



Date: April 2, 2024

To: Thomas B. Modica, City Manager 

From: Lea Eriksen, Director of Technology and Innovation 
Bo Martinez, Director of Economic Development 

For: Mayor and Members of the City Council

Subject: **Everyone In Implementation – Final Update**

On June 11, 2019, the City Council directed the City Manager to work with appropriate departments and report back with a timeline and implementation plan within 120 days, for the five recommended policy areas of the “Everyone In Economic Inclusion Implementation Plan” (Implementation Plan): (1) Housing and Homeownership; (2) Small Business, Diverse Entrepreneurship; (3) Procurement; (4) Workforce and Youth Development; and, (5) Connectedness (Economic Resilience). In addition, the City Council directed the City Manager to provide updates every six months thereafter until a workplan and funding source for each of the Implementation Plan policy areas has been presented to City Council for approval.

An initial written update for the Implementation Plan was provided to the City Council in January 2020. From there, the City faced the unprecedented emergency of the COVID-19 pandemic, which both accelerated the implementation of some Economic Inclusion initiatives and delayed others. This memo represents an update on the Economic Inclusion efforts and progress since then and details how the City’s updated Economic Blueprint 2.0, 2030 Strategic Vision, Grow Long Beach Plan, and Digital Inclusion Roadmap incorporate, adapt, and advance the Everyone In work.

Implementation Progress

Policy Area One: Housing and Homeownership

Implementation Plan Recommendation: Support community-based organizations’ efforts to become HUD-Certified Homebuyer Counseling and Education agencies.

City Implementation Actions: Through the Long Beach Recovery Act (LB Recovery Act), the City offered a First-Time Homebuyer Assistance Program designed to assist low- and moderate-income families traditionally underrepresented in homeownership with purchasing their first home and building multi-generational wealth. Approximately 100 households will receive up to \$25,000 in down payment and closing cost assistance. For more information on Community Development’s homebuying programs, [visit their Homebuying programs site](#).

Additionally, through the LB Recovery Act, several housing programs have been established to provide tenant assistance and navigation.

- **LB Resource Line – Housing Navigation Expansion (Health and Human Services):** The LB Resource Line includes Housing Navigators, who assist residents with information and referrals regarding housing needs. This program operates in close partnership with Community Development. Housing navigators respond to callers and requests for housing navigation and resource support.
- **Community Land Trust Program (Community Development):** The Community Land Trust Program establishes a community land trust in Long Beach through a seed funding grant. Land Trusts own the underlying fee (land) under affordable housing. The project has been awarded to Social and Environmental Entrepreneurs (SEE), fiscal sponsor of Long Beach Residents Empowered (LiBRE), through a competitive RFP with quarterly disbursements of funding upon agreed-upon milestones, including the legal establishment of the land trust and formation of a Board of Directors. LiBRE has formed Housing for All Long Beach CLT (HFALB CLT) and has applied for Recognition of Exemption Under Section 501(c)(3), formed an interim board, and established bylaws and a mission statement.
- **Long Beach Emergency Rental Assistance Program (Community Development):** The Emergency Rental Assistance Program (ERAP), which opened applications in April 2021, assisted landlords and income-eligible tenants (renters) who have experienced financial loss or hardship due to COVID-19 through rental assistance. ERAP helped income-eligible tenants pay rent and utilities, both for past due bills and future payments. The program prioritized assisting lower-income tenants who were unemployed for 90 days or more and at risk of housing instability. The City requested additional funds from the State of California to help meet additional demand. The funds were granted, and the City continued to process fully submitted and approved cases that were submitted on or before the March 31, 2022, deadline, until the new funds were exhausted.

Funding Continuity: Most of these programs either have already sunset or will be sunsetting by the end of the Long Beach Recovery Act (December 2024). Future planning around housing and homelessness lives on in the 2030 Strategic Vision.

Policy Area Two: Small Business, Diverse Entrepreneurship

Implementation Plan Recommendation: Establish a Municipal Small Business Council (SBC) with dedicated staff to provide representation, advocacy, and technical assistance to every small business in the City.

City Implementation Actions: The City has established several programs intended to support small business owners, especially those from underrepresented communities.

- **Business Improvement District Grant Program (Economic Development):** The Business Improvement District Grant Program provides \$1.1 million in funding to nine non-profit business associations that contract with the City to manage Business Improvement Districts (BIDs). The program enables BIDs to help small businesses survive and

recover by connecting them to financial and technical assistance, promoting businesses, marketing commercial districts, and maintaining clean and safe commercial districts. Eight organizations have executed contracts, and all have received at least one disbursement. To date, \$731,530 has been disbursed to BIDs through this program.

- BizCare Program (Economic Development): BizCare began in November of 2020 to support small businesses affected by the COVID-19 pandemic. The team, comprised of City staff, is focused on helping small businesses located in low- to moderate-income areas of Long Beach benefit from small business grants, loans, technical assistance, and other resources. The BizCare Team supports a call center and email help line for Long Beach Businesses, hosts Pop-Ups once a week where businesses can access one-on-one assistance, and conducts outreach to help businesses learn about and apply for all the various programs to maximize the equitable distribution of resources. Through the BizCare program and with the support of the Business Liaison and other staff, Economic Development is committed to a rapid response to public safety incidents at local businesses within 24 hours of notification to offer available resources and support, including the VIP Grant in cases of vandalism. The BizCare Team is comprised of four business outreach staff and one program coordinator and supported by funds of \$470,000. More information can be found at www.longbeach.gov/bizcare. This program continues and additional program data will be shared on the LB Recovery Dashboard.

Inclusive Business Navigator Program (Economic Development): The Inclusive Business Navigators Program promotes economic recovery for small business owners across Long Beach. The Inclusive Business Navigators Program helps small business owners benefit from important financial assistance, marketing, and technical assistance that will enable their businesses to survive and recover from the financial challenges created by the pandemic. By expanding partnerships with entrepreneur support organizations (ESOs) that prioritize outreach and support for diverse business owners across Long Beach, the Inclusive Business Navigators Program increases inclusive business outreach and access to small business grants and loans, marketing, and the delivery of free technical assistance. After a competitive procurement process, four vendors including April Parker Foundation, Centro CHA, RightSource, and United Cambodian Community Services have started this work.

- Customer Activation Program (Economic Development): The Customer Activation Program activates consumer spending through events and citywide programming for locally serving small businesses including restaurants, bars, personal services, and face-to-face retail establishments that have been hard hit by COVID-19 restrictions. To stimulate in-person consumer spending at local small businesses, the program provides local organizations grants to develop, implement, and deliver strategies and events to connect with residents, and a citywide program to stimulate consumer spending, encourage residents to "Buy Local," and attract consumers to local service sector businesses experiencing the greatest economic impacts, revenue decline, and job losses. The Long Beach Center for Economic Inclusion was selected through the ActivateLB Customer Activation RFP to implement the citywide customer activation

program with the goal of increasing consumer spending at local businesses by \$1 million. The ShopLB campaign was launched in June 2023 with a consumer contest and continues as a consumer rewards program to encourage shopping at local businesses.

- Visual Improvement Program (Economic Development): The Visual Improvement Program (VIP) Grant supports local businesses impacted by crime and vandalism on or after October 1, 2022. Eligible businesses can receive \$1,500 to cover storefront repairs, boarding costs, insurance deductibles and business operating expenses. Grant applications opened as of February 22, 2023. Applications will remain open and grant awards will be issued on a rolling basis to all eligible applicants until funding is exhausted. To date, \$120,000 has been distributed through this grant. \$100,000 has also been distributed to Business Improvement Districts to support sidewalk activation, special events, and clean and safe initiatives.

Funding Continuity: City staff has secured additional grant funding to support the Inclusive Business Navigator Program and is seeking ongoing funding to continue the BizCare program. The City anticipates that these programs will serve as ongoing support for diverse small business owners. The City will also continue to operate the Business Improvement Districts. Funding for the Customer Activation Program and Visual Improvement Program is intended to wind down by December 2024, at which point the City will close these programs. Future planning around small business and diverse entrepreneurship will continue through the Grow Long Beach Initiative.

Policy Area Three: Local, Inclusive Procurement

Implementation Plan Recommendation: Increase the percentage of City of Long Beach spending on local, small, and diverse businesses by establishing a streamlined certification process, integrated vendor database for Long Beach agencies/institutions, and transparent supplier participation goals.

These Implementation Plan recommendations and additional considerations are consistent with the core principles of public procurement, which include ensuring an open, competitive, and transparent process to select a vendor, and that all organizations wishing to participate in that process have access to participate. In addition, the Implementation Plan also aligns with the goals of the City's procurement operation, as articulated through a series of five related reports and memoranda to the City Council beginning in 2017 pertaining to support of local businesses, many of which are small and diverse, for City purchasing opportunities. The City's procurement team also works in close collaboration with the Economic Development's Business Development Bureau to ensure that small businesses served by the Inclusive Business Navigators are aware of current and upcoming contracting opportunities.

City Implementation Actions

- Long Beach Buys Platform Implementation (Financial Management): Long Beach Buys, powered by Periscope's ePro software, is a modern system that widely enhances the

City's procurement abilities, including the lowering of barriers for small, local, and disadvantaged vendors and improved contract management. Long Beach Buys replaces the City's previous e-procurement platform. Long Beach Buys is part of the City's Extreme Procurement Makeover initiative, which aims to enhance the City's procurement process to be more efficient, results-driven, equitable, and sustainable. Long Beach Buys does this by increasing transparency and accountability for the public, enhancing reporting, and helping with the identification of small, local, diverse, and disadvantaged businesses as part of a comprehensive evaluation and reform of the City's procurement processes.

- Inclusive Procurement Reform (Financial Management): In collaboration with the Harvard Kennedy School Government Performance Lab (GPL), the City completed a comprehensive evaluation and remaking of its procurement systems and processes to make procurement more efficient, consistent, and forward-looking, so that all vendors, including local, minority- and women-owned businesses, are better positioned to do business with the City and provide services on the City's behalf that best serve the Long Beach community. The efforts included the following strategies:
 - Conducted a baseline data analysis of procurement activities, timelines, and contracting awards to identify areas for improvement.
 - Created the Model Procurement Plan, which defined the goals and principles for procurement operations. The Plan also established key performance and outcome metrics, including establishing goals for competition and bid rates for small, local, diverse, and disadvantaged vendors.
 - Examined the performance of the Local Preference Ordinance. Analysis and recommendations for improving the efficacy of the ordinance were presented to Council on January 24, 2023, and the ordinance amendments were subsequently adopted.
 - Conducted an online survey, available in English, Spanish, Khmer, and Tagalog, that collected input from previous and current vendors as well as from unsuccessful and prospective vendors. The survey helped identify barriers faced by prospective and current vendors and will be used to improve vendor outreach with a focus on Long Beach businesses and design and implement new solutions to increase opportunities for contracting.

- Inclusive Procurement Liaison (Financial Management): The Financial Management Department is in the process of hiring an Inclusive Procurement Liaison, who will expand the City's outreach strategy of informing and connecting to local businesses interested in partnering with the City. The position will proactively build relationships and networks with local communities that historically have lower participation rates in City contracting. The liaison will also organize and attend events and workshops and support other initiatives related to outreach and communications.

Funding Continuity: Future planning around inclusive procurement lives on in the 2030 Strategic Vision.

Policy Area Four: Workforce and Youth Development

Implementation Plan Recommendation: Develop a plan to expand and deploy workforce development services to every Long Beach Teen Center.

City Implementation Actions

- Future LB (Economic Development): Future LB is an inspiring and welcoming place where Long Beach youth ages fourteen to 30 can plan their future and develop the skills, knowledge, and work experience necessary to succeed in today's labor market. The center offers a variety of free services and resources in workforce readiness, including on-the-job training, paid internships, career exploration resources, intensive case management, and connections to employment opportunities, among other resources. Youth interested in receiving services may visit the center during normal operating hours, weekdays from 11:00 a.m. to 6:00 p.m. or call 562-570-4700 for more information. Future LB is operated by the City's Department of Economic Development's Pacific Gateway Workforce Innovation Network, with funding made available through the federal Workforce Innovation and Opportunity Act.

Funding Continuity: The City receives ongoing funds via Pacific Gateway and the Workforce Innovation and Opportunity Act.

Policy Area Five: Connectedness (Economic Resiliency)

Implementation Plan Recommendation: Support the establishment of a Community Development Corporation (CDC) to deploy programs and services that support economic development and financial empowerment of North, Central, and West Long Beach communities, and small businesses citywide.

City Implementation Actions

- Economic Empowerment Zones (EEZ), Summer 2024 (Economic Development): The Economic Development Team has worked in partnership with an independent economic analysis firm to conduct a citywide analysis to identify likely areas for establishment of Economic Empowerment Zones (EEZs). EEZs are both community and culturally focused districts as well as dominant sector-based districts to facilitate the growth of that business sector. The feasibility analysis conducted has tentatively identified six areas within the City's boundaries, encompassing approximately six percent of the City's total land area. Funding will be dedicated to the establishment of the EEZs including data and fiscal analysis to support identification and conduct extensive community outreach to develop strategies to support planning, land trust development, small business coordination, arts and culture, housing development, private sector investment

attraction, and other services to address economic impacts that have been exacerbated by COVID-19 and continue to create barriers for growth. The establishment of these EEZs allow for potential alignment of local strategy with federal and state economic development place-based initiatives like Opportunity Zones (OZ) and special districts, such as Enhanced Infrastructure Finance Districts (EIFDs), Workforce Housing Opportunity Zones (WHOZ), Community Revitalization and Investment Authorities (CRIAs), and sustainability districts. The Economic Development Team is working to prepare a presentation outlining current findings from the consultant.

- Long Beach Pledge – Guaranteed Income Pilot Program (Economic Development): The Long Beach Pledge (LBP), Guaranteed Income Pilot Program provides direct cash assistance in line with national income pilot research studies. LBP serves 250 families living at or below the federal poverty level and residing in the 90813 ZIP Code. These families receive \$500 a month for twelve months while participating in a research study conducted by academic partner, CSULB Research Foundation. Baseline survey preliminary results have been received with two additional surveys and two rounds of qualitative interviews planned for the study. Program payments began in May 2023 and will continue through April 2024.

Funding Continuity: The Long Beach Pledge has received additional funds from the Homeless Emergency and will serve another 200 families with payments beginning in spring 2024, for a total of 450 families served. After that, staff will search for grant funding to continue running guaranteed income.

Economic Blueprint 2.0

As we emerged from two full years of a pandemic, the economic impact and loss have played out in different and difficult ways across Long Beach. With the totality of these circumstances in mind, the Economic Development Commission advanced the Blueprint for Economic Development 2.0 (Blueprint 2.0). The Blueprint 2.0 was developed through a collaborative process that included a detailed economic analysis by California State University Long Beach's Office of Economic Research, Public Economic Recovery Roundtables, and public study sessions with experts. In November 2022, the Blueprint 2.0 was adopted by Council in November 2022, with a mission to create equitable economic opportunities for workers, investors, and entrepreneurs. The Economic Development Department, the Commission, and partners now utilize Blueprint 2.0 alongside the City's 2030 Strategic Vision Plan.

Next Steps

This will serve as the final report for the Everyone In Implementation Plan and further updates will come from Grow Long Beach Initiative, Economic Development Blueprint 2.0, and 2030 Strategic Vision Implementation efforts. Implementation of the Economic Inclusion Focus Area of the Blueprint is a critical priority for the vitality and growth of the Long Beach economy and is a long-term commitment of the Commission, Committee, City Council, and City staff. Our economy is stronger when all Long Beach is maximizing its resources.

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April 2, 2024

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If you have any questions, please contact Estefania Zavala, Digital Equity and Economic Inclusion Officer, at 562-570-6793 or estefania.zavala@longbeach.gov.

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