

IV. COMMUNITY DEVELOPMENT NEEDS ASSESSMENT

HUD Community Planning and Development funds (CDBG, HOME, ADDI and ESG) can be used for a variety of supportive services and community development activities. These include: economic development; public and infrastructure improvements; community facilities; and community services.

As an older, highly urbanized and densely populated community, Long Beach is confronted with a wide range of community development issues, particularly in older neighborhoods where the housing stock, public improvements and community facilities are deteriorating, and businesses are declining.

A. ECONOMIC DEVELOPMENT PROFILE AND NEEDS ASSESSMENT

Statement of Need

Long Beach has approximately 475,000 residents, and serves both as a bedroom community to the regional Los Angeles economy and an employment center in its own right with 162,000 jobs in 2003. Long Beach retains something of a “blue collar” image, due largely to its history as an aerospace manufacturing, navy, and trade center. However, Long Beach is increasingly becoming more dependent on business services and the visitor-serving economy for job growth, while the manufacturing and trade sectors have declined in the past ten years.

With one of the most ethnically diverse populations in California, and residents from all walks of life and socio-economic classes, Long Beach retains a cohesive identity and a strong pride of place. The city’s active and informed community is politically involved in both neighborhood-specific and community-wide issues.

From a physical standpoint, Long Beach is located along a stretch of the Southern California coastline in the heart of Los Angeles County. The city’s marinas, beaches, parks and a revitalized downtown are key amenities to the overall quality of life. The city extends over 53 square miles (33,908 acres) and includes more than 50 distinctive neighborhoods and commercial areas. Long Beach has 172,000 housing units which occupy 47 percent of the city’s land. Other land uses include commercial (9 percent), institutional (7 percent), industrial (6 percent), streets and utilities (18 percent), open space (8 percent), water (4 percent), and agriculture 1 percent. Long Beach is largely built out with only 473 acres (2 percent of total) of vacant land.

The Economic Development Bureau of the City of Long Beach, Community Development Department, is developing a Job & Business Strategy Report, a four volume set of reports that will provide an in-depth analysis of demographic, economic and real-estate market conditions and trends in the City of Long Beach. The analysis explores economic and real estate trends in the Los-Angeles-Long Beach MSA, as the Long Beach economy is intertwined with that of Los Angeles. These reports are meant to provide economic and market information and analysis in order to inform the development of the Long Beach Jobs and Business Strategy and the Economic Development Element of the General Plan.

The Jobs and Business Strategy assesses the City's economic strengths, weaknesses and trends today and into the future. The Long Beach community (residents, workers, businesses, and City Hall), will decide together how this information should inform and guide the city's future economic development activities and investments.

Key Findings as determined by the Jobs and Business Strategy

- **Long Beach is part of a regional economy**

With 66 percent of employed residents working outside of the city and 63 percent of jobs within the city held by non-residents, Long Beach has characteristics of both an economic center and a bedroom community. Long Beach businesses buy and sell services and inputs to businesses throughout the region. Long Beach's strongest economic sectors export goods and services beyond our city boundaries to residents and businesses throughout Los Angeles, California, and the world.

- **Long Beach is "a tale of two cities"**

Long Beach has a very diverse population, where income, education and ethnicity split geographically along from east to west. The eastern portion of Long Beach is home to residents with higher education attainment, higher average income and lower poverty rates than the western part of town.

- **Long Beach's middle class is shrinking**

In 2003, 48 percent of Long Beach households earned less than \$35,000 per year, while just 40 percent of California households earned less than \$35,000 per year. Long Beach has twice the poverty rate of California of 13.1%.

- **Some Youth are troubled**

Poverty impacts children more than any other group in Long Beach: 32 percent of children live in poverty. Some segments of Long Beach's youth are in trouble: 21 percent of 16-24 year olds are high school dropouts, and 19 percent of all youth (including those with and without high-school diplomas) are not employed and not in school.

- **Key job sectors are changing**

Long Beach's economy has shifted from a manufacturing and trade-based economy to one focused on health services, education, tourism, and professional and businesses services.

- **Quality of jobs has declined**

Employment has remained relatively stable over the past 6 years at around 164,000 jobs, as declines in manufacturing (-10,306 jobs) have been offset by increased employment in tourism (+6,541 jobs), retail trade (+3,940 jobs), health care (+7,270 jobs), and professional and administrative services (+7,649 jobs). This employment shift has likely caused, or at least aggravated, the shrinking middle class and increasing rates of poverty, as new jobs pay less on average than lost jobs.

The official unemployment rate for Long Beach residents mirrors State trends in unemployment and is consistently lower than unemployment in Los Angeles County. However, a larger proportion of Long Beach residents are long-term discouraged workers, who are no longer looking for employment, and these individuals are not counted in official statistics.

The economy of the future is expected to rely increasingly on small information-based service businesses. Entrepreneurs must be provided with increased access to financing, planning and customers. The City's Economic Development staff assists these small businesses to be successful in a competitive marketplace.

Job Creation and Retention Programs

Job creation and retention efforts include providing loans to assist businesses in starting up or remaining competitive. Technical assistance to small businesses is also critical. The City offers the following:

City Loan Programs:

Provides capital for business expansion. Loans are made to businesses that create new job opportunities for low/moderate income residents.

The Business Start-up Grant Program:

Encourages new business ventures in low/moderate income neighborhoods by providing small grants to entrepreneurs.

The Micro Enterprise Loan Program:

The Micro Enterprise Loan program targets low/moderate income small business owners who do not have access to credit. Provides for equipment purchase, property acquisition and working capital.

The Small Business Development Center:

Provides one-on-one business counseling, training and educational workshops, referrals and 'how to' materials to existing and prospective small business owners and entrepreneurs. Bilingual Community Liaisons provide assistance to business owners with limited English language skills.

The Career Transition Center (CTC):

This is a full-service career center designed to assist area residents and businesses with their workforce development needs. Multiple agencies work as a single team to provide a wide variety of programs and services implemented in a seamless manner. The CTC provides job-seekers comprehensive information on the breadth of services available throughout the system. For example, the ability to self-screen for individual programs eligibility, referral to resources throughout the community, job search assistance and information, job retraining assistance, support services, labor market information, and access to the programs and services available through the CTC and the local community.

B. ACCESSIBILITY, INFRASTRUCTURE AND COMMUNITY FACILITY IMPROVEMENTS

The Americans with Disabilities Act (ADA) of 1990 is federal civil rights legislation which makes it illegal to discriminate against persons with disabilities. Title II of the ADA requires elimination of discrimination in all public services and the elimination of architectural barriers in all publicly owned buildings and facilities. It is important that public facilities are ADA compliant to facilitate participation among disabled residents in the community planning and decision making processes. The City of Long Beach working in partnership with the Citizens' Advisory Commission On Disabilities evaluated all public facilities for compliance with the ADA and produced an ADA Transition Plan that identifies necessary improvements and estimated the time frame and cost involved with completion of these improvements.

The ADA Transition Plan identifies millions of dollars in improvements needed to ensure all public facilities are ADA compliant. The City has committed \$600,000 CDBG funding annually towards ADA compliance for the past ten years. Long Beach has completed the majority of the major projects in City facilities and public parks.

As a long established and built out community, Long Beach faces a particular challenge in not only providing new public/community facilities, but also in maintaining and improving existing facilities. In several older neighborhoods, community facilities are few or nonexistent, with limited vacant land remaining for future development.

The City has several citywide programs to improve public and community facilities. Some of the facilities and programs serving low and moderate income households as well as persons with special needs are owned and operated by nonprofit organizations.

ADA Improvements. The City implements an annual plan to bring public facilities and parks into compliance with the Americans with Disabilities Act (ADA). Typical improvements include restroom upgrades, elevators and curb cuts.

Parks and Recreation Improvements. The Parks, Recreation and Marine Department implements a program to expand and upgrade its facilities. Several of these programs involve parks located in Neighborhood Improvement Strategy (NIS) areas (described later).

Nonprofit Assistance Program. On an annual and competitive basis, the City makes funds available to nonprofit agencies providing a community benefit or serving a defined clientele. These funds can be used for facility improvements with a particular focus on correcting code violations and physical upgrades that enhance service.

In a built up urban environment such as Long Beach, infrastructure improvements are largely a function of public sector investments and activities. The City is not alone among California cities which are constantly constrained by limited or diminishing funding but increasing needs for capital improvements. The poorest areas of the City are usually the oldest areas that require major, as opposed to routine, infrastructure improvements. The high population density of these areas places a high demand on the deteriorating infrastructure, which further exacerbates the need for improvements. The high cost of making these improvements in low and moderate income areas often warrants the use of CDBG funds.

Through the capital improvement planning (CIP) process, the City prioritizes needed infrastructure improvements throughout the City and allocates funding to pursue improvement projects. Water and sewer improvements are provided using funding sources other than CDBG funds. Some street and sidewalk improvements, particularly those related to improving accessibility, are funded under the CDBG program.

Senior Services and Facilities

The City serves a large senior population and residents with disabilities. ~~major~~ Senior centers are located Downtown, in El Dorado Park in East Long Beach, and in Houghton Park in North Long Beach. They are providing recreational programs, nutrition and health programs, educational opportunities, and transportation services. The Senior Citizens Advisory Commission advises the City Council on issues affecting seniors, including crime, senior abuse, and transportation needs.

A number of services and facilities target the senior population:

Senior Facilities:

Five facilities throughout the City provide programs for seniors. Four of the facilities service the Hellman, Central, North and Lower West Long Beach neighborhoods.

Senior Services:

A variety of services offer seniors recreation and/or educational information. Some activities include: driving course, renter assistance, health screening, computer classes, senior aerobics, walking, dance, and volunteer opportunities.

C. NEIGHBORHOOD IMPROVEMENT STRATEGY (NIS)

Several older low income neighborhoods in the City have been designated as Neighborhood Improvement Strategy (NIS) areas. While many services and programs are offered citywide, some are tailored to address specific needs in selected NIS areas. A detailed description of NIS and NIS areas follows.

Many City programs and services are delivered in a targeted manner through the organization of NIS areas. The NIS aims to improve the quality of life in targeted neighborhoods through an innovative collaboration between the City, other agencies, and neighborhood residents. Traditionally, the City provided a uniform level of services to all of its neighborhoods. The NIS program departs from this approach by coordinating and concentrating City services on a geographic basis according to need. This ensures that the neighborhoods facing the most serious obstacles receive the additional support and services they require.

The NIS program is based on three overarching principles:

- Delivery of services must be tailored to deal with the specific problems of the target area.
- Coordination among City departments is improved to provide services to target neighborhoods.

- Active participation by neighborhood residents is necessary for any lasting improvements to be achieved.

Neighborhoods are designated as NIS areas by the City Council based on the following data analysis:

- Public Safety – Crimes against persons and property, fire responses, and paramedic responses
- Social Indicators – Number of welfare recipients, income of residents, and absentee ownership of residential properties
- Property Conditions – Number of property maintenance/substandard cases, requests for health inspections, and calls for graffiti removal

Since inception of the NIS program in 1990, ten neighborhoods have been designated as NIS areas by the Long Beach City Council. These are:

1. Central
2. Cherry – Temple
3. Hellman
4. Lower West
5. MacArthur Park
6. North Long Beach
7. South Wrigley
8. St. Mary
9. Washington
10. Willmore

Table IV-1 describes the physical boundaries of the ten NIS areas and Figures IV-1 through IV-10 illustrate the geographic location of NIS areas. As shown, all NIS areas are located within the CDBG target areas.

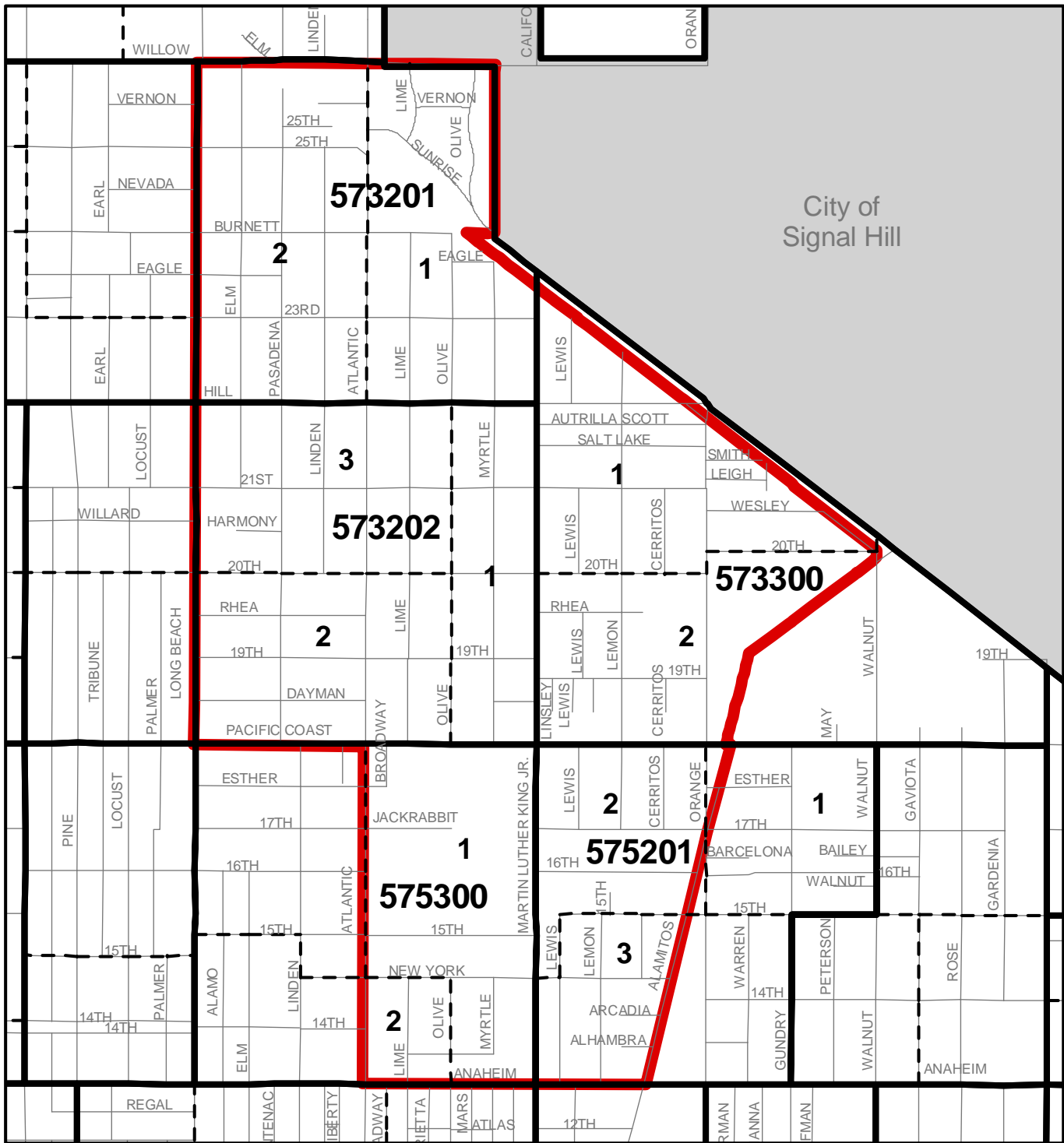
NIS areas are praised by residents and businesses. Residents voiced their willingness to volunteer for community restoration and improvement projects. Residents also praised the concept of targeting services to specific geographic areas of the City, a departure from traditional, uniform delivery of services to all parts of the City.

**Table IV-1
Neighborhood Improvement Strategy (NIS) Areas**

NIS Area	Boundaries				Census Tracts
	North	East	South	West	
Central	Willow Street; City Boundary	Alamitos Ave.	Anaheim St.	Atlantic Ave; LB Blvd.	5732.01 5732.02 5733.00 5752.00 5753.00
Cherry – Temple	Pacific Coast Highway	Temple Ave.	10 th Street	Cherry Ave.	5751 5769 (portion)
Hellman Street	10 th Street	Cherry Ave.	4 th Street	Alamitos Ave.	5764 5765 (portion)
Lower West	20 th Street	L B Freeway.	Pacific Coast Highway	Santa Fe Ave.	5729 (portion)
MacArthur Park	Pacific Coast Highway	Cherry Ave.	Anaheim St.	Alamitos Ave.	5752 (portion)
North Long Beach	City Boundary	L B Freeway.	Artesia Freeway.	Long Beach Blvd	5704 (portion)
South Wrigley	Hill St.	Pacific Ave.	Pacific Coast Highway	Los Angeles River	5730 (portion)
St. Mary	Anaheim St.	Cherry Ave.	10 th Street	Pine Ave.	5753 5754 5758 5763 5764 (portion)
Washington	Pacific Coast Highway	Atlantic Ave.	Anaheim St.	Magnolia Ave.	5754 (portion)
Willmore	Anaheim St.	Pacific Ave.	7 th St.	Loma Vista	5758 (portion)

Neighborhood Resource Center (NRC)

The Neighborhood Resource Center (NRC) was established in 1995 to assist neighborhood and community organizations to increase their effectiveness. Neighborhood volunteers who work together to improve the quality of life in their areas frequently are in need of supplies, training, and permanent meeting locations. The NRC assists them by providing free access to a community meeting room, neighborhood flyer boxes, free use of a photocopier, fax, computers, and the Internet. The NRC also hosts numerous training workshops on relevant community topics. A community room is available weeknight evenings, by appointment.



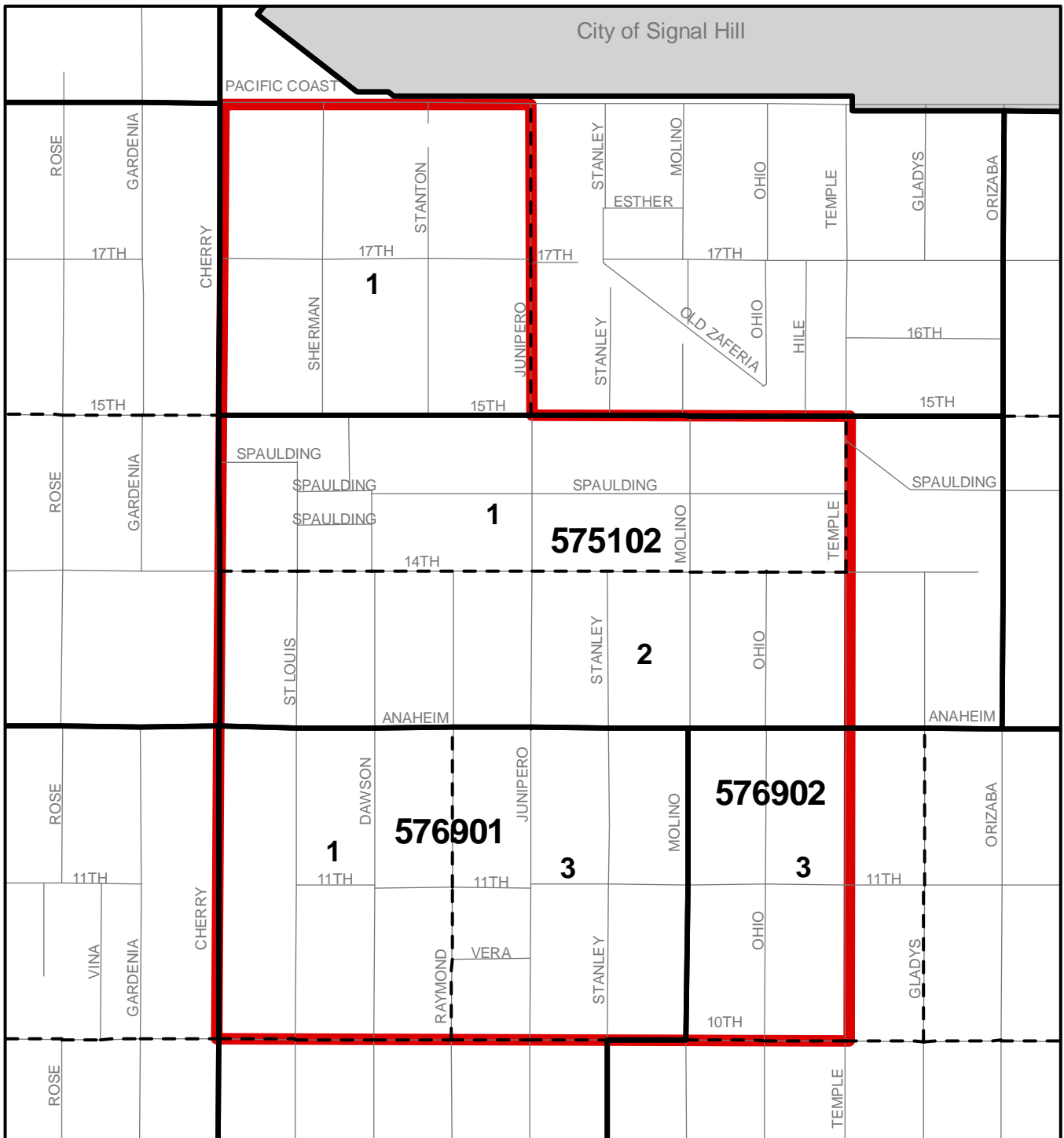
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City of Long Beach Neighborhood Services Bureau

Central NIS Area Census Block Groups



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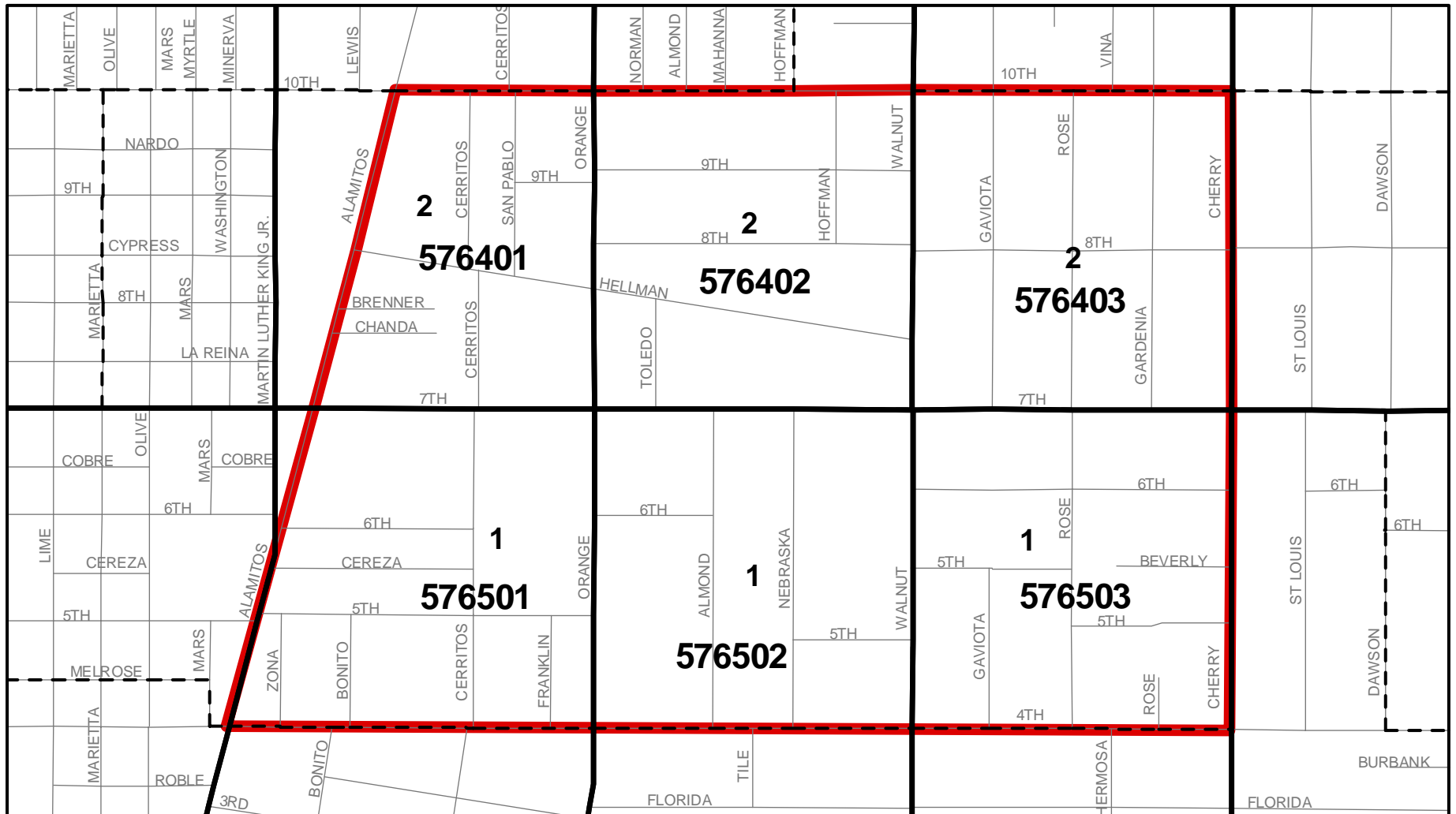
City of Long Beach Neighborhood Services Bureau

Cherry - Temple NIS Area Census Block Groups



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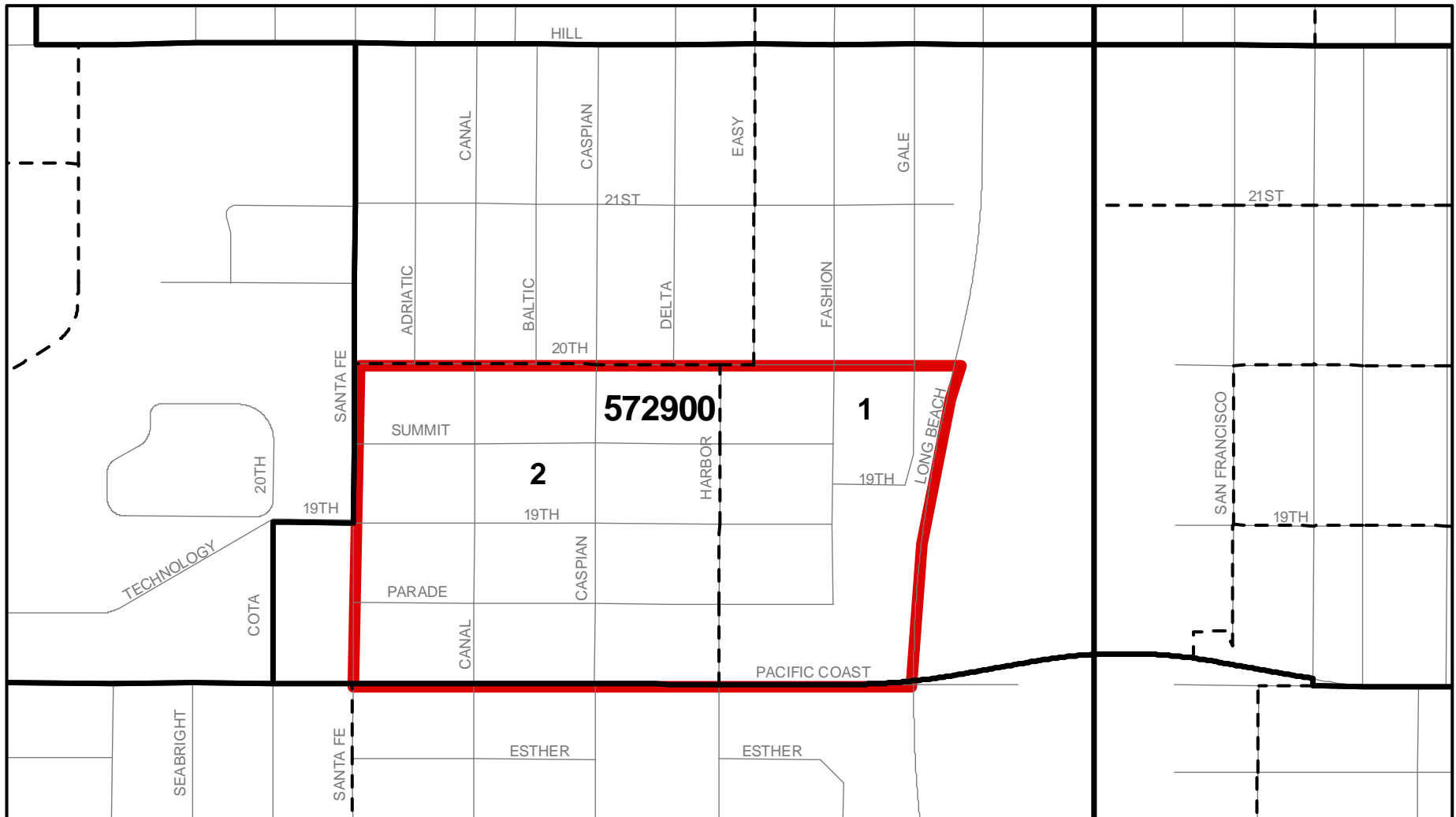


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City of Long Beach Neighborhood Services Bureau Hellman Street NIS Area Census Block Groups



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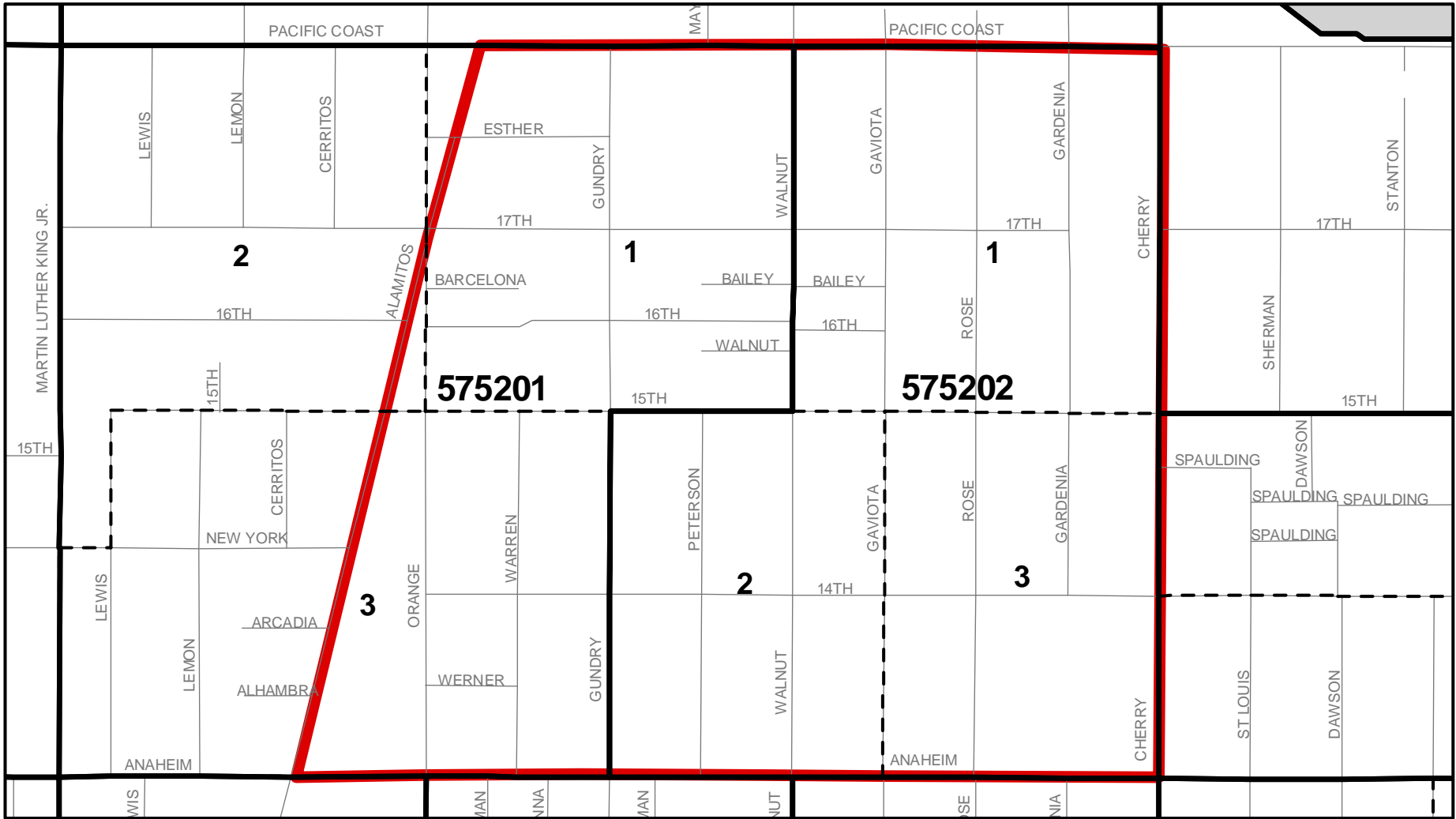
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City of Long Beach Neighborhood Services Bureau Lower West Long Beach NIS Area Census Block Groups



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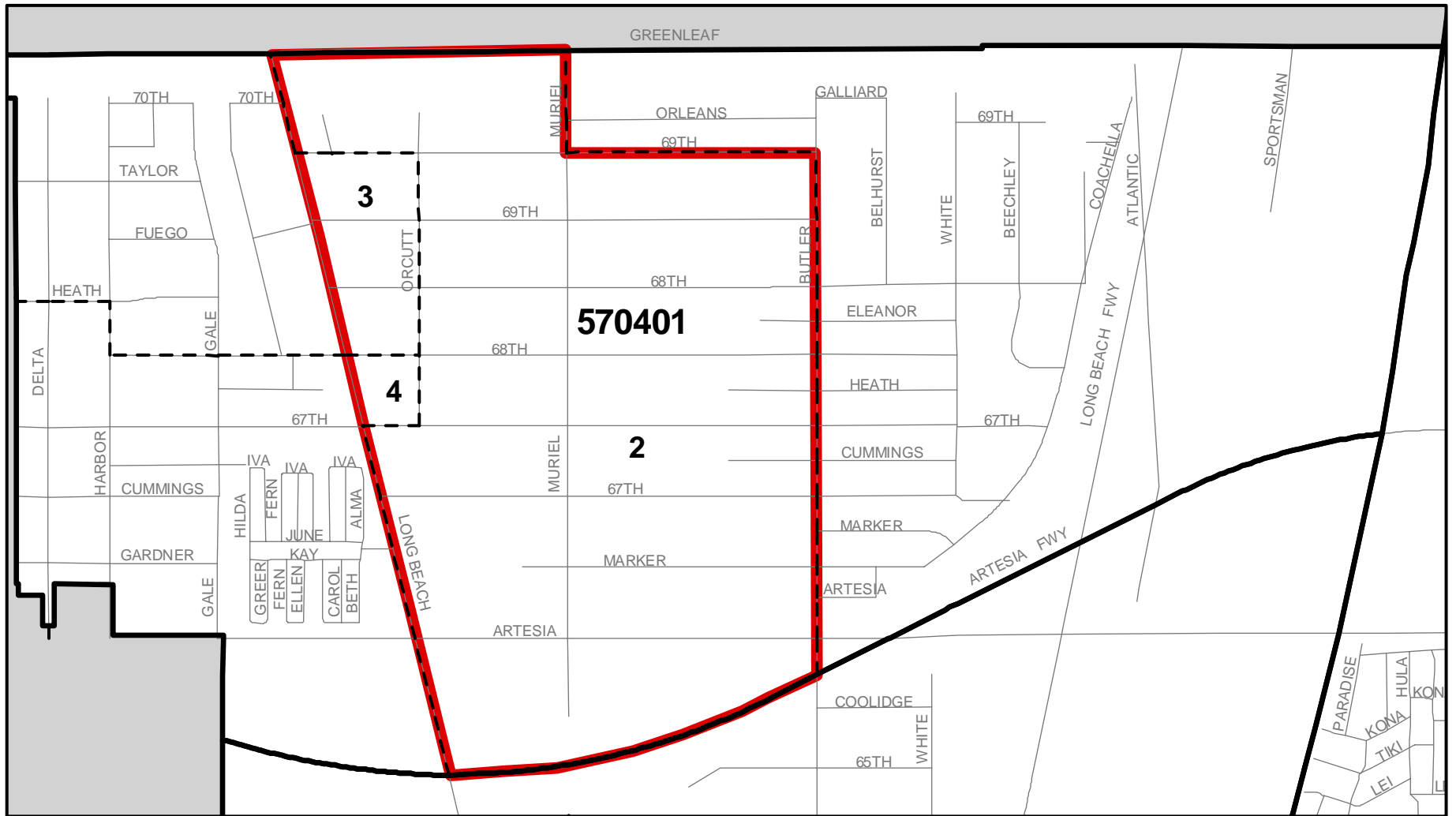


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City of Long Beach Neighborhood Services Bureau MacArthur Park/Whittier School NIS Area Census Block Groups



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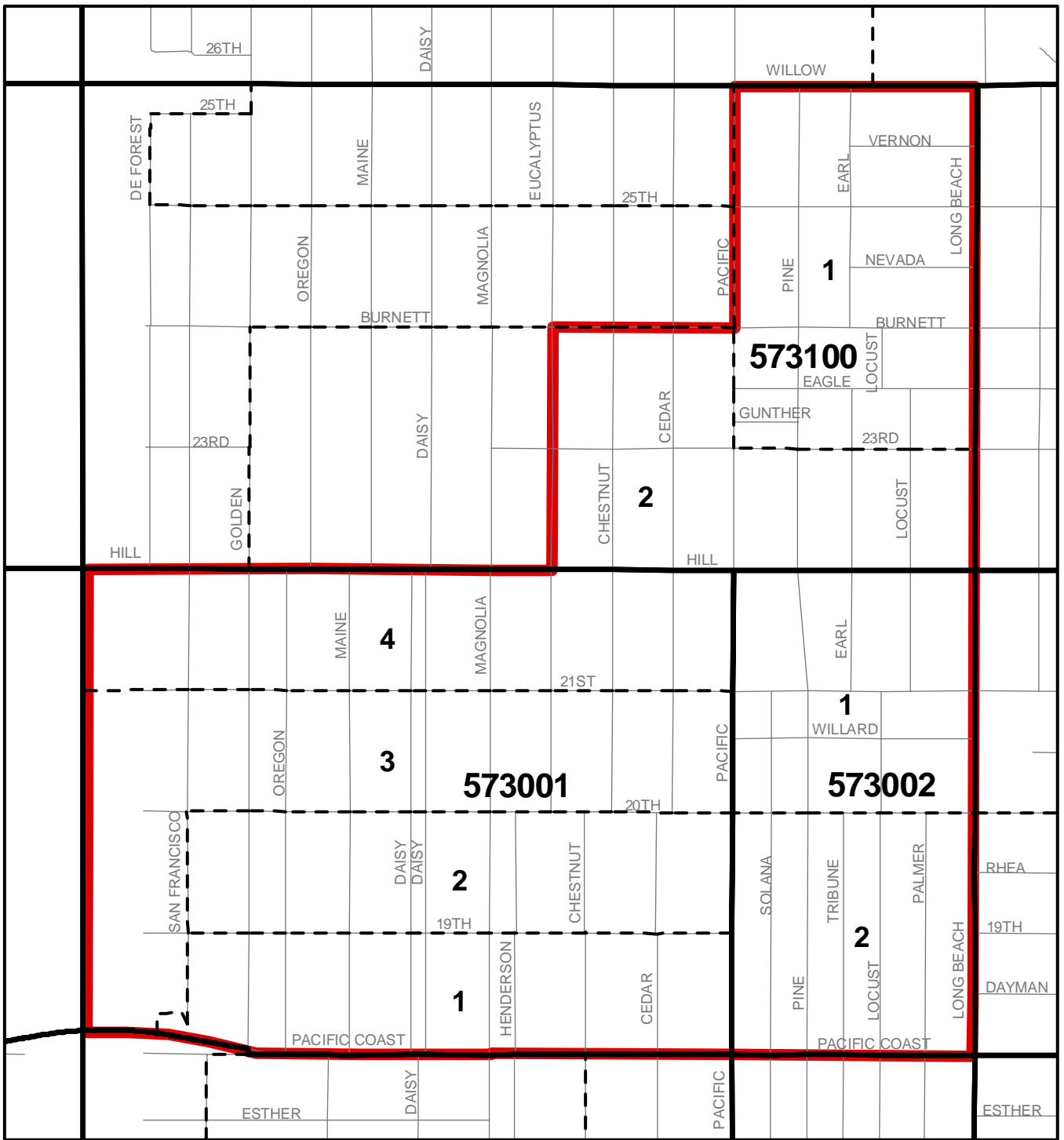


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City of Long Beach Neighborhood Services Bureau North Long Beach King School NIS Area Census Block Groups



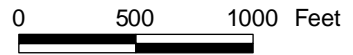
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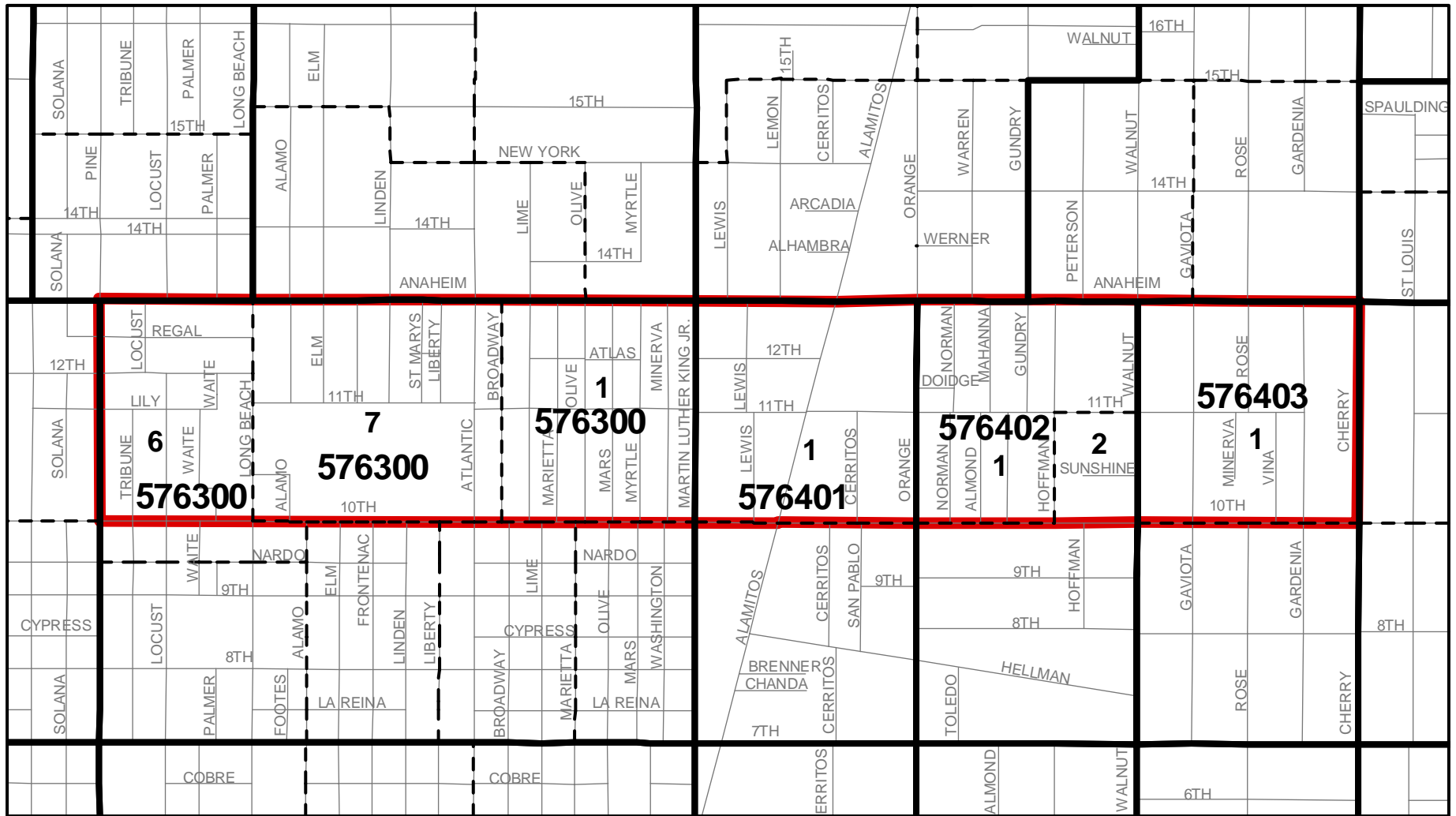


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City of Long Beach Neighborhood Services Bureau

South Wrigley NIS Area Census Block Groups





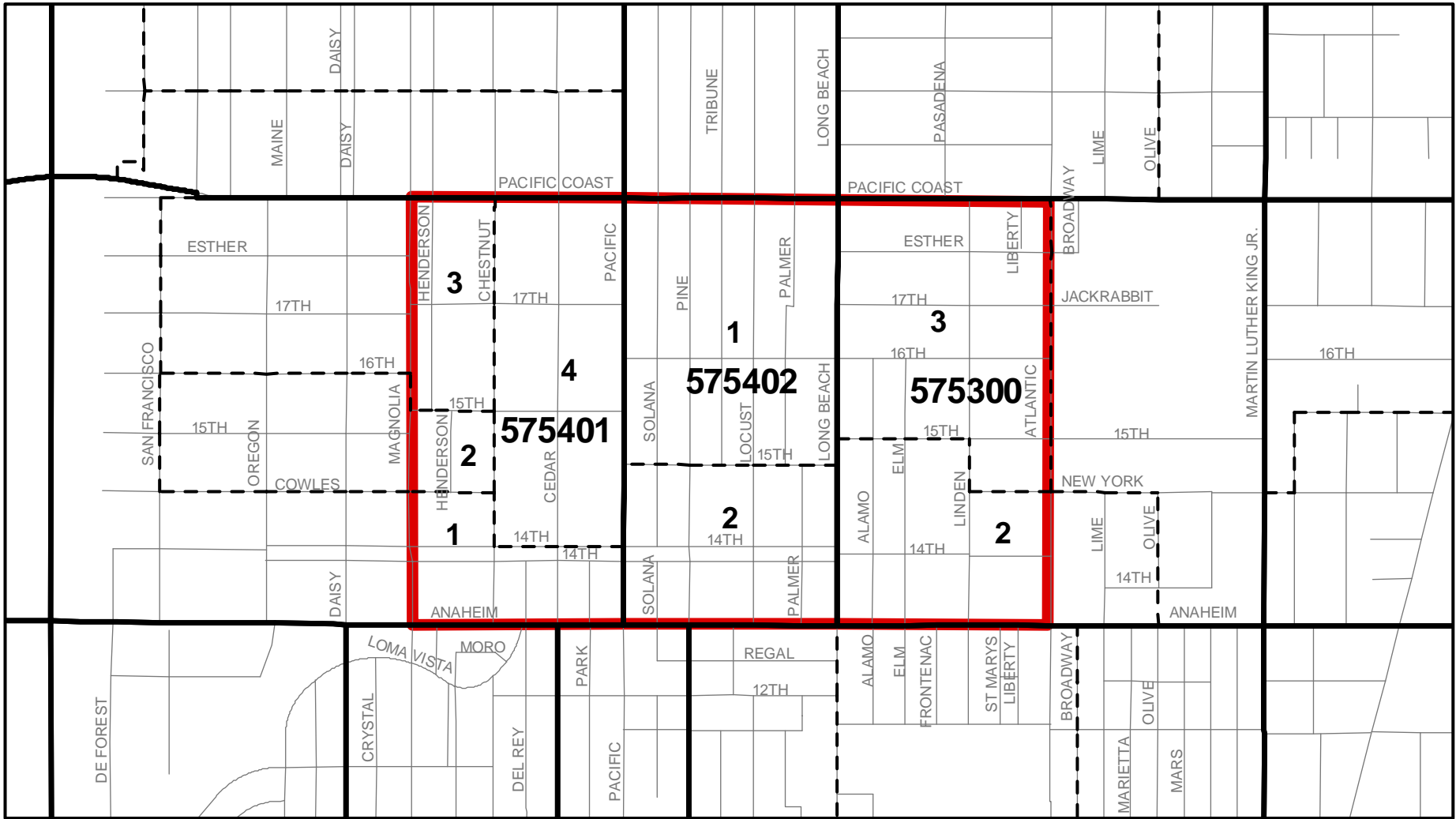
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City of Long Beach Neighborhood Services Bureau St. Mary NIS Area Census Block Groups



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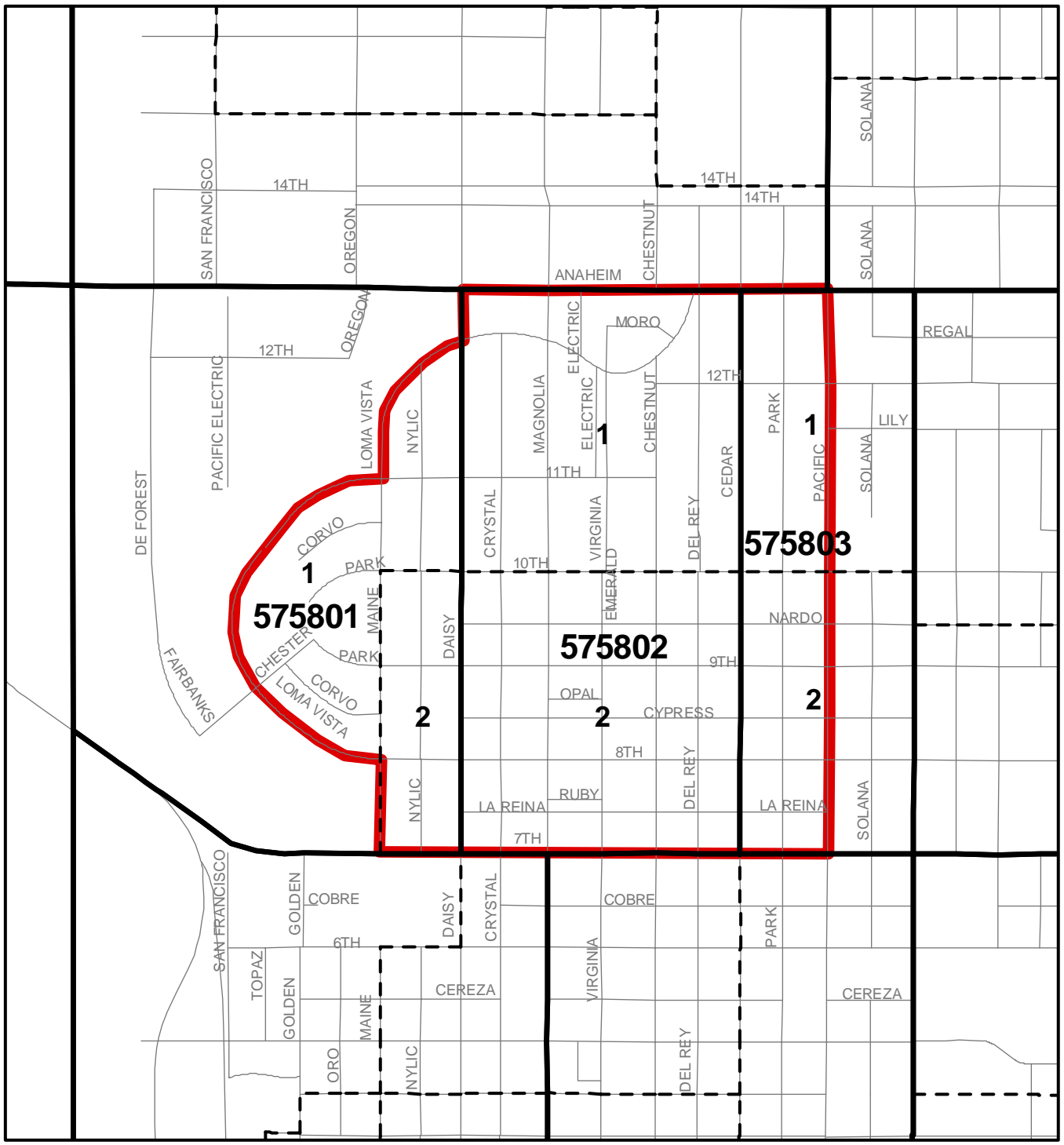
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City of Long Beach Neighborhood Services Bureau Washington School NIS Area Census Block Groups



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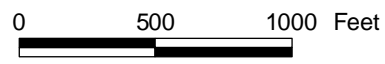


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City of Long Beach Neighborhood Services Bureau

Willmore City NIS Area Census Block Groups



Safe Streets Now!

Administered through the Neighborhood Resource Center, this program empowers residents and property owners to reclaim their neighborhoods from drug dealing, gang activity or other nuisance conditions. Since 1993, the *Safe Streets Now!* Program has helped Long Beach residents to organize their block, to document nuisance activity, keep an activity log book, record police calls for service, make and use telephone trees, find out who legally owns the problem property, and work together to resolve neighborhood problems.

Neighborhood Nuisance Abatement Program

The goal of the Neighborhood Nuisance Abatement Program (Nuisance Abatement), established in July 1997, is to coordinate the City resources in order to ameliorate neighborhood nuisances in an efficient and timely manner. In order to achieve this goal, Nuisance Abatement tracks chronic nuisance problems such as illegal drugs, vacant buildings, gangs, prostitution, consistent loud noises, or trash, and assists citizens in solving problems by directing them to the appropriate department. When necessary, Nuisance Abatement works with City departments to resolve specific problems, initiate administrative hearing procedures, or pursue other legal action to abate the chronic nuisance. A chronic neighborhood nuisance is defined as any property or person which has two or more of the following elements: (1) three or more complaints received within 60 days, from two or more sources; (2) alleged violations which involve enforcement by more than one City department and require coordinated response; or (3) the nuisance may pose an immediate threat to health or safety.

Dispute Resolution Services

Through a partnership with the City of Long Beach Neighborhood Services Bureau, the Los Angeles County Bar Association's Dispute Resolution Services, Inc. (DRS) offers free community, family and consumer mediation services to individuals living, working, or residing in Long Beach. With a local office located in the Neighborhood Resource Center, DRS offers a quick and inexpensive way to resolve disputes. Its goal is to improve the quality of life by diffusing ongoing conflicts and fostering non-violent alternatives to disputes which might otherwise result in court action, escalate into desperate acts of frustration, or lead to violence and ethnic/racial tensions in the community. Mediation is a highly successful process by which neutral trained mediators provide parties to a dispute with a way to communicate and hear one another's concerns. Under the guidance of the mediator, people find solutions which can satisfy all parties and resolve the dispute.

Volunteer Income Tax Assistance (VITA)

Through a partnership with the City of Long Beach Neighborhood Services Bureau, Broad Spectrum Community Development Corporation and the Internal Revenue Service to provide free federal and state income tax preparation assistance to low- and moderate-income individuals and families who live, work, and/or attend school in Long Beach. Further, Broad Spectrum will link these individuals to free mainstream banking services, financial literacy workshops, and asset building strategies such as homeownership and entrepreneurship opportunities.

D. OTHER COMMUNITY DEVELOPMENT PROGRAMS

Code Enforcement/Graffiti Removal

A number of City programs respond to the need for improvements in neighborhood conditions through code enforcement, graffiti removal, and neighborhood cleanup activities.

Intensified Code Enforcement (ICE) Program:

The ICE program is a comprehensive code enforcement program involving the Departments of Planning and Building, and Health and Human Services. The program focuses on bringing all structures within a specific geographic area into compliance with City building, health and safety requirements. All NIS areas identify code enforcement as a neighborhood issue. Inspections under the ICE program have been completed in most NIS areas.

Neighborhood Cleanup Assistance Program:

The City provides paint, tools, and related supplies to organized community volunteer efforts designed to physically improve neighborhood structures, streets, alleys and other blighted neighborhood conditions. NIS teams regularly hold monthly cleanups.

Graffiti Removal Program:

This program has provided paint and tools for several volunteer graffiti paint-outs. The graffiti removal hotline number is provided to area residents and businesses. All visible sign of graffiti are usually removed with one to two days.

Graffiti Prevention Mural Program:

This programs offers a deterrent to graffiti by creating murals at locations repeatedly targeted for graffiti vandalism. Community volunteers working with professional artists design and paint the murals.

Urban Forestry Program

The City established an Urban Forestry Program in 1993, which to date has planted over 12, 000 trees in City parkways and median islands, mostly in low and moderate income areas. The program uses grant funding to purchase and maintain new trees, but the focus is volunteer help. Using neighborhood residents to help organize volunteers and plant trees, this program has created a spirit of pride in the community.

Youth Centers and Services

The following CDBG funded facilities and programs provide youth and childcare services. Some programs are offered citywide, several are available only in targeted neighborhoods.

Future Generations Youth Center (Houghton Park Teen Center):

Supports teen programs in youth employment, career development and community volunteerism. The Center establishes relationships among teens, employers, and educators. The objective of the program is to employ teens, advance teen careers through resume-building and job referral activities, and engage teens in community volunteer work.

Gang Intervention/Prevention Program:

Sponsors workshops for youth and parents of youth that are currently involved in gangs and those at risk of joining gangs. Parent Awareness Seminars focus on helping parents cope with problems facing youth today, such as drugs, gangs and violence.

Afterschool and Weekend Recreation:

Offers supervised activities to youth at risk of gang involvement. Various school sites located within targeted neighborhoods are open after-hours and on weekends.

Mobile Recreation Services:

Provided during summer months to youth in low income neighborhoods where no parks or schools are closely located. Recreational equipment/art and craft supplies are driven by van to the areas. Activities take place on streets temporarily closed to traffic.

Hire-A-Youth:

Provides workshops on resume development and interviewing skills. It also helps youth gain employment by matching their resume with perspective employers through an Internet database system.

A wide range of youth programs and activities are being offered by the City through various departments (Health, Parks/Recreation/Marine) and community-based, nonprofit organizations. Funds available for youth programs are limited, and the Community Based Organizations (CBOs) find themselves competing with the City and with each other for grants and contracts. The City is seeking to enter into collaborative partnerships such the 21st Century Grant to deliver services to youth in Long Beach.

Crime Awareness and Prevention

The City offers a number of crime awareness and prevention programs:

Neighborhood Improvement Strategy (NIS) Community Police Centers:

The City has formed partnerships with residents of the Willmore, South Wrigley, Hellman and St. Mary NIS areas to establish neighborhood-based Community Police Centers. The Police Department provides part-time staffing, the neighborhood is responsible for providing full-time volunteer hours and the Neighborhood Services Bureau funds the building lease and provides bilingual workers. The centers promote crime prevention activities and provide community information and resources. An additional center is proposed in the Central NIS area.

Nuisance Abatement Training:

Public nuisances, such as drug houses, threaten the quality of life for many private citizens. The City has provided training workshops in each of the NIS areas to educate residents on public nuisance laws, property ownership responsibilities, documenting nuisance problems, effective mediation techniques, and procedures for filing actions in small claims courts.