson, Ninth District *RR*
Councilmember Lena Gonzalez, First District *LJ*
Councilmember Jeannine Pearce, Second District *JP*
Councilmember Roberto Uranga, Seventh District *RU*

Subject: Economic Equity Profile Study

RECOMMENDATION:

Respectfully request the City Manager to work with the Office of Equity to identify a philanthropic or educational partner to conduct an economic equity study on the City of Long Beach, and report back in 60 days.

Discussion

To plan for more economically equitable regions, communities first need to know where they stand in terms of equity. To assist communities with that process, philanthropic organizations and funders conduct studies to identify and measure various equity indicators that prevent economic vitality.

For example, PolicyLink's "All In Cities" initiative produces equity profiles in partnership with leaders around the country working toward building equitable and sustainable economies. Each equity profile presents demographic trends and assesses how well regions are doing to ensure its diverse residents can participate in the region's economic vitality, contribute to the readiness of the workforce, and connect to the region's assets and opportunities. Once the data is collected, PolicyLink works with city leaders to advance equitable growth strategies designed to achieve measurable progress on economic inclusion.

There is a growing body of research that finds that greater economic opportunity fosters stronger economic growth and more equitable regions. The first step in improving pathways of opportunity for Long Beach residents is to obtain a complete picture of our strengths and challenges.

An economic equity profile is essential to the "Everyone In" economic inclusion initiative. By obtaining disaggregated data on Long Beach, we can better understand the challenges facing our community, and will be better equipped to develop solutions, track



progress, and move the needle toward a more prosperous economy where everyone can participate and reach their full potential.

Fiscal Impact

There is no significant fiscal impact for this requested report.



City of Long Beach

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ATTACHMENT B Memorandum

Date: April 24, 2018
To: Patrick H. West, City Manager *T.H.W.*
From: Kelly Colopy, Director of Health and Human Services *KC*
For: Mayor and Members of the City Council
Subject: **Status Update – Economic Equity Profile Study**

On November 7, 2017, the City Council directed the City Manager, through the Office of Equity, to identify a philanthropic or educational partner to conduct an economic equity study for the City of Long Beach (City) and report back in 60 days.

Two such partners have been identified. The first is PolicyLink, a national research and action institute advancing racial and economic equity. The second is Citi Community Development, Citi Bank's philanthropic arm to achieve financial inclusion and economic empowerment for underserved individuals, families, and communities, which will fund PolicyLink's development of an equitable growth profile for the City. The creation of the Office of Equity, the 10-Year Blueprint for Economic Development, and the "Everyone In" economic inclusion initiative demonstrated to PolicyLink and Citi Community Development that the City, and broader stakeholder community, are committed and able to take action towards a more equitable Long Beach.

While the elements of the Long Beach profile will be consistent with other equitable growth profiles that PolicyLink has developed (e.g., Fairfax County, Long Island, and New Orleans), the data indicators will vary based on stakeholder input from the "Everyone In Listening Tour." The profile will also include policy recommendations derived from data analysis, community and stakeholder engagement, and promising practices from other jurisdictions. Preliminary findings of the report will be shared at the "Everyone In Economic Equity Summit" taking place at the Long Beach Convention Center on May 17, 2018, and with the City Council.

If you have any questions, please contact Katie Balderas, Office of Equity Manager, at (562) 570-4333, or by email at Katie.Balderas@longbeach.gov.

cc: CHARLES PARKIN, CITY ATTORNEY
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KEVIN JACKSON, DEPUTY CITY MANAGER
REBECCA GARNER, ASSISTANT TO THE CITY MANAGER
DEPARTMENT HEADS
GINGER LEE, COLLECTIVE IMPACT AND OPERATIONS BUREAU MANAGER, DHHS
MONIQUE DE LA GARZA, CITY CLERK (REF FILE #17-1007)



City of Long Beach
Working Together to Serve

ATTACHMENT C
Memorandum

Date: June 29, 2018
To: Patrick H. West, City Manager *PW*
From: Kelly Colopy, Director of Health and Human Services *KC*
For: Mayor and Members of the City Council

Subject: Economic Equity Study Update

On November 7, 2017, the City Council directed the City Manager, through the Office of Equity, to identify a philanthropic or educational partner to conduct an economic equity study for the City of Long Beach (City) and report back in 60 days. As outlined in a progress update provided on April 24, 2018, Citi Community Development was identified as a source of funding and PolicyLink as the entity to develop the economic equity study. This serves as a second progress update on these efforts.

On May 17, 2018, PolicyLink provided a presentation of preliminary findings (attached) at the "Everyone in Economic Equity Summit" and the funding requirements with Citi Community Development were finalized this month. Over the course of the next several months, the Office of Equity will work with PolicyLink and a variety of community stakeholders to provide input on the goals of the study, feedback on an initial draft, and provide policy recommendations. The study is expected to be complete by the end of 2018.

If you have any questions, please contact Katie Balderas, Office of Equity Manager, at (562) 570-4333, or by email at Katie.Balderas@longbeach.gov.

Attachment

cc: CHARLES PARKIN, CITY ATTORNEY
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MONIQUE DE LA GARZA, CITY CLERK (REF FILE #17-1007)

Advancing Equity and Inclusive Growth in Long Beach

'Everyone In' Economic Equity Summit

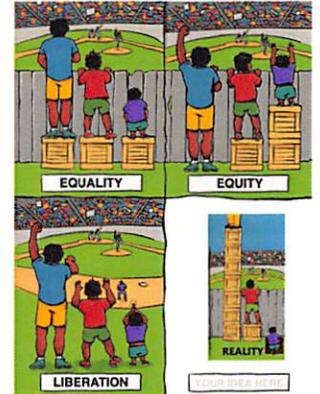
May 17, 2018
 Mary M. Lee
 Deputy Director, PolicyLink



What Is Equity?

Equity is just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.

Attaining equity requires eliminating barriers and providing people with the optimal opportunity to thrive.



Source: Center for Story-Based Strategy and the Interaction Institute for Social Change, the4thbox.com



Equity Will Make Our Economy Stronger

Actual GDP and estimated GDP with racial equity in income (billions): Los Angeles-Long Beach-Santa Ana, CA Metro Area, 2015



Source: U.S. Bureau of Economic Analysis, IPEDS
 PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

"As an economist, I worry that these inequities pose a serious threat to future economic growth... As people of color become a majority of the population, the failure to end their economic exclusion means a failure of the American economy."

-Larry Summers, All-In Nation

What Is An Equitable City?

Cities are equitable when all residents – regardless of their race/ethnicity, gender, income, neighborhood of residence, or other characteristics – are fully able to participate in the city's economic vitality, contribute to the city's readiness for the future, and connect to the region's assets and resources.



Profile Uses

- Catalyze conversations
- Build a shared narrative
- Inform priorities
- Forge partnerships
- Prompt policy action



Equity Indicators Framework

- Demographics** • Who lives in the region and how is this changing?
- Economic Vitality** • Can all residents participate in and contribute to economic vitality?
- Readiness** • Is the workforce prepared for the 21st century economy?
- Connectedness** • Are residents connected to each other and the region's assets and opportunities?
- Economic Benefits** • What are the benefits of racial economic inclusion to the broader economy?

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DEMOGRAPHICS

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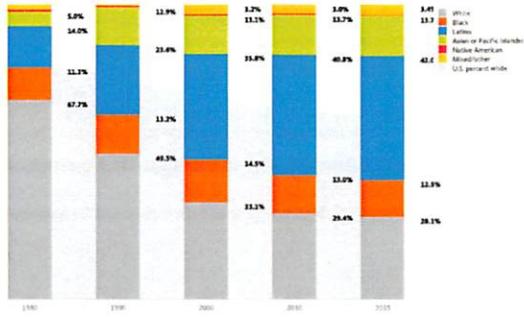


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DEMOGRAPHICS

From 1980-2010, people of color went from 32.3% to 70.6% of the population.

Racial/ethnic composition: Long Beach City, CA, 1980-2015

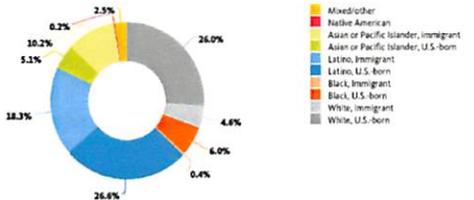


U.S. Census Bureau (1980), (1990), (2000), (2010) & (2015)
 PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

DEMOGRAPHICS

Latinos and other communities of color are the fastest-growing groups in Long Beach

Race and ethnicity by nativity: Los Angeles-Long Beach-Santa Ana, CA Metro Area, 2015



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 PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

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ECONOMIC VITALITY

Demographics • Who lives in the region and how is this changing?

Economic Vitality • Can all residents participate in and contribute to economic vitality?

Readiness • Is the workforce prepared for the 21st century economy?

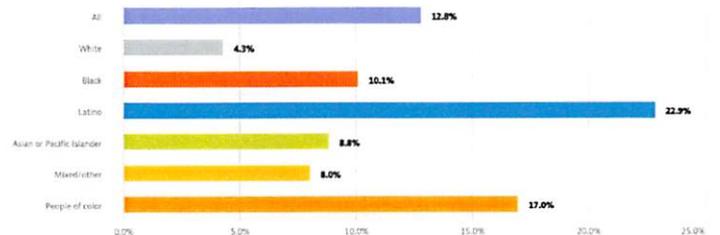
Connectedness • Are residents connected to each other and the region's assets and opportunities?

Economic Benefits • What are the benefits of racial economic inclusion to the broader economy?

ECONOMIC VITALITY

22 percent of Latino adults ages 25 to 64 were working full-time and living below 200% of the poverty level

Percent working poor by race/ethnicity: Long Beach City, CA, 2000, 2015



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 PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

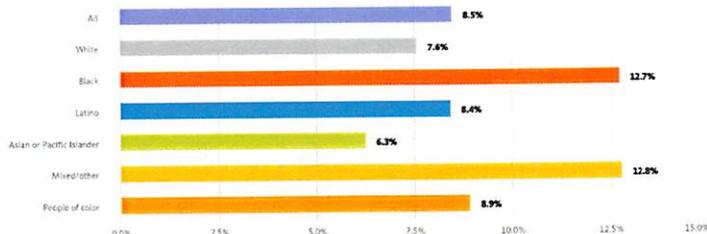
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ECONOMIC VITALITY

Black and Mixed Race/Other population had the highest unemployment rate at 12 percent

Unemployment rate by race/ethnicity: Long Beach City, CA, 2015

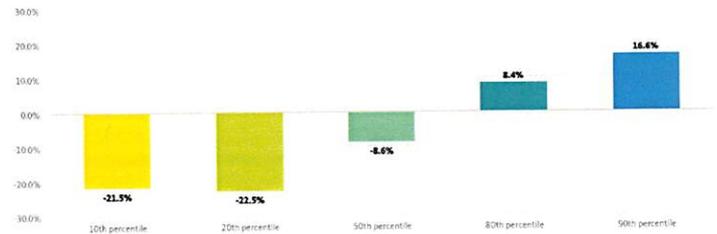


SPONSOR: PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

ECONOMIC VITALITY

Income for full-time workers at the 10th percentile decreased 21 percent while income for those in the 90th percentile increased 16 percent.

Earned Income growth for full-time wage and salary workers: Long Beach City, CA, 1980-2015



SPONSOR: PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

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READINESS

Demographics - Who lives in the region and how is this changing?

Economic Vitality - Can all residents participate in and contribute to economic vitality?

Readiness - Is the workforce prepared for the 21st century economy?

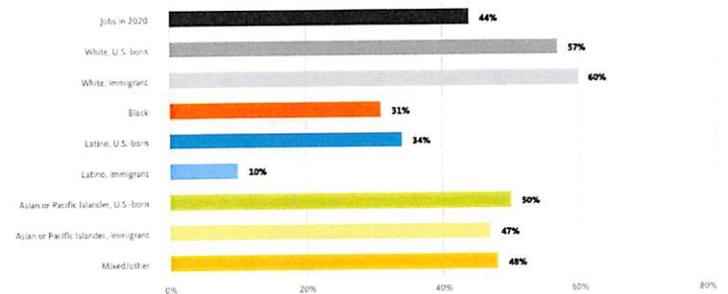
Connectedness - Are residents connected to each other and the region's assets and opportunities?

Economic Benefits - What are the benefits of racial economic inclusion to the broader economy?

READINESS

Wide gaps in educational attainment persist

Current educational attainment and projected state/national-level job education requirements by race/ethnicity and nativity: Long Beach City, CA, AA degree or higher, 2015



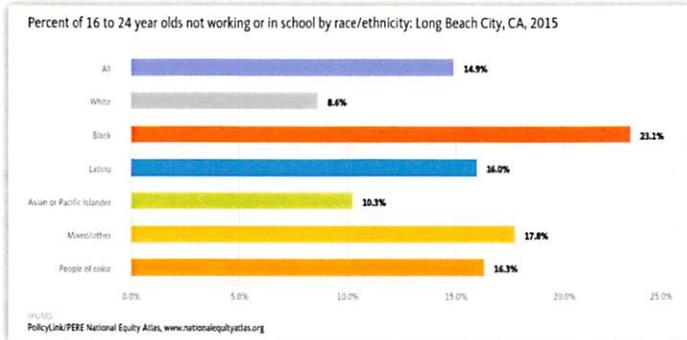
SPONSOR: Georgetown University Center on Education and the Workforce PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

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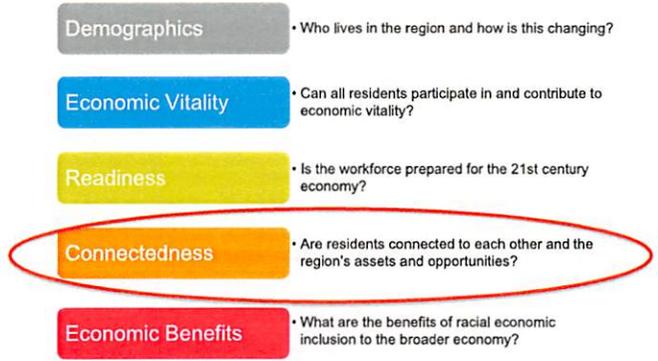
READINESS

Among 16-24 year-olds, the Black population had the highest share of disconnected youth.



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CONNECTEDNESS

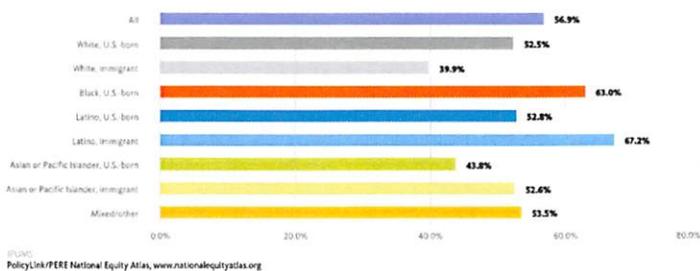


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CONNECTEDNESS

Rent burdens in Long Beach are significant, particularly for Blacks and Latinos

Housing burden by tenure, race/ethnicity, and nativity: Long Beach City, CA, Renters, 2015

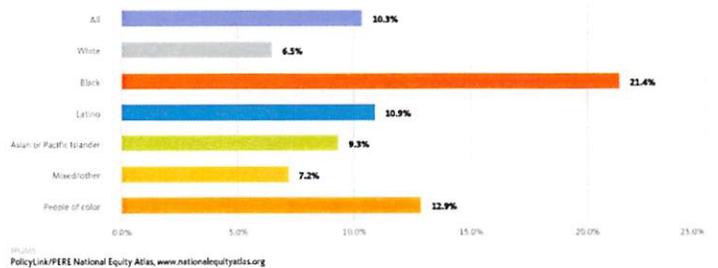


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CONNECTEDNESS

Car access is more limited in the northeast section of the city

Percent of households without a vehicle by race/ethnicity: Long Beach City, CA, 2015



Source: U.S. Census Bureau, TomTom, ESRI, PERE, DeLima, Maymyinda, © OpenStreetMap contributors, and the GIS user community, Unwired

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ECONOMIC BENEFITS

Demographics

• Who lives in the region and how is this changing?

Economic Vitality

• Can all residents participate in and contribute to economic vitality?

Readiness

• Is the workforce prepared for the 21st century economy?

Connectedness

• Are residents connected to each other and the region's assets and opportunities?

Economic Benefits

• What are the benefits of racial economic inclusion to the broader economy?

ECONOMIC BENEFITS

Closing racial gaps in employment will likely result in income gains

Income by race/ethnicity: Long Beach City, CA, 2015



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PolicyLink/PERE National Equity Atlas, www.nationalequityatlas.org

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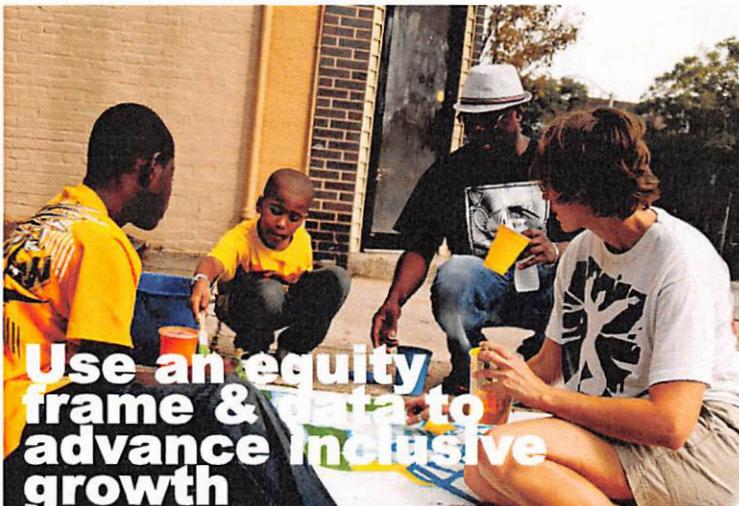


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Use an equity frame & data to advance inclusive growth

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THANK YOU!

Resources:

- National Equity Atlas: www.nationalequityatlas.org
- All-in Cities Toolkit: <http://allincities.org/toolkit>

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