



Economic Development Department FY 25 Proposed Budget Overview

Budget Hearing
September 3, 2024

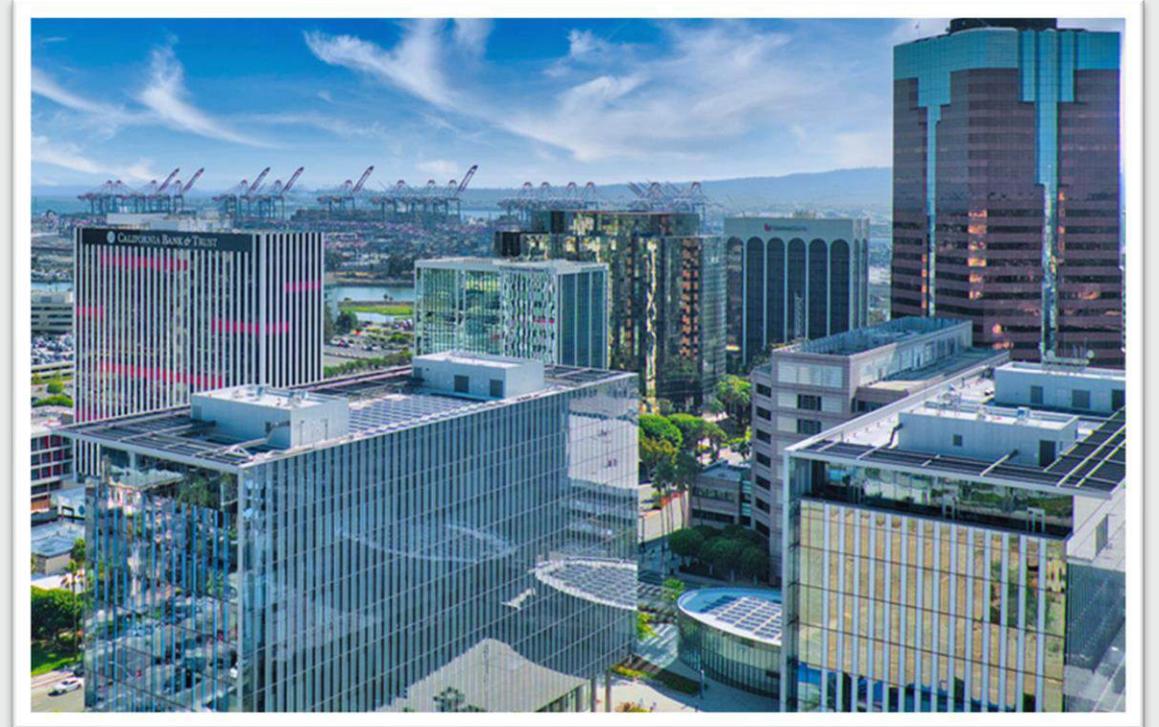
Key Services

Business Operations

- Executive Office
- Financial Administration
- Personnel
- Communications

Business Development

- Access to Capital
- Business Technical Assistance
- Business Improvement Districts
- Business Engagement, Outreach and Education



Key Services

Real Estate Development

- Real Estate Development
- Promoting Private Sector Investment
- Tenant Attraction and Site Selection
- City Property Management



Workforce Development

- Career, Adult and Business Services
- Youth and Young Adult Workforce and Job Resource Center
- Economic Research
- Industry Cluster Development
- Project Labor Agreement Administration



Accomplishments

Growing Long Beach Together

- ✓ **Supporting small businesses**
- ✓ **Attracting and retaining businesses**
- ✓ **Supporting the city's workforce**
- ✓ **Bolstering tourism and key industry sectors**
- ✓ **Grow Long Beach Initiative**
- Recognized as Most Business-Friendly City in Los Angeles County by LACEDC
- LBEP launched inaugural "All Ready Here" Site Selectors Conference; Accelerate Long Beach event held with 200+ attendees



Accomplishments

- BizCare Program provided multilingual efforts; 1,018 businesses assisted on BizCare Hotline, 1,000 businesses visited, 71 supported at pop-ups
- Issued 138 Visual Improvement Program (VIP) grants to impacted businesses, totaling \$207,000
- Provided coaching to 320 local businesses and hosted 38 workshops for 400+ attendees through Inclusive Business Navigators Program
- Launched ShopLB; 800 local businesses spotlighted and 100 enrolled in rewards program
- Managed 120 small business loans, totaling \$3.4M; referred 7 businesses to Grow America Fund for loans totaling \$1.3 million



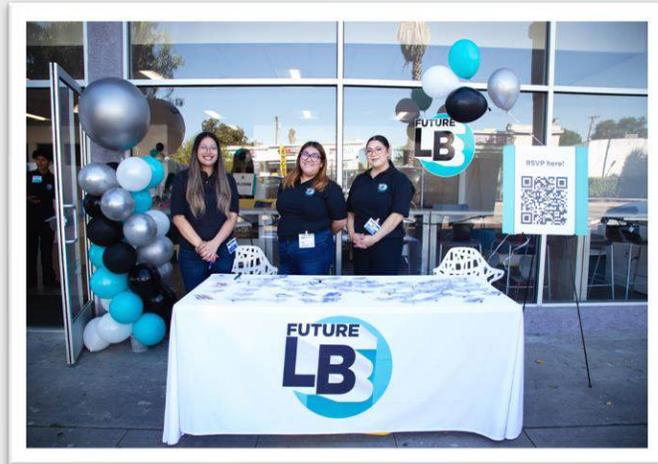
Accomplishments

- Cannabis Social Equity Program provided \$805,666 in direct grants and \$13,239 in waivers
- 204 small businesses certified for the City's Small Business Enterprise Program; oversaw over 119 prevailing wage projects valued at \$200 million
- Business expansions and relocations to include Vast Space, Aevum, ExLabs, Rocket Lab, JetZero, Hard Rock Hotel and Swing Set Productions
- Enrolled 1,356 residents in career services; provided hiring assistance to over 160 employers
- Partnered with 20 companies to provide rapid response sessions to over 300 employees affected by layoffs



Accomplishments

- Launched Future LB; 768 youth enrolled in programming and 110,640 paid internship hours
- Launched the Long Beach Public Service Corps; inaugural class of 50 students graduated in July
- Launched Economic Liberation project, engaging 25 entrepreneurs
- Launched Level Up LB: Extreme Small Business Makeover and Grant Program, 25 businesses selected to participate in program to receive \$10,000 grant



FY 25 Focus and Proposed Budget Highlights

Building the Next Great International City!

- **The Grow Long Beach Initiative aims to expand and diversify the economy by:**
 - ✓ Fueling Our Aerospace and Aviation Sectors
 - ✓ Building the Transportation, Logistics and Supply Chain of the Future
 - ✓ Unleashing the Creative Economy Through Music, Athletics, Tourism and Hospitality
 - ✓ Economic Development Through Healthcare and Education Partnerships
 - ✓ Building a Climate-Forward Economy



FY 25 Focus and Proposed Budget Highlights

A Magnet for 21st Century Talent!

- Enhancing hiring pipelines
- Retaining and recruiting talent
- Expanding internship programs
- Creating business incubators



FY 25 Focus and Proposed Budget Highlights

Leveling Up Long Beach Businesses!

- BizCare Program - \$413,378
 - Structural funding for 4 FTEs to continue BizCare beyond LBRA
 - Connects small business to resources
 - In-person pop-ups citywide
 - Hotline and email support
 - Door-to-door outreach
- Visual Improvement Program (VIP) - \$100,000
- Long Beach Economic Partnership - \$200,000



FY 25 Focus and Proposed Budget Highlights

Maximizing Our Waterfront Assets

- Long Beach Convention & Entertainment Center
- Queen Mary District
- Shoreline Marina
- Coastal Lease Opportunities
- Leveraging Port of Long Beach Partnerships



FY 25 Focus and Proposed Budget Highlights

Queen Mary

- In FY 25, the Department will continue its stewardship of the historic Queen Mary and adjacent properties
- Deliver world-class accommodations, exhibits and special events
- Key projects for FY 25 include:
 - Demolition of deteriorated English Village
 - Repairs to the ship's Grand Sun Deck
 - Proposed Temporary Amphitheater
 - Future development study of former leasehold
- Revenue growth



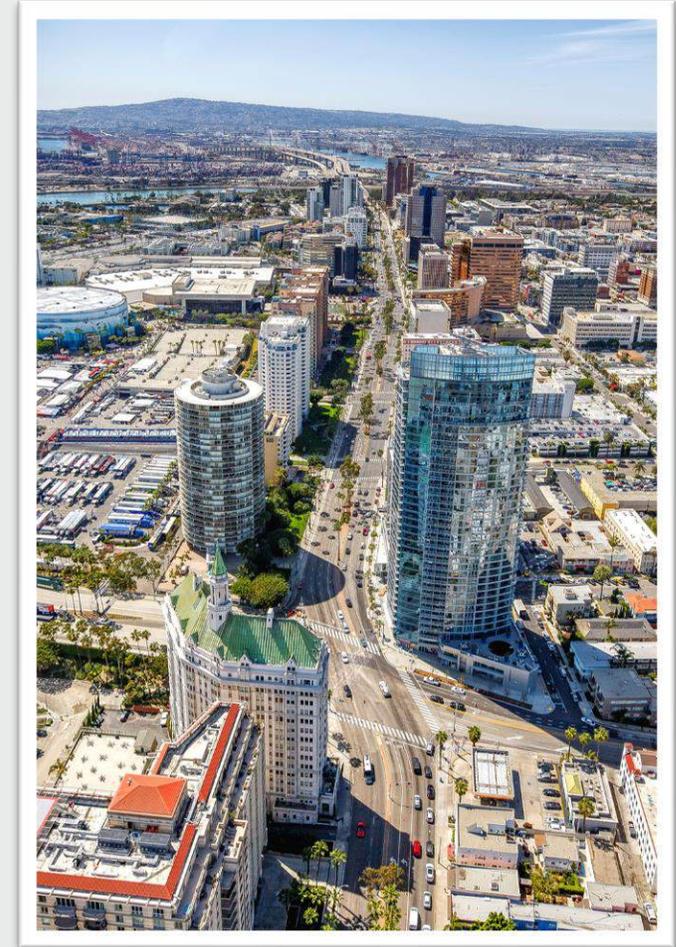
FY 25 Focus and Proposed Budget Highlights

FY 25 Mayor's Recommendations

- Revenue Innovation, Strategy and Enhancement Division (RISE)
 - Addition of 4 new FTEs to leverage waterfront assets
 - \$1.04 million offset by anticipated revenues from Tidelands Area Fund Group
- Modernize the Pacific Gateway Workforce Innovation Network (PGWIN) as the “Long Beach Workforce Innovation Network” (LBWIN)
- Jobs First Strategy
- Business Improvement District support: \$250,000
- Level Up LB: Extreme Small Business Makeover and Grant Program: \$250,000
- Entertainment Strategic Plan: \$150,000
- Economic Inclusion Action Plan: \$100,000

Challenges

- Economic uncertainties
- Interest rates
- Geopolitical landscape
- Pathways to offsetting oil production revenues
- Business and industry labor market shortages
- Commercial real estate
- Attainable Housing
- Mixed picture emerges on remote work: vacant spaces, finding the right mix of in-person, hybrid, remote work to team socialization



Securing Long Beach's Financial Future

- Diversifying city's economy and revenue streams
- Proactive business development
- Talent, talent, talent
- Leveraging public-private partnerships
- Creating vibrant and thriving business and industry hubs, neighborhood marketplace areas, Downtown and waterfront destinations
- 2028 Olympic and Paralympic Games
- Marketing, branding and telling our story



Questions

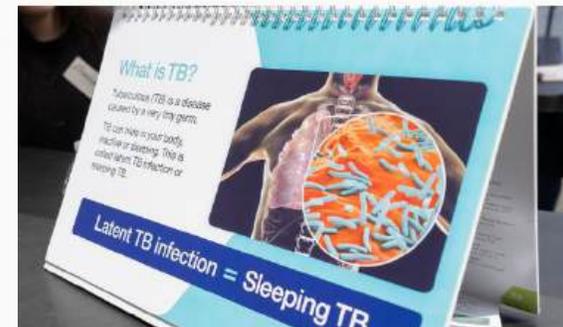


Health and Human Services Department FY 25 Proposed Budget Overview

Budget Hearing
September 3, 2024



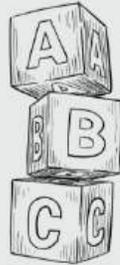
Key Services



Our Focus on Prevention **Over the Life Course**

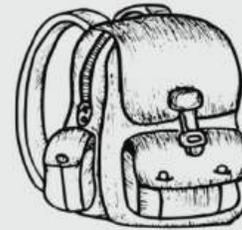
Early Parent & Child: Building Strong Families

- Family Planning
- Nurse Family Partnership
- Black Infant Health
- Women, Infants and Children (WIC)
- Lead Abatement
- Fatherhood
- Family Preservation



Middle & High School: Preparing for Successful Future

- Youth Mentoring
- Office of Youth Development
- Healthy Activities and Nutrition
- Cannabis/Opioid Prevention



Older Adults: Remaining Home & Active

- Senior Links
- Wellness Checks
- Connection to Resources/
Resource Line



Accomplishments

PREVENTION



Carried out 8 decoy operations to inspect **700** retail tobacco facilities, finding a **5% increase** in illegal tobacco sales to minors

YOUTH POPULAR VOTE



\$400,000

awarded to nine community programs via youth participatory budgeting process

YOUTH



\$50,000

grant secured from the Wallace Foundation to fund Black-led youth organizations in Long Beach

EMERGENCY RESPONSE



25 individual tuberculosis screenings

at a Single Room Occupancy facility over the span of two days

&



7,000 doses

of JYNNEOS (mpox) vaccine administered

EQUITY



Health Equity Community Project provided **67** organizations - of which **31** applied - with technical assistance through the RFP process.

RESOURCE CONNECTION



1,036 with annual redetermination

assisted **1,235** people with health insurance enrollment



2,640



with program navigation and overcoming barriers

Accomplishments

HOMELESSNESS STRATEGIC PLAN



In Collaboration with the **City Manager's Homeless Strategy and Partnership Team**, launched the **Homelessness Strategic Plan Update Initiative**, with an expected release in 2025

RECOVERY



35,000

households served through food distribution and food pantry programs funded by the **Long Beach Recovery Act** under nutrition and security incentives

EMERGENCY PROCLAMATION



Leveraged the focused attention on homelessness afforded by the emergency proclamation to drive a **2.1% decrease in homelessness** the first in seven years

FUNDING



Acquired a higher annual Measure H funding allocation, now standing at **\$8.2 million**

RECOGNITION



Health Equity Investment Framework recognized by the **National Association of County and City Health Officials**

Accomplishments

ACCESS



Launched the second **Mobile Access Center (MAC)**, which is now available to visit **16** locations per week

PARTNERSHIP



100

additional beds secured for Long Beach residents in non-congregate shelters through the **Pathway Home Project** partnership with Los Angeles County

HOMELESSNESS



Aided **59%** more people experiencing homelessness (**9,439**) compared to the previous fiscal year

SERVICES



Assisted

151

people with homeless prevention services - **89%** of whom have maintained stable housing

EMERGENCY HOUSING



Created innovative new model to proactively market to property owners, resulting in **100%** utilization of Emergency Housing Vouchers.

AFFORDABLE HOUSING



130

families experiencing homelessness and **20** low-income families placed in newly constructed affordable permanent supportive housing

PERMANENT HOUSING



Awarded **\$5.3 million** from the state for the **Encampment Resolution Funding** program, providing congregate shelter and permanent housing to **120** people from the downtown area

HOUSING ASSISTANCE



Received an allocation of **\$15 million** in **Homeless Housing Assistance and Prevention** funds to increase homeless response in Long Beach

FY 25 Focus and Proposed Budget Highlights



FY 25 Focus and Proposed Budget Highlights

FUNDING FOR HOMELESSNESS

- FY24 ADOPTED BUDGET - **\$5.4M**
- FY25 PROPOSED BUDGET - **\$4.7M**
- FY25 GRANT BUDGET (External Sources) - **\$40M-\$50M**

WORKING WITH PARTNERS TO LAUNCH:

TINY HOMES



SHELTER BEDS

OPENED IN THE LAST 4 YEARS [307 TOTAL]:

- Atlantic Bridget Community (ABC Year-Round Shelter) - **125 Crisis & Bridge Housing beds**
- Best Western Project Homekey - **102 units**
- 702 W Anaheim - **80 Crisis & Bridge Housing beds**



TO OPEN DURING FY24-FY25 [135 TOTAL]:

- Youth Navigation Center - **12 Transitional Housing beds**
- Luxury Inn Project Homekey - **78 units**
- 702 W Anaheim - **45 Additional beds**

PROPOSITION 1

\$6.4 BILLION IN TOTAL BONDS:

- **\$4.4B** for **behavioral health treatment settings**
 - **\$3.3B** for **Round 1: Launch Ready [AVAILABLE NOW - 2024]**
 - up to \$1.5B reserved only for Counties, Cities, & Tribal entities
 - up to \$1.8B also open to nonprofit and for-profit organizations
 - **LA County's regional funding cap in Round 1 is \$479M**
 - **\$1.1B** for **Round 2: Unmet Needs [AVAILABLE 2025]**



-
- **\$2B** for permanent supportive housing/services (HomeKey+)
 - **\$1.5B** for **Veterans** experiencing or at risk of homelessness with behavioral health challenges
 - **\$922M** for all other persons experiencing or at risk of homelessness with behavioral health challenges]
 - further guidance to be released late 2024



FY 25 Focus and Proposed Budget Highlights

County Funding Measures – Programmatic Impacts

Measure H Program	Activities	Number of Persons Supported Annually
Homeless Prevention	Persons at-risk of homelessness Maintaining & Retaining Housing	30
Coordinated Outreach	Persons receiving Homeless Outreach	3,764
Housing Navigation	Persons enrolled in Coordinated Entry & provided Navigation Services	203
Interim Housing	Persons provided emergency motel vouchers	67
Interim Housing	Provided 25 beds of Crisis & Bridge Housing at ABC	50
Rapid Rehousing / Time-Limited Subsidies	Persons assisted to obtain & remain in permanent housing through rental assistance & supportive services	99

FY 25 Focus and Proposed Budget Highlights

County Measure H

Passed in **March 2017**

Created a $\frac{1}{4}$ **cent sales tax**

Generates ~**\$500 million** Countywide in **annual funds**

Funds can be used on: **homeless prevention, street outreach, interim housing, permanent housing, affordable housing, and supportive services** for people experiencing and/or at imminent risk of homelessness

Set to expire on **September 30, 2027**

County Measure A

If passed, would repeal and replace County Measure H on **April 1, 2025**

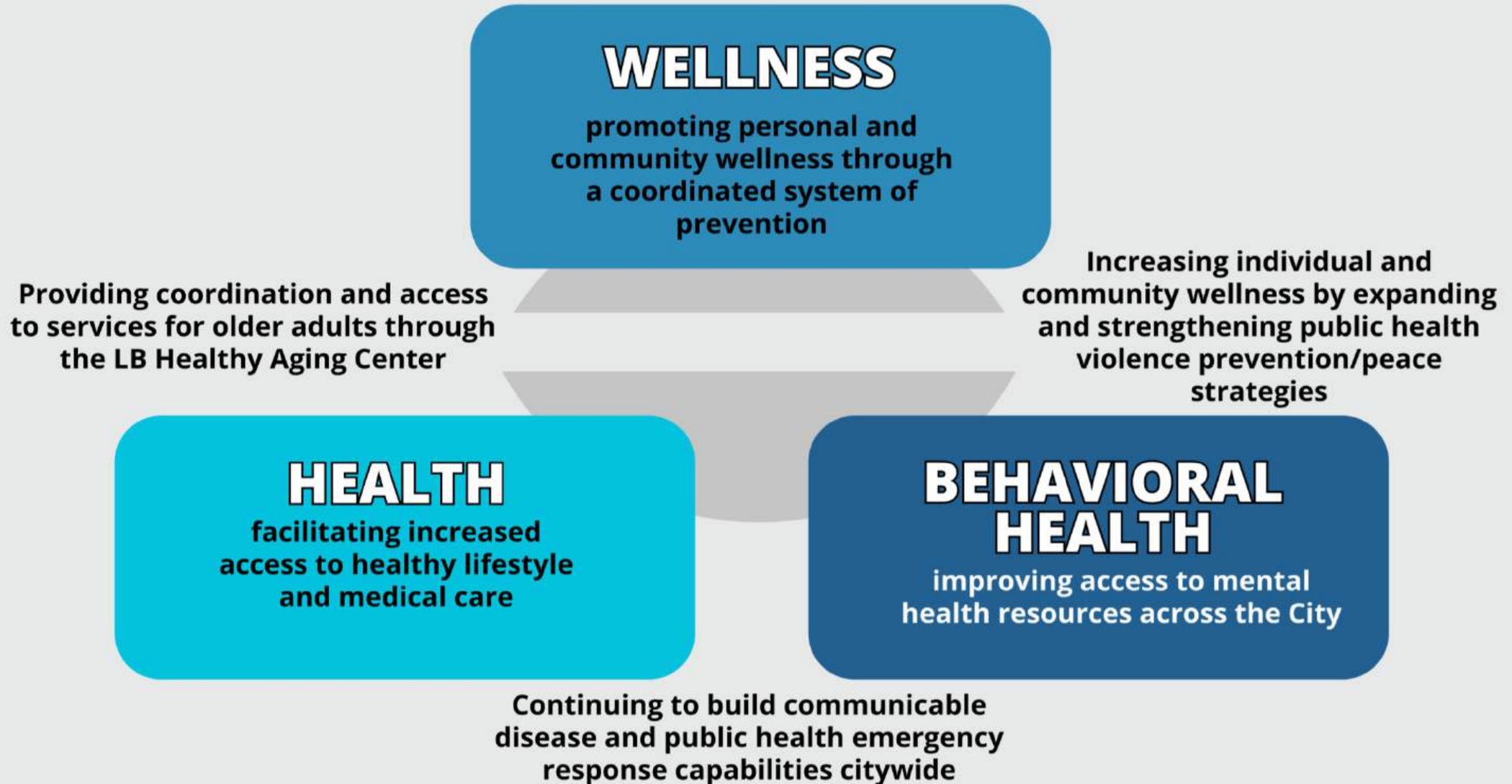
Would create a $\frac{1}{2}$ **cent sales tax**

Would generate ~**\$1 billion** Countywide in **annual funds**

Funds would be used to support: **physical & mental health, emergency housing, permanent housing, job counseling, substance use disorder treatment, rental subsidies, creation & construction of affordable housing, related costs**

No sunset date

FY 25 Focus and Proposed Budget Highlights



FY 25 Focus and Proposed Budget Highlights

PREVENTION . INTERVENTION



COLLABORATION

Creation of the
**HEALTH EQUITY
DIVISION**



\$196K in General Fund
support for
**1 HEALTH
EQUITY OFFICER**



\$135K in General Fund
support for
**1 LATINX HEALTH
EQUITY COORDINATOR***



*without General Fund support,
this position would be lost due to
grant funds ending

FY 25 Focus and Proposed Budget Highlights

Violence Prevention

..... Citywide Approach



Health Department is the backbone organization managing the initiative, supporting facilitation and coordination, data collection, research, and reporting.



Citywide cross-sector partnership with community stakeholders working together to define safety and creating a shared vision to achieve it. The Collaborative uses an agreed upon way to track and measure progress and success, promotes coordination, and builds trust and relationships through continuous communication.



The citywide Steering Committee helps set the agenda for the Collaborative and oversees the implementation of violence prevention strategies.

..... Neighborhood Approach

To actively promote safety, this initiative uses an equitable place-based neighborhood approach to engage and uplift community voices, foster trust and relationships, build community capacity, and align and coordinate resources.

Advancing Peace Initiative

SAFE PASSAGE PROGRAM



From 4/2024 - 6/2024, the organizations implementing Safe Passage interacted with **115** individuals and responded to **27** incidents. The current program is **slated to end December 2024**.

LONG BEACH ACTIVATING SAFE COMMUNITIES



The expanded program will be executed until 6/2025, providing **community outreach, park programming, youth mentoring,** and economic engagement, thereby fostering **safer and healthier neighborhoods**.

FY 25 Focus and Proposed Budget Highlights

\$200K One - Time Allocation for Violence Prevention Programs



- Additional **\$100K allocated in the General Fund** to expand and pursue strategic policies, partnerships, programmatic interventions year-round to **reduce gun violence and improve community safety** in alignment with the S.T.R.O.N.G Beach Initiative & the Advancing Peace Neighborhood Activation program (per Mayor's Recommendations)

FY 25 Focus and Proposed Budget Highlights

Food Safety



TEMPORARY FOOD FACILITIES:

24 events per year - Temporary food facilities are those operating during community events, such as the Grand Prix.

CURRENT STAFFING/FACILITIES:

There are currently only **9 Environmental Health Specialists** assigned to inspect over **3,100 food facilities** across the City.

SIDEWALK VENDING



Responded to **170** complaints regarding unpermitted food vendors and distributed more than **200** educational materials on food safety

FOOD FACILITY INSPECTIONS



5,200 inspections of restaurants markets, bakeries, bars, cafeterias, meat and fish processors, coffee shops, and convenience stores



\$319K

For the addition of **2 Environmental Health Specialists & 1 truck** for the Sidewalk Vending program, which will **decrease the amount of time** it takes the Food Safety team to respond to a complaint.

FY 25 Focus and Proposed Budget Highlights

Community Crisis Response Team – Overview



LAUNCHED
West LB - JULY 2023
South LB - JAN 2024

Hours of Operation:
10:00AM - 5:00PM
Monday - Friday



- De-escalation
- Resource Navigation
- Suicide assessment & intervention



One-Time Funding
Request for FY25:
\$884K



Team includes:
Program Manager, Clinical Team
Supervisor, Crisis Intervention
Specialist, Public Health Responder,
& Peer Navigator

FY 25 Focus and Proposed Budget Highlights

Community Crisis Response Team – Impact



334

Total Encounters



320

CCR dispatches by 9-1-1



94%

Receiving resources and supplies - **mental health, medical & homeless services**



18:43 minutes

Average Response Time

CCR Responses by reason:

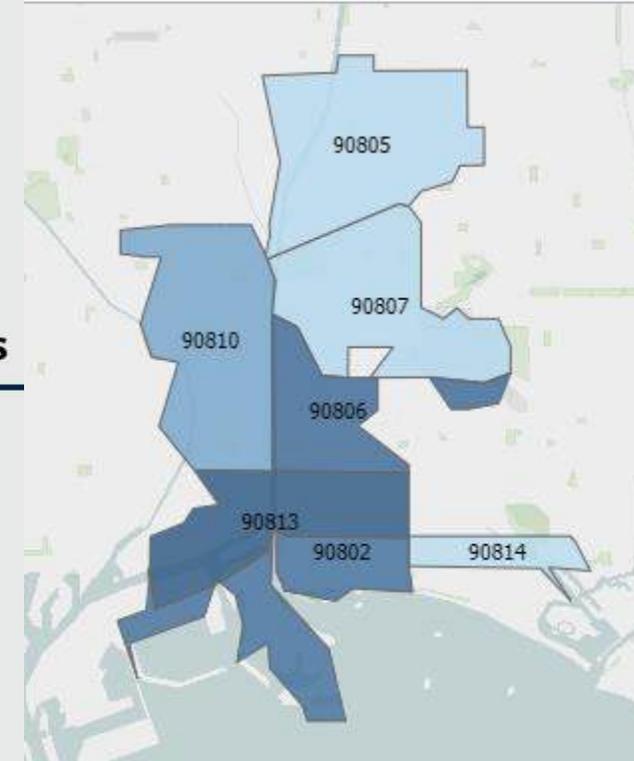
- 51%** check well being
- 12%** mental health related
- 17%** intoxication
- 20%** other



24 minutes

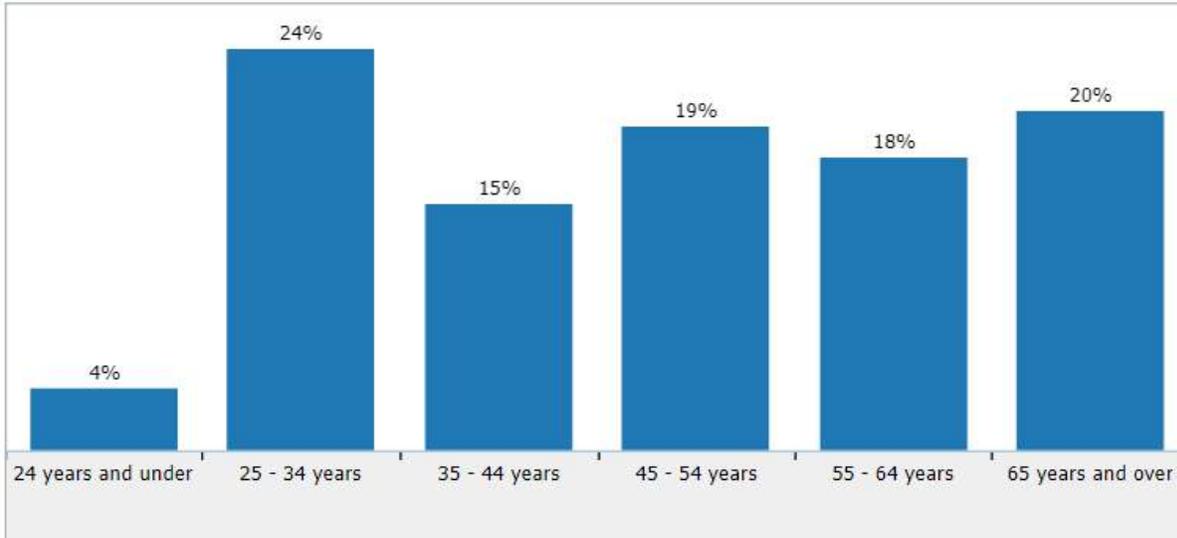
Average Time On-Scene

Number of Responses by ZIP Code

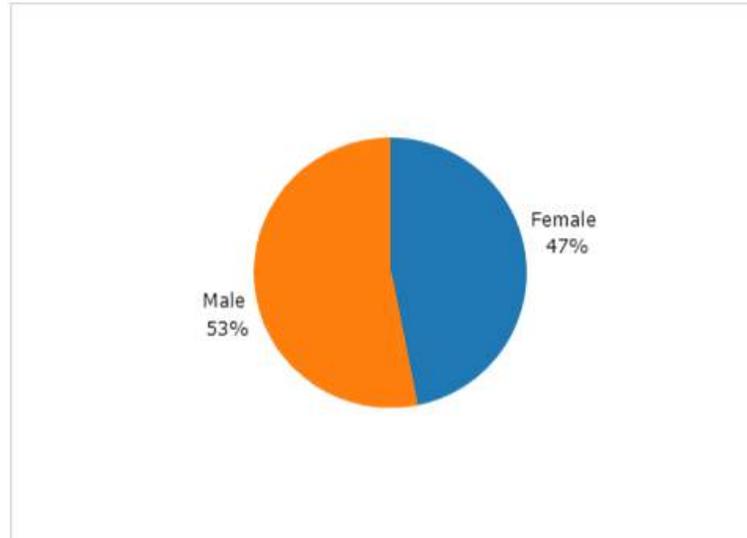


FY 25 Focus and Proposed Budget Highlights

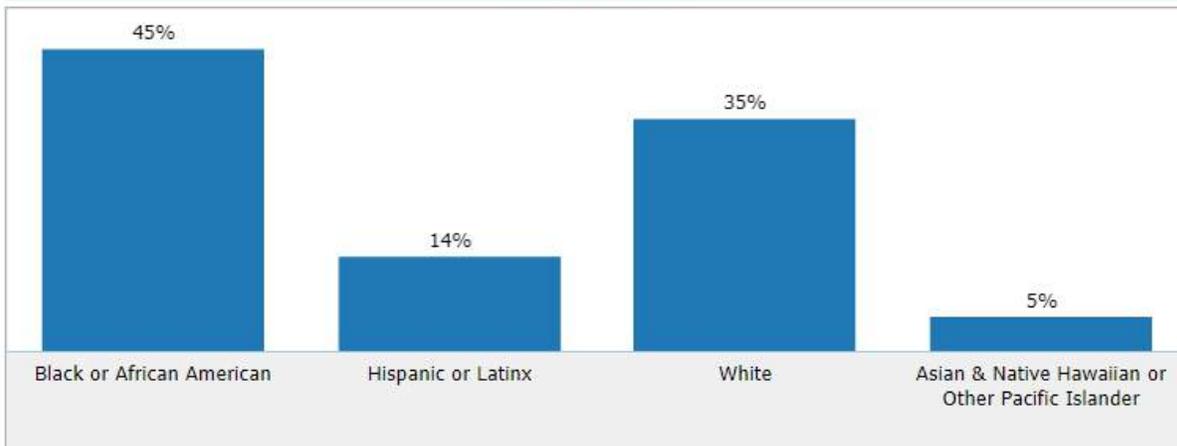
Age Group



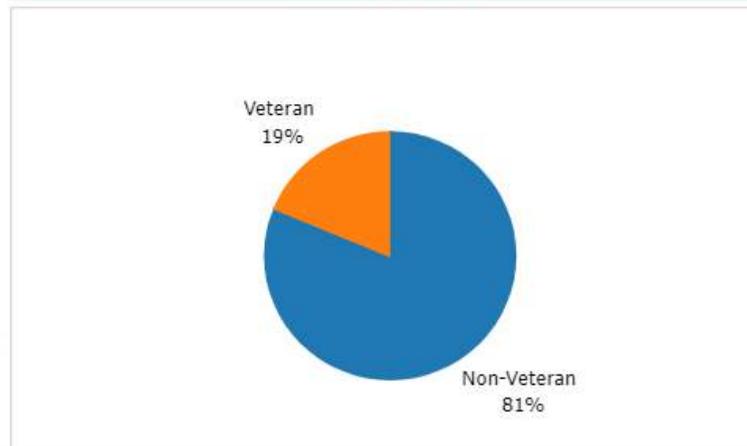
Sex



Race/Ethnicity

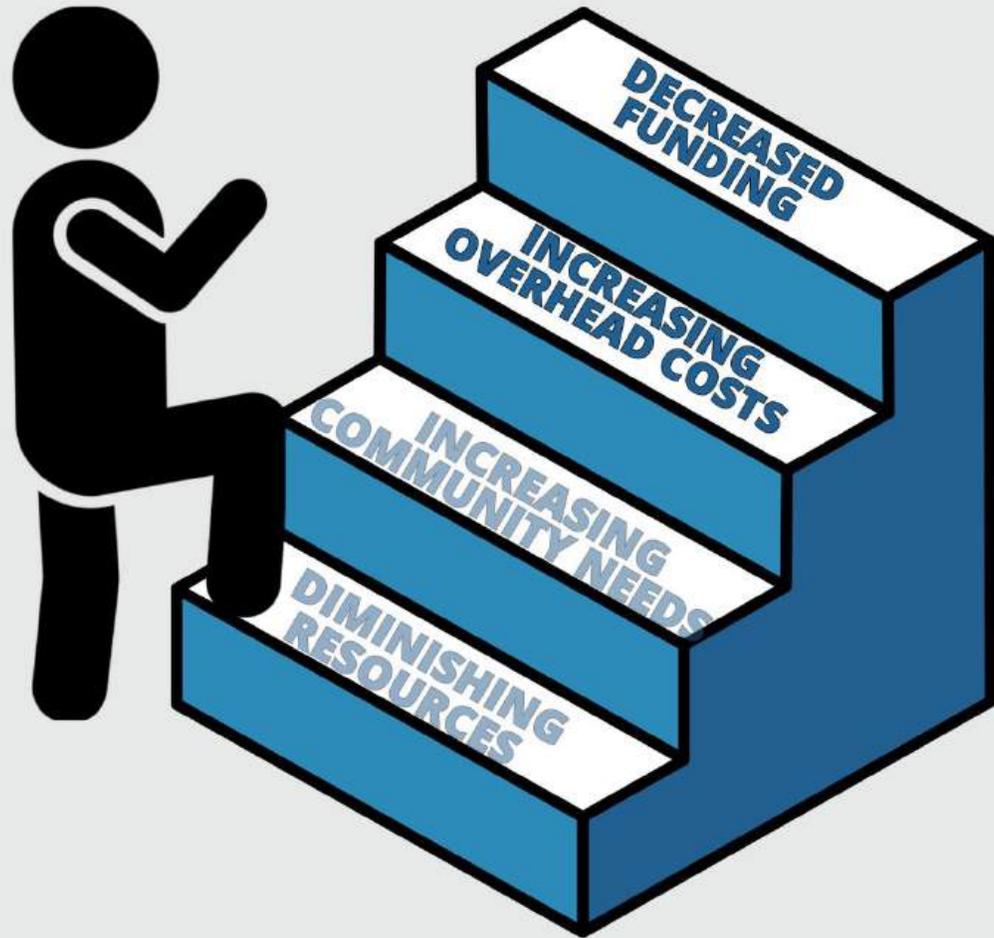


Veteran Status



[Community Crisis Response Team Dashboard](#)

Challenges



Decreased Funding

- Grant place restrictions on type of spending, which can create a gap in necessary funding in certain spend categories
- In FY 24 and FY25 there are several State and Federal funding decreases or the ending of funding:
 - CDPH
 - LBRA
 - COVID-19

Increasing Overhead Costs

- Salary increases as well as technology and capital improvement and infrastructure increases greatly affect the overall funding of the department

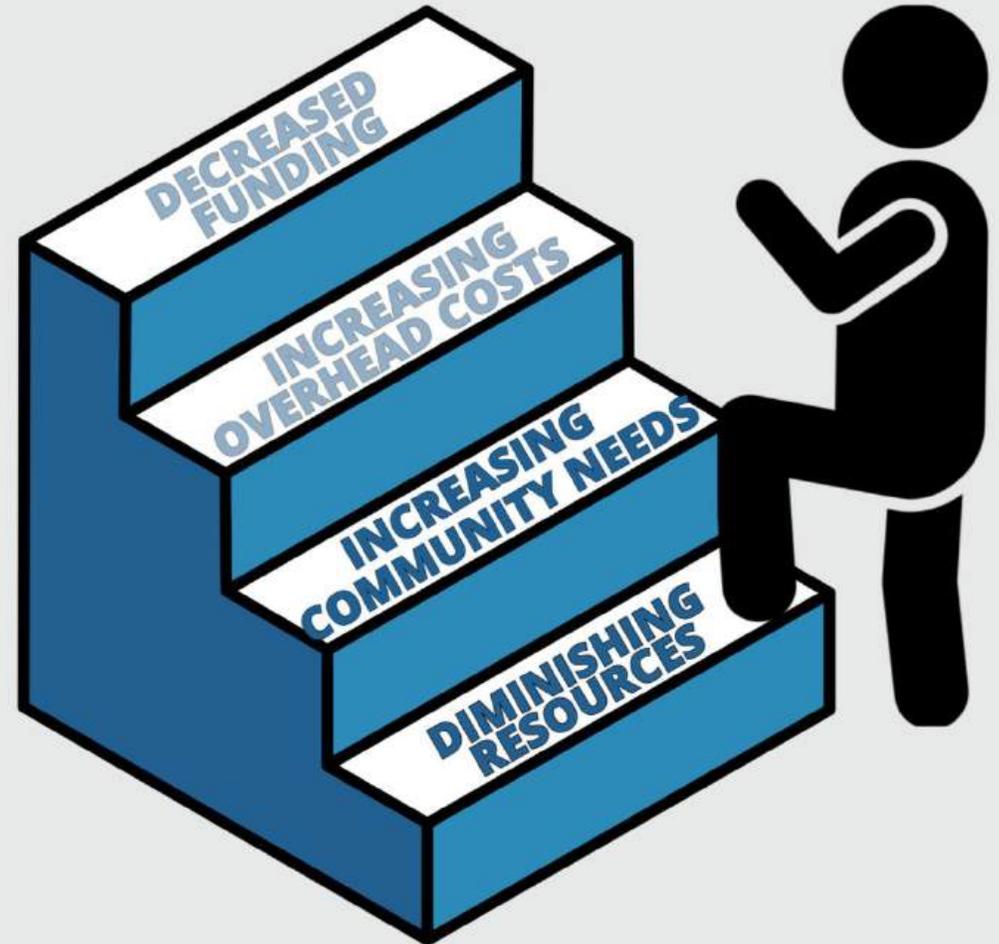
Challenges

Increasing Community Needs

- Increased vital services provided
 - treatment of communicable diseases such as TB
 - housing needs
 - family support
 - mental health services

Diminishing Resources

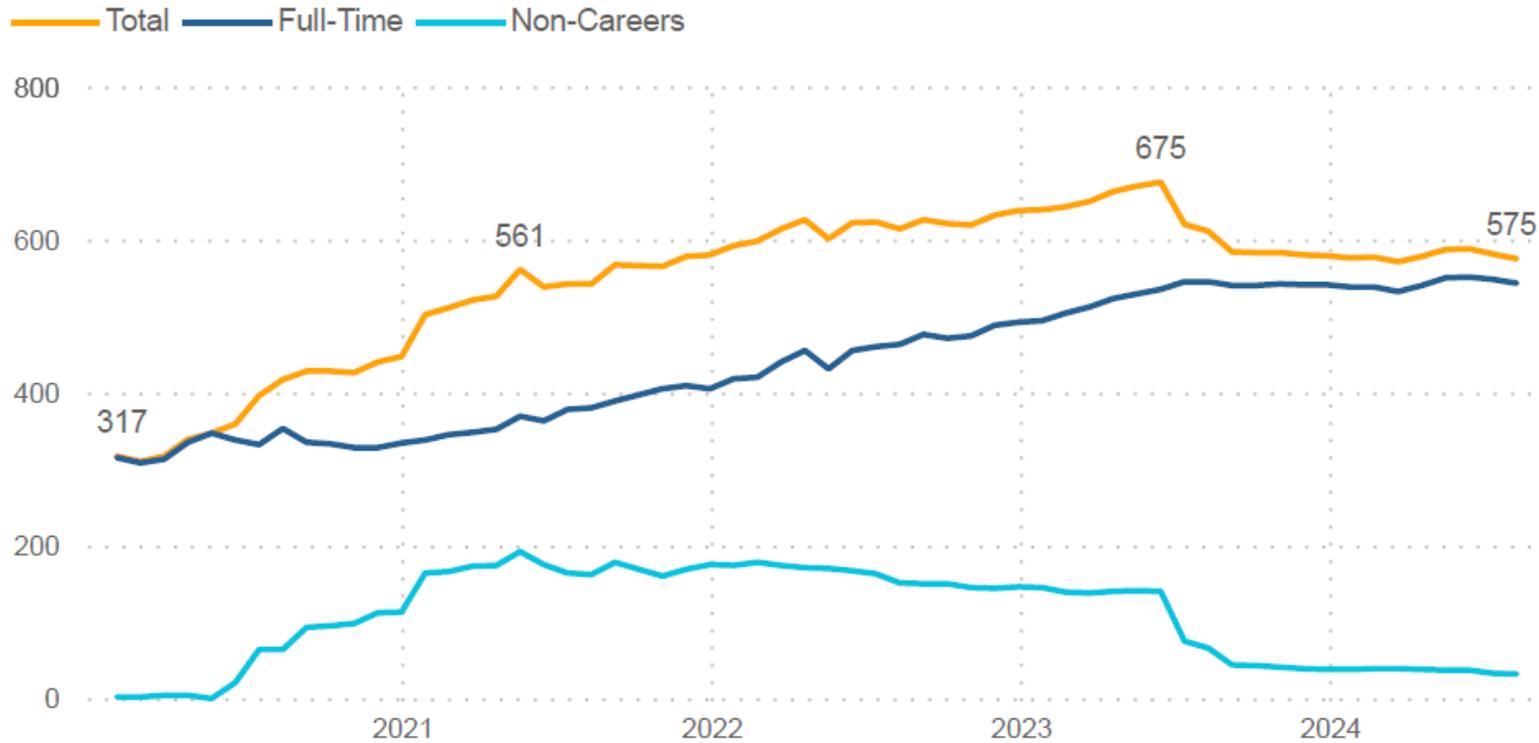
- Every Health Department grant received, or new program managed incurs overhead costs that cannot be fully absorbed by the grant and have no other funding source
- Hiring and maintaining staff to meet all new funding requirements



Challenges

All Health Department Staff (2020 - 2024)

Timeline of Health Department Staffing: Full-Time, Non-Careers, and Total Employees



FUNDING:

- COVID-19 Short Term Funding of **\$52.2M, majority spent or ended as of 6/30/24**
- Funding for staff who lost funding was extended until 9/30/24

LOSS OF FUNDING UPDATE:

- 73 staff members initially identified
- Current numbers are as follows:
 - **16 - funding has been identified** (one through December)
 - **4 - pending possible placement or possible new funding**
 - **7 - resigned**
 - **13 - placement identified**
 - **29 - remain unfunded**
 - 15 Full-Time
 - 14 Non-Career

PLACEMENT EFFORTS:

- Citywide career exploration event and department Hiring Fair.
- Provided training on the classified application process and reviewed applications.
- Staff with temporary/short term funding encouraged to apply for other positions, especially classified positions in the City.
- Supported LOF staff by providing awareness of vacant positions where their qualifications match the duties of the role.
- Department is working with HR, CM and other departments to identify positions that impacted staff can apply for.
- Department unclassified vacancies posted for department employees only and some staff were placed by reassignments & direct appointments.
- Teams/SharePoint site page developed to keep staff informed of:
 - Resources
 - Q&As
 - Current Health Department Vacancies
 - News and Announcements

Opportunities

PRIORITIZATION

FY25

HEALTH FUND STUDY

w/ Health Management Associates



IMPACT ASSESMENT

FY 25

QUALITY IMPROVEMENT PLAN

IN PUBLIC HEALTH



STRATEGY

FY25

SUSTAINABILITY

THROUGH:

STAFF ENGAGEMENT, RECOGNITION,
COMMUNICATION, CONTINUOUS IMPROVEMENT,
& SENIOR STAFF ACCOUNTABILITY



Partnerships - Office of Youth Development

YOUTH STATE OF THE CITY

In partnership with **Maleka Lassiter**

"We don't wait for changes," said Lassiter. "We make sure we are part of the critical conversations that help shape our city's future."



YOUTH POWER PARTICIPATORY BUDGET (PB) LONG BEACH

JAN - FEB

IDEA COLLECTION

- Youth & youth-led organizations are invited to submit ideas!
- Two in-person information sessions will be offered. A recording will be available to view online.

FEB - MAR

PROPOSAL DEVELOPMENT

- Youth Steering Committee decides on the ideas to shape into budget proposals and plans for the 10-days of voting
- Budget Delegate Teams partner with organizations to create budget proposals and market the ideas!
- Virtual training on how to be a Vote Site

APRIL

PROPOSAL PRESENTATIONS

- Youth Voting begins!
- Meet organizations in person at the Youth Voter Fair
- Youth Voting Sites across all nine districts will provide a safe space to cast your vote!
- As voted by youth, Districts 6 & 9 will have more voting sites.

SUMMER

PROPOSAL IMPLEMENTATION

- Winning proposals are funded by late spring
- Be sure to sign up to attend the summer program of your choice!
- Evaluate programs and the PB process

OFFICE OF YOUTH DEVELOPMENT

In partnership with **The Nonprofit Partnership & Invest in Youth Coalition**

YOUTH ADVISORY COUNCIL

YOUTH DAY IN THE LBC



In partnership with **Mayor Rex Richardson**

\$431K

in Measure US funding for Youth Development activities



Yulinda Sam, Faith Mack, Alexandra Garibay, Janeymi Ramirez, Abigale Matlock, Horatio Miller, Aaron Peterman, Manaweea Franklin, John Rae, Abraham Pineda, & Kimberly Lim

Partnerships – Chronic Disease & Injury Prevention Division

LONG BEACH WALK TO SCHOOL WEEK



In partnership with Long Beach Police Department & Long Beach Unified School District

CALIFORNIA OFFICE OF TRAFFIC SAFETY	
\$	\$
FY24 - \$326K	FY25 - \$347K

CALIFORNIA DEPT OF TRANSPORTATION - ACTIVE TRANSPORTATION PROGRAM		
Pine Ave 7/1/24 - 6/30/26 \$514K	DLTB Walkable Corners 7/1/22 - 6/30/24 \$543K	Pacific Ave 7/1/24 - 6/30/27 \$858K

COMMUNITY IMPACT:

Engaged **2,872** community members through **safety events, traffic safety pop-ups, community bike rides, & various initiatives** such as **LB Walk to Shop Day & LB Walk to Play Day.**

CITYWIDE AWARENESS:

Launched impactful public education campaigns including **Safe Streets Awareness Week** and **Watch Out for Us** to underscore the City's strong commitment to pedestrian safety.



