THE

# OPPORTUNITY BEACH AGENDA

## 100 DAY PLAN FOR LONG BEACH

MAYOR

REX RICHARDSON

# 100 Days

# OPPORTUNITY BEACH

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# A MESSAGE FROM THE MAYOR

Dear Long Beach,

As your Mayor, I am humbled by the privilege and opportunity to lead our dynamic city - a city that boasts a vibrant arts and culture scene alongside an unparalleled shoreline, a city that is an economic engine for our region and state, and a city that has served as a national model for fighting the COVID-19 pandemic and leading an equitable recovery.

Generations who came before have recognized Long Beach as a place to fulfill their dreams. The Tongva, our first Americans whose land we stand on today, created a community here, and they called it Puvungna, meaning the "place of emergence." They believed their world, and lives, began here. In the late 19th century, railroad competition brought tourists from middle America to chase the sunshine. The oil boom and the Navy Shipyard attracted more families seeking their slice of the American dream. People fleeing racial discrimination, economic instability, civil war, and prejudice have made their homes here in pursuit of a better life.

It's where a young man, who faced economic and housing instability growing up, bought his first home and put down roots in North Long Beach. Those roots allowed him to raise a family, work to make his community a better place, and serve as Mayor. We are a city with "Shores of Opportunity" — where every person, no matter their economic status, race, or gender identity, can achieve their dreams. Long Beach has faced tough times and moments of transition before, and at every juncture, we've united and pushed for a better tomorrow.

I would like to express my deepest gratitude to the Mayoral Transition Team for their guidance, leadership, and insights in helping craft an ambitious and forward-looking plan for the first 100 days of my administration called the "Opportunity Beach" Agenda. "Opportunity Beach" reflects our commitment to expanding access to the resources residents need to thrive. By working together to advance this shared vision, we can accomplish extraordinary things. We should lean into hope and believe that our work today will create the future that the next generation of Long Beach families deserve.

It's time to step up to solve the challenges ahead. Let's use the energy and momentum of the city's new leadership to propel our city to new heights, so that all who call Long Beach home live in a safe, healthy, and thriving community.

Sincerely,

Rex Richardson
Long Beach Mayor

# 100 Days

## The Opportunity Beach Agenda

# A LETTER FROM OUR CO-CHARIS

After Mayor Richardson was elected following the November 2022 general election, he wasted no time in assembling a cohort of the city's and region's brightest civic leaders to join the Mayoral Transition Team to help chart a bold and ambitious agenda to put Long Beach on a path to become a more just, inclusive, sustainable, and dynamic city.

Honoring his commitments to equity and representation, the Mayor's Transition Team reflected the true diversity of Long Beach, elevating the voices of youth, families, seniors, immigrants, workers, LGBTQ+ people, and other communities whose experiences are too often relegated to the periphery of power and decision-making.

True to his roots as a community organizer and bridge-builder, the Mayor brought together leaders from the business, government, non-profit, philanthropic, and education sectors to generate the most forward-thinking ideas and proposals to expand opportunity and improve the quality of life for all Long Beach residents and families.

Over the month of December, the Transition Team worked diligently to develop a comprehensive set of recommendations to carry forward the values and priorities that Mayor Richardson has identified as being critical to Long Beach's future success and prosperity. These include addressing homelessness and the rising costs of housing, catalyzing economic growth, ensuring the safety of our communities, investing in our youth, and safeguarding our environment.

The proposals outlined in this plan offer a roadmap to help guide our city as we overcome the challenges that lie ahead. We want to thank each member of the committee for their insightful contributions.

We remain grateful for the Mayor's unwavering commitment to work in partnership in service of our great city. By leveraging the momentum of this new Mayoral administration and new leaders on the City Council, we will chart a new course for the city that ensures the health, safety, and dignity of every resident of Long Beach and leaves no one behind.

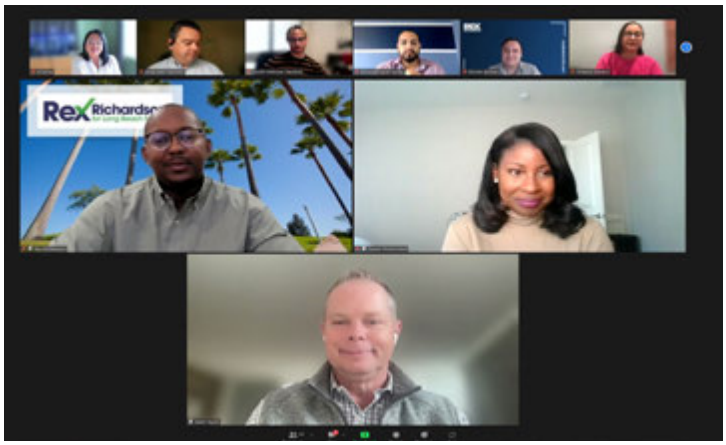
**Tunua Thrash-Ntuk**
President/CEO
The Center by Lendistry
Co-Chair Transition Taskforce

**Mark Taylor**
Director of State and Local Government Operations
Boeing
Co-Chair Transition Taskforce

# THANK YOU

Mayor Richardson, his staff, and his co-chairs Ms. Tunua Thrash-Ntuk (President/CEO of the Center by Lendistry) and Mr. Mark Tayor (Director of State and Local Operations, Boeing), contacted leaders in each of the five areas of focus to collaborate on what achievable goals could be met in his first 100 days.

This document was created through subcommittee meetings and open engagement to curate short-term and long-term suggestions that can provide guidance for the Mayor's office during and beyond his first 100 days. The subcommittee members were invited to meetings that addressed specific areas of Mayor Richardson's platform and participated in providing suggestions via Google jamboards to fully capture all subcommittee member's inputs and suggestions. The Youth and Education Subcommittee held a meeting that included invited younger people to participate to provide input from all age groups.



# 100-DAY PLANNING TEAM

Many thanks to each of the members of the subcommitteesf for their time and input.

**Mark Taylor**
Director State and Local Government Operations
Boeing
Co-Chair Transition Taskforce

**Tunua Thrash-Ntuk**
President/CEO
The Center by Lendistry
Co-Chair Transition Taskforce

**Imran Ahmed**
General Manager
Long Beach Marriott

**Kome Ajise**
Executive Director
Southern California Association of Governments
Housing Subcommittee Lead

**Eddie Angeles**
American Airlines Director
and Former Obama FAA Appointee

**Jill Baker**
Superintendent
Long Beach Unified School District

**Elise Buik**
President/CEO
United Way of Greater Los Angeles
Housing Subcommittee Lead

**Carolyn Caldwell**
President/CEO
St. Mary's Medical Center

**Curt Castagna**
President/CEO
Aeroplex

**Chris Chavez**
Deputy Policy Director
Coalition for Clean Air
Sustainable and Resilient Subcommittee Lead

**Dr. David Cherin**
Community Advocate, Older Adults

**Lian Cheun**
Executive Director
Khmer Girls in Action (KGA)

**Jane Close Conoley**
President
California State University, Long Beach

**Christopher Covington**
6th District Community Leader
Youth and Education Subcommittee Lead

**Rashida Crutchfield, EdD, MSW**
Associate Professor and Director
CSULB School of Social Work
and The Center for Equitable Higher Education

**Brian D'Andrea**
Senior Vice President
Century Housing

**Hilda Gaytan**
President and Co-Founder
Puente Latino Association

**Chris Hannan**
Executive Secretary
LA/OC Building and Construction Trades Council

**Gaby Hernandez**
Executive Director
LB Immigrant Rights Coalition

**Randal Hernandez**
Founding Chairman of Long Beach Economic Partnership
and Former Chief of Staff to Beverly O'Neill
Economic Development Subcommittee Lead

**Jan B. Hower**
Board President
Long Beach Camerata Singers

**Elaine Hutchinson**
President
Apartment Association California Southern Cities

**Isaac Julien**
ASI President
California State University, Long Beach

**John Keisler**
CEO and Managing Partner
Sunstone Management Inc.

**Andy Kerr**
LA County Measure H Citizens' Oversight Advisory Board

**Eduardo Lara**
Board Member
The LGBTQ Center of Long Beach

**Peng Long**
Community Leader

**Deaka McClain, MPA**
Change Agent Disability Advocate,
Former Long Beach Citizens Advisory Commission on Disabilities Chair

**Austin Metoyer**
President/CEO
Downtown Long Beach Business Alliance

**Mike Munoz, EdD**
Superintendent-President
Long Beach Community College District
Youth and Education Subcommittee Lead

**Steven Neal**
Commissioner
Long Beach Board of Harbor Commissioners

**Thomas Parham, Ph.D.**
President
California State University, Dominguez Hills

**Anthony Pham**
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**Pastor Gregory Sanders**
Long Beach Ministers Alliance
Healthy and Safe Communities Subcommittee Lead

**Kevin Scott**
Secretary/Treasurer
Long Beach Firefighters Association
Healthy and Safe Communities Subcommittee Lead

**Karissa Selvester**
Executive Director
Mayor's Fund for Education

**Susana Sngiem**
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United Cambodian Community

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CSULB College of Liberal Arts

**Griselda Suarez**
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City Fabrick
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**Sharon Weissman**
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**Yvonne Wheeler**
President
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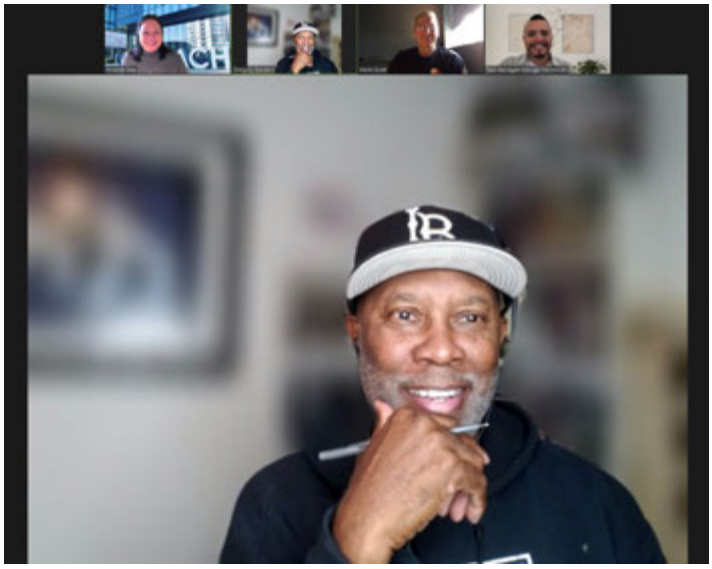


**Special thanks to the city staff for their contribution to the Hope for 100 Days Plan.**

**Tom Modica**
City Manager
City of Long Beach

**Linda F. Tatum**
Assistant City Manager
City of Long Beach

**All the Directors within the City of Long Beach and their staff.**

# MEET OUR TEAM

**Shawna Stevens**
Chief of Staff

**Parker Houston**
Policy Deputy

**Rashina Young**
Deputy Mayor of Operations

**Dorian Bonner**
Communications Deputy

**Paul Barragan-Monge**
Policy Director, LGBTQIA+ Liaison

**Montserrat Pineda**
Community Engagement Deputy and Youth Liaison

**Jeff Williams**
Director of Community Engagement

**Christian Cambridge**
Financial Services Officer

**Malini Basu**
Director of Communications

**Maria Banegas**
Administrative Officer

# INTRODUCTION

On December 20, 2022, Rex Richardson was sworn in as the City of Long Beach's new mayor. Rex Richardson was a Long Beach City Council member, Vice Mayor, and regional leader with a proven track record of collaboration and problem solving that has helped materially improve the lives of Long Beach residents. His election platform emphasized coming together as a city to take on the challenges that the city faces.

***"This historic mayorship represents not only how far we've come toward building a more inclusive city, but also the potential that we have to remedy deep and systemic disparities in opportunity across our city."***

Now at the dawn of his administration, Mayor Richardson reaffirms his election goals with his 100-Day Plan - the Opportunity Beach Agenda. His mission is to reach out to all communities to support the health, prosperity, and safety of every resident, business, and worker in the City of Long Beach. Mayor Richardson and his team are fully committed to holistic change, where improving the health of residents, ensuring the safety of their communities, fostering youth success, and promoting the economic growth of the city are not mutually exclusive.

With his established track record of positive change for his community and his reputation for being a collaborative leader and agent of positive change, Mayor Richardson will engage the community, local businesses, and stakeholders to create a city that provides everyone an opportunity to thrive.

# VISION

Long Beach is a city in transition.  This time of transition provides the Mayor and his team a chance to reflect on the past and recommit themselves to creating a city that is built on foundations that will endure for future generations - foundations like a strong local economy for both workers and businesses, tackling the root causes of crime by building safe and healthy communities, investing in youth, building enough housing for residents, helping unhoused neighbors get back on their feet and into stable housing, and doubling down on protecting the environment.

Additionally, Mayor Richardson will commit to establish clear pathways for exchange of ideas, creative thinking, and clear decisions. He will continue to work with partners and engage the community while also continuing collaboration with city departments and staff, building strong working relationships among the leadership team with colleagues, council members, and external stakeholders.

# THE OPPORTUNITY BEACH AGENDA

This document outlines challenges and deliverables in five (5) sectors that Mayor Richardson will address in his first 100 days in office as part of the Opportunity Beach Agenda, including:

- Ensuring Quality and Stable Housing for All
- Building an Economy Where Everyone Thrives
- Creating Safe and Healthy Communities
- Supporting a Sustainable and Resilient City
- Expanding Opportunities for Youth to Succeed

# 100 Days

## ENSURING QUALITY and STABLE HOUSING FOR ALL

# ENSURING QUALITY and STABLE HOUSING FOR ALL

Homelessness and the housing shortage are humanitarian crises that the City of Long Beach needs to address urgently. Due to the COVID-19 pandemic, many people and their families lost their jobs, struggled to find affordable housing, and became homeless. Families who experience homelessness struggle with cold, hunger, and fear, which damages both their mental and physical health. Mental and physical health conditions can impair a person's ability to obtain and maintain stable housing, and people with such conditions are twice as likely to experience homelessness in their lifetime. During Mayor Richardson's first 100 days, he will commit to expanding his office's capacity to address these root causes of homelessness and the housing affordability crisis impacting our city and region.

## Going "All In" to Solve the Homelessness Emergency

To immediately address the issue of homelessness, Mayor Richardson's first action is to request a State of Emergency on homelessness, calling on all city agencies and partners to go "All In" to address the root causes of housing insecurity. The COVID-19 pandemic exacerbated economic factors leading to an increase in homelessness and brought unprecedented hardship on residents. During the pandemic, many families across our region experienced a loss of income that contributed to a loss of stable housing. The 2022 Homelessness Point-In-Time Count showed that the number of Long Beach residents experiencing homelessness increased to 3,296, revealing the magnitude of the pandemic's impact, and the need to approach this humanitarian crisis with a heightened sense of urgency.

*Source: 2022 Point In Time Homeless Count Results*

Addressing the homelessness issue is a leading priority for the city, and Mayor Richardson will help get unhoused neighbors off the street and into stable housing by taking immediate administrative and policy actions that the emergency declaration on homelessness will allow the city to pursue, including:

- Streamlining the following areas through the declaration of emergency:

    1. New emergency shelters, transitional housing, supportive housing, and affordable housing targeted at people experiencing homelessness or at risk of becoming homeless. Long Beach currently has fewer than half of the shelter, transitional, and supportive housing beds needed to house our current number of unhoused residents.
    2. Supporting new mental healthcare and substance use facilities, hospitals, clinics, and offices to provide services that address underlying issues that may prevent residents from achieving stability.
    3. New social services centers, food banks, and personal storage facilities for unhoused residents. These facilities will help address the increase in deaths among people living on our streets by making sure they're connected to services, have enough food to eat, and have a safe place to keep their belongings.
    4. New safe parking sites, including safe RV and car sites, to give those who live in a vehicle a safe place to stay.

- Allow the legalization of any currently occupied non-compliant unit as an Accessory Dwelling Uni (ADU), as long as a code enforcement officer determines no imminent danger of fire or to life and public safety exists.

In addition to these immediate actions, Mayor Richardson will begin the development of detailed plans to address the largest concentrations of homelessness that exist throughout our city, beginning with convening roundtables of local stakeholders in Downtown and along the LA River within his first 100 days.

***"The top priority for my administration will be pursuing bold, evidence-based, and sustainable solutions to address the root causes of homelessness and the housing affordability crisis impacting our city and region."***

# Going “All In” to Solve the Homelessness Emergency

## *Deliverables:*

- *Enact a State of Emergency declaration on homelessness and announce an incident command structure, mobile command center, data dashboard, and roll out of mobile access centers*
- *Call for a Federal, State, and Regional response, including a declaration of emergency in the State of California and collaboration with adjacent cities and communities.*
- *Boost “clean and safe” teams operations with an initial focus on engaging stakeholders and improving conditions in Downtown Long Beach corridors.*
- *Identify sites for safe parking and additional shelter capacity.*
- *Establish grant funds for impacted local businesses.*
- *Conduct Area-Specific Strategy Meeting(s) in high-need areas across Long Beach, which will serve to identify resource needs and opportunities to better coordinate the delivery of services throughout the city.*
- *At the end of the first 100 days, present an update for the public of all the administrative and policy actions that the city has been able to pursue under the emergency declaration.*

# Launching the Long Beach Housing Promise

Mayor Richardson will establish the Long Beach Housing Promise that promotes housing, education, and quality jobs. The proposed Long Beach Housing Promise will be a cross-agency collaboration between the city, industry partners, and educational institutions such as Cal State Long Beach, Long Beach City College, and the Long Beach Unified School District to make concrete and actionable commitments to support the production of accessible housing in Long Beach. Through the Long Beach Housing Promise, we will work to create the housing opportunities that Long Beach families deserve by calling on our industry partners to make meaningful financial investments to support housing production and leverage surplus properties and facilities to help add to our existing housing stock. The partnerships created through the Long Beach Housing Promise will ensure that Long Beach's children and families are provided better educational outcomes, economic opportunities, and a lasting community where everyone thrives. Establishing more affordable housing in Long Beach can help ensure there are sufficient housing opportunities to support our public school families, our students, and to keep our workforce local.

In addition to the Long Beach Housing Promise, to increase the amount of housing available in the city, Mayor Richardson's administration will streamline the ADU ordinance to reduce red tape and allow for "pre-approved" ADU models. The City will also pursue a "pro-Housing Designation" from the State of California under Assembly Bill 101 to maximize the flow of state resources.

Lastly, Mayor Richardson will launch a new Downtown Plan to guide development and design standards in collaboration with residents and businesses, with an emphasis on preventing displacement and building new housing for all income levels in our Downtown.

# Launching the Long Beach Housing Promise

## *Deliverables:*

- *Formalize partnerships around housing production with educational institutions and industry partners by codifying a process for Memorandum of Understanding (MOU) agreements.*
- *Achieve the AB 101 "Pro-Housing" Designation for the City of Long Beach*
- *Implement a new ADU ordinance that streamlines approvals for new projects.*
- *Launch a new Downtown Plan, with an emphasis on preventing displacement and building new affordable housing in our Downtown.*
- *Appoint a Deputy Mayor for Housing and Homelessness to shape partnerships and strategies that advance our housing and homelessness response goals.*

# Localizing Mental Health Resources

Half of those experiencing homelessness in our city need mental health support, and the trauma of experiencing homelessness can contribute to or exacerbate mental health conditions. Currently, the administration and location of mental health and substance use services falls under the LA County Department of Mental Health, rather than the City's Health Department, creating a disconnected system of care for those needing mental health services in Long Beach. Unlike most cities in the state, Long Beach benefits from having its very own municipal Health Department. If Long Beach wants to treat its mental health crisis with the urgency it deserves, it will need to utilize its unique strengths by taking more direct action in localizing the delivery of mental health services, including more negotiations with state and county funding providers to increase funding for local mental health providers, supporting the expansion of wellness facilities across town, and taking pressure off the local hospital system by adding more recuperative care and step-down beds.

## *Deliverables:*

- *Initiate planning discussions to partner with LA County to put the creation of a local Mental Health Collaborative into motion.*
- *Organize a team made up of City and County health officials to conduct a comprehensive needs assessment of mental health services and programs in Long Beach.*
- *Identify and plan for new revenue streams to support the expansion of local mental health services.*

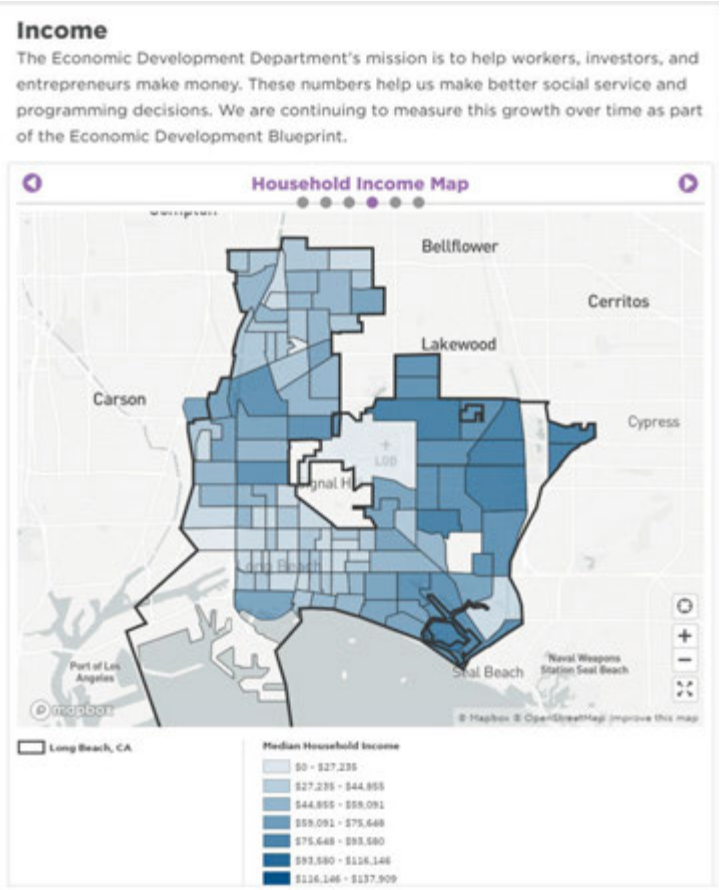
*Source: 2022 Point In Time Homeless Count Results*

# 100 Days

## BUILDING AN ECONOMY WHERE EVERYONE THRIVES

# BUILDING AN ECONOMY WHERE EVERYONE THRIVES

The COVID-19 pandemic highlighted racial and economic inequities across all industries and sectors and underscored the need to strengthen the resilience of our economy against future uncertainty. COVID-19 also exposed the growing digital divide between those who have the resources to work from home and those who do not. With guidance from the City's Economic Blueprint 2.0, Mayor Richardson will commit to charting a new path towards a sustainable and equitable economy – one that attracts emerging companies, industries, and technologies in clean and renewable energy to set roots in the city, all while generating thousands of good-paying jobs that improve the economic condition and health of families and residents.




*Source: Economic Development Blueprint 2.0 Presentation*

***"The health of our economy, and the health of our community are not mutually exclusive"***

## Launch the Grow Long Beach Initiative

Long Beach has boundless opportunities as a multi-modal hub in the region and state with assets like the Long Beach Airport, the Port of Long Beach, and access to the regional Metro and light rail transit system. The City of Long Beach is poised to be the epicenter for modern and emerging industries that boost local, regional, state, and national economies. Mayor Richardson will be laser focused on unleashing the potential of our emerging business sectors.

As a part of the “Grow Long Beach Initiative,” Mayor Richardson’s team will start the process of developing partnerships with the Long Beach Accelerator, the Long Beach Economic Partnership, and the Long Beach Center for Economic Inclusion, to support 100 new and diverse startups within identified growth sectors.

The Mayor will also direct the formation of a Strategic Growth Council made up of representatives from five to seven different growth industries to identify strategies and policies that will support the recruitment, growth, retention, and success of industries that will be key to Long Beach’s future economic prosperity, including:

- Aerospace
- Ports/logistics/supply chain
- Entertainment and hospitality (trade, tourism, restaurants, arts)
- Healthcare and hospitals
- Educational institutions

*Photo Credit: Long Beach CVB - Campus*

*Photo Credit: Long Beach Convention and Visitor’s Bureau*

To further encourage growth in the City, the Mayor's office proposes to put together a new parking ordinance which will allow a waiver of parking requirements for redevelopment of vacant storefronts. This will help turn over many of our city's vacant buildings, which currently lead to blight and adverse impacts on communities all over Long Beach.

Finally, the Mayor's office will create the position of Deputy Mayor for Economic Development and Recovery. This senior member of his administration will establish relationships in the business community to help drive the execution of each of the core strategies outlined above to help ensure the economic growth of the City.

## Launch the Grow Long Beach Initiative

### *Deliverables:*

- *Establish partnerships with the Long Beach Accelerator, the Long Beach Economic Partnership, and the Long Beach Center for Economic Inclusion to recruit and support 100 new and diverse startups in key growth sectors over the next 5 years.*
- *Implement the Mayor's Strategic Growth Council for the City of Long Beach, which includes recruitment and an initial meeting within the first 100 days.*
- *Draft a new parking ordinance which allows for the waiver of parking requirements for redevelopment of vacant storefronts.*
- *Explore the creation of a Strategic Growth Fund. Supporting the promotion, recruitment, and retention of local, small, and diverse businesses and accelerating inclusion and growth in opportunity communities and Economic Empowerment Zones.*
- *Appoint a Deputy Mayor for Economic Development and Recovery within the first 100 days.*

2

# Delivering for Small Businesses

The pandemic has taken an unimaginable toll on the city's small businesses – particularly those owned by women, LGBTQ+ individuals, and people of color. To facilitate an equitable recovery, the city needs to better equip small business owners and aspiring entrepreneurs with programming and resources to promote their success. These businesses are the backbone of Long Beach's economy.

Part of promoting small businesses is getting a pulse of how these businesses are doing today. The Mayor proposes a 100 Businesses in 100 Days listening tour, where the Mayor's office will reach out to 100 small businesses and invite them to listening sessions to better understand the challenges and map opportunities to help these businesses grow.

As a consumer of services with significant purchasing power, the City of Long Beach also has the ability to empower our small business community through procurement opportunities. The Mayor will set a goal for the City of Long Beach to meaningfully increase the procurement of services from local small businesses. This effort will focus on reaching out to and inviting bids from businesses owned and operated by women and people of

color. We will work with each City agency to set department-specific plans around procurement and publish our progress to help the City achieve a substantially higher percentage of local small business procurement over the next two years.

Finally, Mayor Richardson proposes that the city create a formal designation for "Legacy Businesses" to offer financial support or other benefits to businesses recognized for their contribution to the fabric of the city. Legacy designation could include local, historic, and family-owned businesses within the City of Long Beach.

# Delivering for Small Businesses

## *Deliverables:*

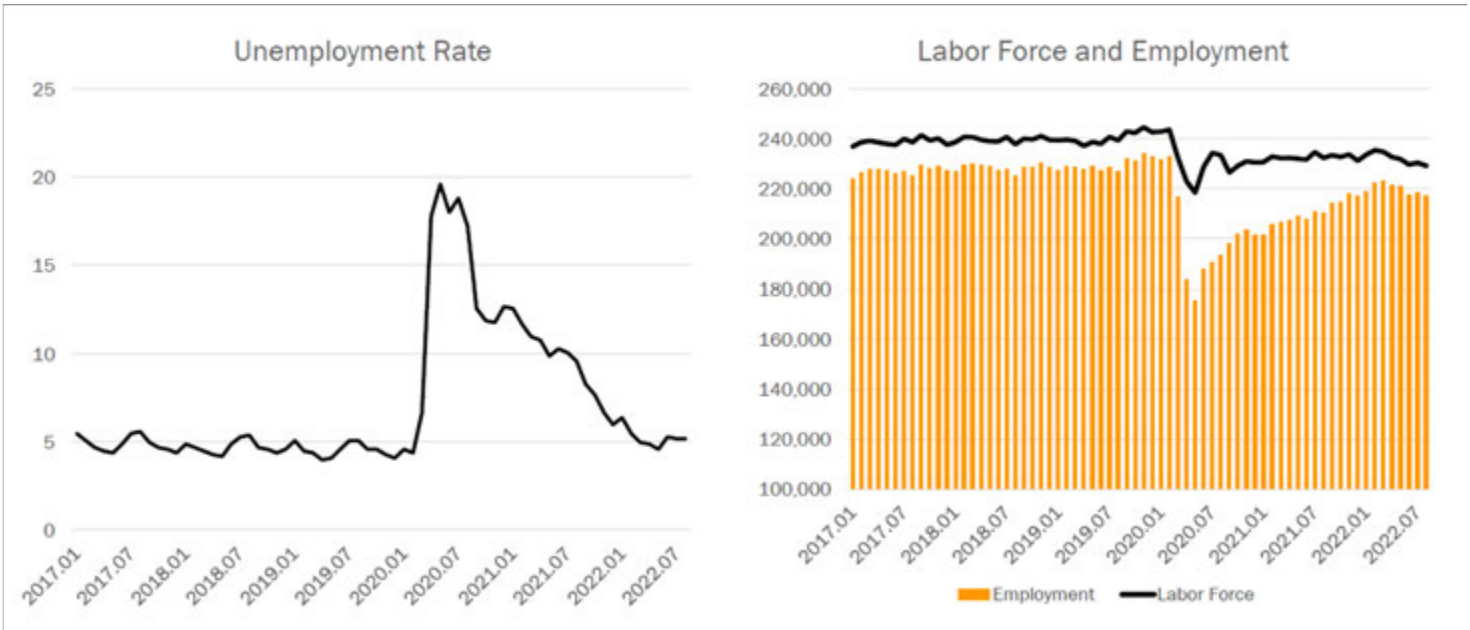
- *Meet with 100 Businesses in 100 Days by hosting two to three small business assemblies in different parts of the city in partnership with merchant associations, the Chamber of Commerce, and other business entities.*
- *Secure buy-in from all city departments to do their part in helping the city achieve a substantially higher rate of small business procurement.*
- *Establish a definition to qualify as a Legacy Business.*

# Investing in People

As the Long Beach economy recovers from the devastation caused by the COVID-19 pandemic, it is critical that a data-driven strategy that centers on the needs of those most impacted is used to build a more inclusive, economically viable city where every resident can benefit from the city's economic progress. To that end, Mayor Richardson commits to expanding pathways to public service for Long Beach State, Cal State Dominguez Hills, and Long Beach City College students and graduates. A new Public Service Pathways Program will look to identify and implement reasonable waivers and exemptions to existing hiring requirements to reduce barriers for local college students and graduates to be able to access meaningful employment with the City of Long Beach.

In the same vein, Mayor Richardson believes that every resident in the City should be afforded an opportunity to restart. The Mayor's office will propose a Second Chance Program to remove hiring barriers and encourage individuals with prior offenses occurring before the age of twenty-five (25) to seek and obtain employment with the City of Long Beach. The Second Chance Program is another way the Mayor affirms his commitment to the health and growth of Long Beach communities by providing new avenues to employment for those who feel shut out of our economy by circumstances outside their control.

## Long Beach U-Rate, Labor Force, Employment Down




*Source: Economic Development Blueprint 2.0 Presentation*

# Investing in People

## *Deliverables:*

- *Create the Public Service Pathways Program – providing hiring preferences to graduates and current students working towards their degrees at Long Beach State, Cal State Dominguez Hills, and Long Beach City College to encourage them to work for the City of Long Beach.*
- *Task the Civil Services Department/Civil Service Commission with identifying a list of potential waivers and exemptions within the city's hiring process that could be established for local college students in the near term, as well as in the long-term through potential charter amendments modifying the civil service exam process.*
- *Launch a public education campaign in partnership with community-based organizations encouraging local candidates to apply for city jobs.*
- *Identify opportunities and strategies to remove employment barriers for individuals with prior offenses occurring before the age of twenty-five (25) to seek and obtain employment with the City of Long Beach.*

# Promoting Arts and Culture

Long Beach's arts and culture sector is critical to success in local tourism, attracting new investment, economic development, and the quality of life in our neighborhoods. Investing in arts and culture ensures that every neighborhood sees new, innovative art that engages residents in placemaking, healing, activism, and community building.

Long Beach is fortunate to have world-class arts organizations in our backyard like the Long Beach Symphony, Long Beach Opera, Long Beach Camerata Singers, the Museum of Latin American Art, and the Long Beach Museum of Art. The City must continue supporting and partnering with these established entities while ensuring that our local organizations and events have what they need to succeed.

That is whym in the first 100 days, Mayor Richardson will request the City Manager to identify funding opportunities in the City's upcoming budget to support permanent sites for cultural centers that serve our Latino, African American, Cambodian, and LGBTQ+ communities and help generate rich cultural programming and safe spaces for all Long Beach residents.

The Mayor will also look ahead to 2028 when Long Beach will host six Olympic events and we will welcome the world to Long Beach. The Mayor will appoint a 2028 Long Beach planning committee in partnership with the Long Beach Convention and Visitors Bureau that will ensure Long Beach is represented as the global, equity minded city that it is.

## *Deliverables:*

- *Request the City Manager to identify funding opportunities in the Fiscal Year 2024 City Budget to support permanent sites for Latino, African American, Cambodian, and LGBTQ+ cultural centers.*
- *Appoint a Long Beach 2028 Olympics Planning Committee.*

*Photo Credit: Long Beach Convention and Visitor's Bureau*

*Photo Credit: Beverly Center*

# 100 Days

## CREATING SAFE and HEALTHY COMMUNITIES

# CREATING SAFE and HEALTHY COMMUNITIES

Protecting public safety services is critical for a thriving city. There will be a priority in hiring additional police officers and firefighters to meet the needs of the public and continue to support a well-resourced police department to respond to criminal activity and emergencies and promote economic and educational opportunities that help prevent crime and enhance community safety. In neighborhoods where trust in government has been broken, residents may be less likely to seek out city services. Mayor Richardson and his office will foster meaningful partnerships between residents, police, community organizations, and city agencies to address public safety issues.

## Creating Safer Streets

Mayor Richardson will continue working towards a safer community in Long Beach. Work has already begun in various areas that need improvement. The new Park Safety Ambassadors program will staff thirty-nine (39) parks around the city with unarmed safety professionals responsible for closing park bathrooms at night. A new Bureau of Collaborative Response and Engagement is being formed to house the Police Department's community policing initiatives, including the recent addition of twenty (20) additional officers (four quality of life officers and sixteen (16) police officers on bikes) that are included in the recent city budget, to improve community safety and relationships between law enforcement and the community. The new CSR (Community Service Response) Team will be rolling out twenty-one (21) new positions to respond unarmed to non-emergency calls for service and free up critical police resources to attend to higher-level emergency situations.

### *Deliverable:*

- *Announce within the first 100 days the official launch of the new Quality of Life Officers, the formation of the S.T.O.P. bicycle detail, and the launch of the City's first Community Service Response team to respond to Priority 3 calls for service.*

# Implementing Police Oversight

Long Beach is dedicated to implementing a voter-approved charter amendment that establishes a new police oversight structure that includes a Police Oversight Department led by a Director of Police Oversight, and a new Police Oversight Commission. The establishment of a modern Police Oversight Commission will support efforts towards greater accountability and transparency within the community. The Mayor and City Council will also be selecting a police oversight director to work alongside the seven-person commission, who will have full access to PD records and data, the ability to be on-scene during incident investigations, and who will give briefings regarding critical incidents to the new commission

***"If we are going to ensure every resident feels safe walking around their neighborhood at night, then we have more work to do."***

## *Deliverable:*

- *Finalize commission staffing structure, publicize and initiate recruitment for Mayoral-appointed commissioner positions, and begin a national search for a new Director of Police Oversight. The Mayor's office will work with the Long Beach City Council to appoint the Director of Police Oversight.*

# Empowering Long Beach's Neighborhoods

Mayor Richardson has a long-held and deep belief in community empowerment and neighborhood organizing. The Mayor believes that establishing closer bonds with all the City's Neighborhood Associations is vital to empower neighborhoods. In the first 100 days, Mayor Richardson will host a Neighborhood Association Summit to convene and engage the city-wide ecosystem of neighborhood associations to identify policy needs and opportunities that the Mayor's office and City Council can act on, offer civic engagement training for neighborhood leaders, and recognize standout neighborhood leaders with an awards ceremony.

Other initiatives that Mayor Richardson will implement within his first 100 days include drafting a fee waiver for summer block parties and a commitment to locate grant funding for neighborhood association activities to encourage more engagement of residents with their neighbors.

## *Deliverables:*

- *Host a centralized city-wide convening of all recognized neighborhood association leaders and representatives.*
- *Implement specific benefits for these associations including a fee waiver for summer block parties and locating grant programs to fund neighborhood association activities.*

# Protecting and Supporting Immigrant Communities

Throughout Long Beach, immigrants and refugees are an integral part of our economy and social fabric, making up more than a quarter of our population, including the largest Cambodian community outside of Southeast Asia. Immigrants and refugees are family members, friends, loved ones, and colleagues. Half of all essential workers in Long Beach are immigrants – people who put their lives on the line every day to keep our economy afloat, performing critical work such as caring for our city's sick and elderly in hospitals and nursing homes, working in grocery stores, growing our food and ensuring Long Beach residents have access to crucial services. In addition to the work they do to better our city, immigrants in Long Beach are more likely to be entrepreneurs and contribute $1.2 billion in federal, state, and local taxes each year.

Despite their extraordinary contributions, immigrants face unique barriers in accessing basic services like housing, health care, quality jobs, economic mobility, higher education, and pathways to citizenship. Mayor Richardson will work toward creating an inclusive Long Beach where immigrant families feel safe, supported, and have a sense of belonging in our great city.

Long Beach has local tools to help its immigrant residents, and the city needs to double down on them. Since its establishment in 2018, the nationally recognized Long Beach Justice Fund has supported more than 40 immigrant families in obtaining legal representation to fight deportation and family separation. Access to legal resources and representation is a basic right regardless of documentation status. It is critical that this fund receives resources and adapts its functions in order to meet the needs of immigrant communities and work to keep families together.

Tools exist on the state level to help immigrants in Long Beach as well. This year, California became the first state to guarantee health care for all low-income immigrants living in the state regardless of legal status, which will provide coverage for an additional 764,000 people. The city must ensure that our Health Department is prepared for an increase in culturally appropriate outreach and enrollment efforts. Universal access to healthcare is a critical component of a healthy, thriving community

At the workplace, wage theft has undermined the security and well-being of Long Beach workers, especially those from immigrant communities and those who work in the service sector. Wage theft often is caused by firms taking advantage of those that do not know their rights or lack the legal or financial resources to defend them. By prohibiting vendors with past workplace safety or wage theft violations from doing business with the City, Long Beach can send a clear signal to all businesses that they must uphold and enforce labor laws and workplace protections.

## *Deliverables:*

- *Request the City Manager to provide funding options in the FY24 City Budget to support and expand the Long Beach Justice Fund.*
- *Request the Department of Health and Human Services to prepare a memo to the Mayor and City Council regarding efforts to aid enrollment of eligible undocumented residents for the planned Medi-Cal expansions.*

# 100 Days

## EXPANDING OPPORTUNITIES FOR YOUTH TO SUCCEED

# EXPANDING OPPORTUNITIES FOR YOUTH TO SUCCEED

The youth of Long Beach play a very important role in shaping the future of the city, and Mayor Richardson believes that his office must ensure the welfare of the city's youth. He commits to take the next generation of the city into consideration in every policy and program. Mayor Richardson will lay the groundwork for youth engagement and actively learn and listen from their experiences about how their city can guarantee a bright and prosperous future for their generation.

***"Every policy and program we pursue must be grounded in ensuring the welfare of our young people - if it does not serve our youth, it does not serve our city."***

## Investing in Youth Leadership

Youth leadership is vital to the future of the City of Long Beach. Increasing opportunities for youth within the city will help shape the next generation of leaders because young people are the ones who drive the growth of communities. One of the most impactful ways to invest in youth leadership is by educating Long Beach youth on how to become civically involved, which the Mayor will pursue by coordinating the first annual Youth Advocacy Day. During the first 100 days, Mayor Richardson will also work to establish a $1 million floor for Long Beach Youth Fund disbursements each year, guaranteeing stability for local youth programs that rely on city grants.

### *Deliverables:*

- *Declare a date for Youth Advocacy Day and request the City Manager to provide funding options in the FY24 city budget to reach a $1 million Youth Fund.*
- *Explore the creation of a Mayor's Youth Council and a future Youth State of the City*

# Creating Long Term Pathways for Success

Mayor Richardson commits to boosting career pathways that ensure economic and social opportunities for youth and emerging adults by increasing the number of paid internships and fellowships available with the city and establishing a Long Beach Trades promise. A Public Service Internship/ Fellowship Program will also be established to give students at CSU Long Beach, CSU Dominguez Hills, Long Beach City College, and LBUSD real-world experience in different areas of local government, with emphasis on understanding city processes and creating pathways to employment in city government. The Long Beach Trades Promise will create a pathway similar to the Long Beach College Promise for admission to apprenticeship programs and trade schools for graduating LBUSD students.  Successfully entry into the workforce is reliant not only upon a college degree, but the acquisition of critical skillsets through apprenticeships and trade schools.

## *Deliverables:*

- *Request that the City Manager explore the creation of a public service internship/fellowship program, in partnership with local educational institutions, to create stronger pathways to city employment for Long Beach's students. Participation in and completion of the fellowship could also waive some of the traditional city hiring requirements.*
- *Propose agreements with trade school/apprenticeship programs guaranteeing admission for graduating LBUSD students given the fulfillment of certain academic requirements.*

# 100 Days

## SUPPORTING A SUSTAINABLE and RESILIENT CITY

# SUPPORTING A SUSTAINABLE AND RESILIENT CITY

One of the key mandates Mayor Richardson will address in his first 100 days is to foster a healthy environment here in Long Beach where all residents can live, work, and play. Protecting the quality of the environment will improve the overall health of families and residents in the city. In the first 100 days, the Mayor's office will take steps towards a safer and healthier quality of life for Long Beach residents.

## Renewing the Long Beach Open Space Element Plan

Mayor Richardson has always been committed to increasing park space and park equity in the City of Long Beach. He believes that a healthy and sustainable city has neighborhoods with access to green spaces and parks. He believes that the city must ensure that all residents access green spaces that promote community activation, exercise, and recreation. In Long Beach, park equity is far from a reality. In West, Central, and North Long Beach, there is one acre of green space per 1,000 residents, compared to 16.7 acres per 1,000 residents in East Long Beach.

Additionally, the Long Beach Open Space Element, the document establishing the long range vision for park development, is outdated and has not been updated since 2002. To address this, we will work to build upon the new Parks Strategic Plan and the Uptown Open Space Vision plan by initiating an update to the Long Beach Open Space Element, identifying and categorizing opportunities for the acquisition and development of new open space, with the goal that all residents in the city have a park no more than a 10-minute walk from their place of residence. This would improve air quality in North, Central, and West Long Beach, increase availability of Park programming for youth, and create more opportunities for recreation for seniors in park-poor neighborhoods.

***Deliverable:***

- *Initiate the Open Space Element update process and build on the PRM Strategic Plan, Park Development Opportunity Report, and Uptown Open Space Vision Plan in the first 100 days.*

# Advocating for a Greener Long Beach Airport

To improve air quality and eliminate airborne lead pollution in communities living near and in the flight path of the Long Beach Airport, we will work with federal partners to both speed the delivery of unleaded fuel and advocate strongly for federal mandates to end lead based pollution. We will also work with local aviation groups to encourage faster transitions to unleaded fuels.

## *Deliverable:*

- *Work with our federal delegation and partners to advocate for new federal mandates to eliminate lead-based pollution in fuels.*

*Photo Credit: Long Beach Convention and Visitor's Bureau*

# Accelerating Zero-Emission Infrastructure and Clean Trucks at the Port of Long Beach

Trucks leaving the Port of Long Beach are our city's single biggest contributor to pollution and poor air quality, especially in communities like West Long Beach. Zero-emission trucks are the future of our Port complex, but the cost of these technologies is a significant barrier. We will incentivize our local truck operators at the Port to transition from diesel vehicles to electric trucks with a $10 million dollar electrification fund and by creating 100 public charging stations within 3 years, helping to purify our air. Long Beach will also call on the Ports to double the clean truck rate to $20 per twenty-foot equivalent container unit. This will significantly increase the funding available to purchase new zero-emissions vehicles, cleaning the air and reducing impacts to families along the 710 and 91 freeways.

## *Deliverables:*

- *Work with Port leadership to establish a $10 million vehicle electrification fund for small and local operators*
- *Call on the Long Beach Board of Harbor Commissioners to establish a timeline for the creation of 100 public charging stations within 3 years.*
- *Call on the Long Beach Board of Harbor Commissioners to double the clean truck rate within 1 year.*

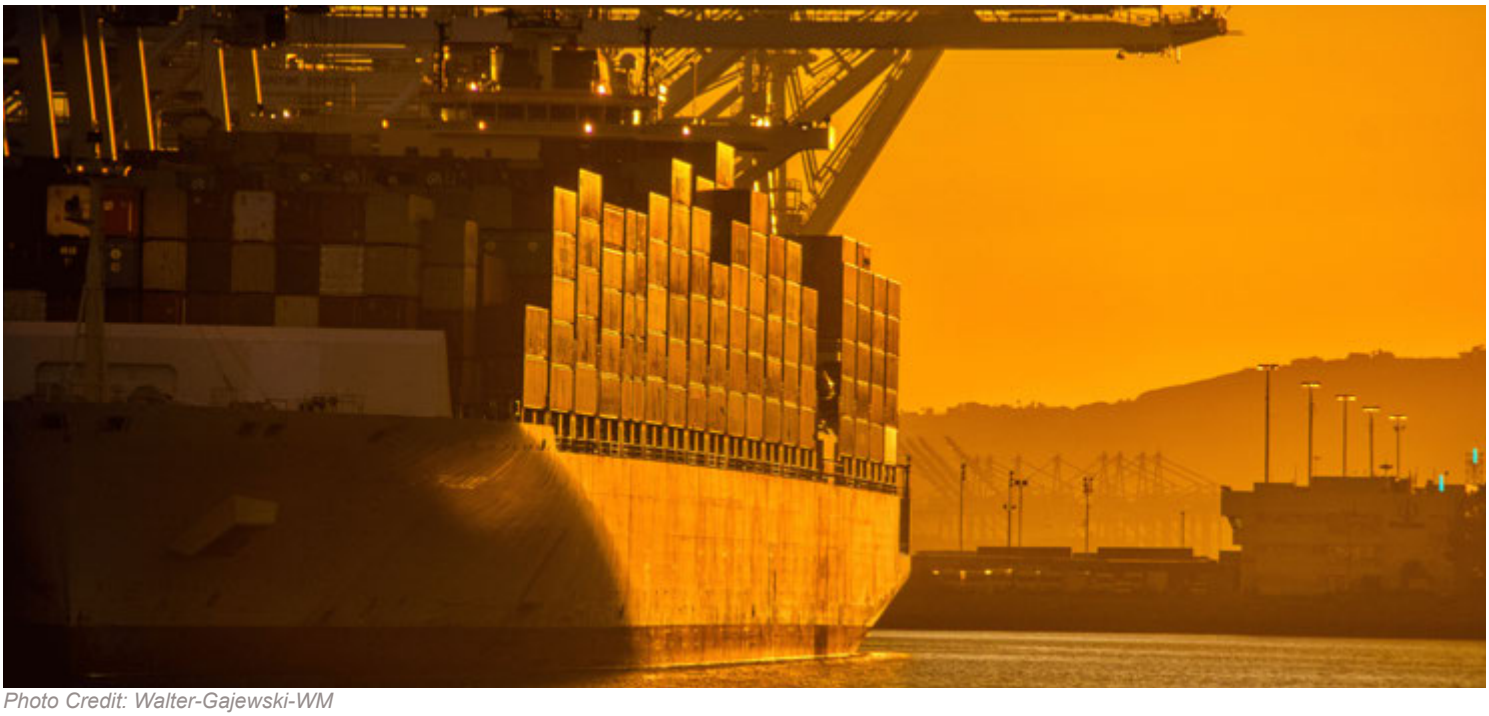


*Photo Credit: Walter-Gajewski-WM*

# 100 Days

## The Opportunity Beach Agenda

# LOOKING AHEAD

# LOOKING AHEAD

The Opportunity Beach Agenda provides a strong foundation to begin tackling Long Beach's greatest challenges over the next 100 days. Long Beach has faced difficult times and moments of transition before and at every juncture, our city has united and pushed for a better tomorrow.

As we look to the future, Long Beach will need to navigate through some fundamental shifts in the way we fund our city services. For generations, Long Beach has provided critical city services that have relied on revenue streams tied to the production of oil and fossil fuels. If we want to ensure that Long Beach has a strong and secure financial future, and the means to continue delivering quality public services, then we need to set our sights on sustainable, alternative revenue opportunities that will build the resilience and prosperity of our city.

## *Deliverable:*

- *Request the City Manager to present the City Council with a plan to identify new and sustainable revenue sources that will maintain and expand the level of services provided by the city, including a long-term plan to secure the future of the Queen Mary and the planned development of Pier J.*

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