



2017 District 9

SOCIAL IMPACT REPORT

Rex Richardson
Vice Mayor, Long Beach

CITY OF
LONG BEACH

Dear neighbor,

Long Beach is a great city with many great neighborhoods. Over the past four years, as 9th District Councilmember and now Vice Mayor, we've worked to change the culture of City Hall to be smarter, more inclusive, and more responsive to the needs of our community.



In 2014, we embarked on the "Roadmap to the Renaissance," a plan to set our community on course to empower our neighborhoods, invest in our infrastructure, and set a new standard for the quality of life of North Long Beach. Since then, we've come a long way.

That's why **I'm proud to present the District 9 Social Impact Report**, highlighting our progress as a community and a summary of some of our most impactful work.

Here in Uptown, we've transformed our neighborhoods with miles of new protected bike lanes, new murals across the corridors, new development on the horizon, and the new state-of-the-art **Michelle Obama Neighborhood Library**, delivered on time and under budget. We've fought to protect and restore vital public safety services with **the restoration of Paramedic Rescue #12** and other key public safety resources, ensuring better emergency response times in North Long Beach and across the city.

And with the creation of the new Long Beach Office of Equity and the launch of the first Participatory Budgeting initiative in Southern California, we've worked hard to ensure that every neighborhood is treated fairly and has a seat at the table.

By working together, we have:

- » **Invested \$4,970,000 into 34 miles of new streets and sidewalks;**
- » **Dropped the unemployment rate to a low of 4.5%;**
- » **Abated 808,994 square feet of graffiti; and**
- » **Reduced overall crime rates in 2017, including a 37.5% drop in the murder rate in District 9 from 2014 to 2017, and a 41.7% decrease in residential burglaries.**

I want to acknowledge the hard-working and dedicated Uptown community members who sacrifice countless hours of their personal time volunteering on projects, organizing neighborhood associations, and being great stewards of our community.

This report is a small reflection of your collective contributions. The best of Uptown is yet to come!

Sincerely,

A handwritten signature in black ink, appearing to read "Rex Richardson". The signature is fluid and cursive, with a long horizontal line extending to the right.

Rex Richardson
Vice Mayor, Council District 9

Shifting the Culture at City Hall



Vice Mayor Rex Richardson and Mayor Robert Garcia celebrate the opening of Veterans Valor Plaza last Nov. 11.

Increased public safety response

Restoration of Rescue #12

In March 2017, after almost seven years, Paramedic Rescue #12 was restored to service, under the leadership of Vice Mayor Rex Richardson. This restoration was made possible by voter approval of Measure A and through persistent advocacy on the part of North Long Beach residents.

Social impact: Since the restoration of Rescue #12, average paramedic response times have shortened by an average of three minutes in North Long Beach. There has also been a 30-second reduction in response times citywide.

Crime statistics improve

The Long Beach Police Department recently announced 2017 data showing that overall crime is down citywide. This is attributed to many factors, including investments in the public safety continuum and partnerships with residents and

neighborhood associations, and by accurately reporting crime and nuisances.

Social Impact: According to LBPD, the number of murders in the city is at a historical low and fell 33.3% in 2017. District 9 statistics are even more impressive, with a 37.5% decrease in the murder rate and a 41.7% decrease in residential burglaries from 2014 to 2017.

More responsive to neighborhoods

Office of Equity

In July 2016, Vice Mayor Richardson championed the creation of an Office of Equity, the first in Southern California, to better align and coordinate existing equity-focused programs in the city, set a framework for equity-based decision-making and resource allocation, and build racial and health equity capacity across city government. The office launched in January 2017 within the Department



of Health and Human Services and oversees initiatives including My Brother's Keeper, the Human Relations Commission, and the Language Access Program, as well as participation in the Government Alliance on Race and Equity, which provides a framework for discussing racial equity throughout the city.

Social impact: With the establishment of the Office of Equity, the city now has a systematic path to more equitable allocation of resources to all neighborhoods in Long Beach. Since the office was created, the city was honored to receive the Award for the Advancement of Diverse Communities by the League of California Cities to create a better Long Beach for all.



Under UAIZ (see below), lot owners receive a property tax reduction if they commit their lot to urban agriculture for five years.

New role, rules for lots

In October 2017, the City Council officially passed the Urban Agriculture Incentive Zone (UAIZ) ordinance that Vice Mayor Richardson proposed in 2016 to combat blighted vacant lots. This program allows lot owners to receive a property tax reduction if they commit their lot to urban agriculture for five years, thus bringing a new activation to them. The council also adopted Vice Mayor Richardson's Vacant Lot Registry proposal, which requires lot owners to pay a registration fee and imposes stricter upkeep standards to protect neighborhoods from negative impacts associated with vacant lots.

Social impact: The UAIZ Program provides opportunities for economic growth, community development, and increased access to local produce while reducing blight. Further, registration and enhanced upkeep rules will help mitigate negative impacts associated with vacant lots.

Modernizing waste system

While Long Beach's residential waste hauling system is a model program, the private commercial waste system is fragmented and potentially unsafe. Residents, particularly those in multi-family residences near commercial corridors, are exposed to noise pollution, poorer air quality, traffic congestion, and street/alley wear and tear due to inefficient routes and multiple haulers.

Because of these issues, Vice Mayor Richardson authored a proposal in May 2017 to conduct a study exploring options to improve the commercial waste system through an exclusive franchising system, which has the capacity to improve the environment and safety and improve the quality of jobs in the waste collection industry.

Social impact: Study results, expected in late 2018, will provide the city a more in-depth understanding of how to modernize the commercial waste and recycling systems, including strategies to increase recycling rates, a path to zero waste and a strategy to create more stable, family-supporting job opportunities.

Looking out for our youth

Model 'My Brother's Keeper'

In February 2014, President Obama launched the My Brother's Keeper (MBK) initiative and called on communities nationwide to address opportunity gaps boys and young men of color face. Led by Vice Mayor Richardson, in 2015 the City of Long Beach formally accepted the challenge to become an "MBK Community" and began to develop the Long Beach MBK Local Action Plan.

This plan was cited as a national model by the Obama administration, addressing six milestones from early childhood literacy to pathways to college and careers. Vice Mayor Richardson was invited to speak on a national MBK panel at the White House in 2016, where he shared the city's best practices.

Social impact: Since its launch in 2015, the city's MBK program has secured \$220,000 in private

funds, including \$100,000 directly from the National MBK Alliance, an initiative of the newly formed Obama Foundation. This funding will ensure that the city has the resources needed to effectively implement its Local Action Plan.

Fund bolsters students

Vice Mayor Richardson formed the North Long Beach Education Fund (NLBEF) in 2015 in partnership with Long Beach Unified School District Board President Megan Kerr. The NLBEF assists students, schools, and families in the North Long Beach area to promote student success. Before the NLBEF, there was no other fund set aside for District 9 students and schools.

Social impact: Since its inception, the NLBEF has raised more than \$50,000 for North Long Beach schools. These funds have supported five scholarships for Jordan High School college-bound graduates and the 2016-17 NLB YMCA Youth Institute summer sessions. In 2018, the NLBEF will launch grants for District 9 schools to help pay for supplies, technology, and field trips.

Banners honor Jordan grads

Each June, Vice Mayor Richardson and partners from the Long Beach Unified School District unveil street banners with the names of the Jordan High School graduates who will go on to a four-year university or community college, or enter the U.S. Armed Forces.



Vice Mayor Richardson speaks with a Jordan High student at an event celebrating grads and the banner program.

Social impact: Since June 2015, more than 550 graduates have been honored with street banners along Atlantic Avenue and Artesia Boulevard. These banners celebrate and acknowledge the hard work of North Long Beach students and the support they've received from their families, schools, and communities.

Youth acquiring tech skills

Beginning in summer 2016, Vice Mayor Richardson partnered with the YMCA's Youth Institute

to provide more opportunities for North Long Beach youth during the summer months. The Youth Institute uses technology to promote positive youth development and to create pathways to post-secondary education and career readiness for urban youth.

Social impact: More than 60 North Long Beach students have, over two years, learned high-tech skills such as film-making, graphic and product design, music and video production, and 3D printing. The program continues to mentor students and will be active in summer of 2018.

Increased civic engagement

A voice in district budgeting

One of the first major initiatives that Vice Mayor Richardson brought to District 9 was participatory budgeting (PB), making Long Beach the first city in Southern California to implement the innovative program. PB is a democratic process that gives residents the opportunity to directly decide how to spend city discretionary infrastructure funds.

Social impact: In 2014, District 9 had the highest turnout per capita of any other PB process in the nation at 4.9%. Over two years, thousands of residents decided how to spend \$500,000 in District 9 one-time infrastructure funds on six projects, including new park fitness zones and the digital marquee at Houghton Park.

Vital associations growing

Neighborhood associations are integral to the fabric of District 9. They continue to grow and lead on projects ranging from cleanups to enhanced landscaping and pocket parks.

Social impact: District 9 has 12 active neighborhood associations, which is among the largest number of any council district in Long Beach. The neighborhood associations impact Uptown neighborhoods in immensely positive ways from programming to community service, contributing to a better quality of life for all residents.



Revitalizing No

Obama library surges to No. 1

The Michelle Obama Neighborhood Library opening in September 2016, attended by thousands, was a defining moment in North Long Beach. The community, especially local youth, came together to name the library.

The 24,655-square-foot facility has three community meeting rooms, an expanded children's library, separate areas for teens and adults, and an expanded Family Learning Center. Its cutting-edge technology and community spaces are vital resources for the residents of North Long Beach. In addition, the entire construction project came in on time and on budget.

Social Impact: The library has been the highest-attended library in the city and was the highest-circulating library in 2017, checking out more than 12,000 items over the Main Library (No. 2). The Obama Library has seen a 69% increase in customers compared to the old North Library.

Uptown strategy wins grant

In fall 2016, Vice Mayor Richardson established the Uptown Planning Land Use and Neighborhoods Strategy (UPLAN) advisory group to establish guiding principles for development in the area. UPLAN is a community-based strategy to create policies to address problem land uses

like motels and liquor stores, and spur investment and development, while preserving affordable housing and the existing cultural landscape that makes Uptown a unique part of Long Beach to live in. Although multiple developments are planned for North Long Beach, until UPLAN there had been no single guiding plan.

Social impact: UPLAN enabled the city to secure a grant from the Southern California Association of Governments for \$250,000 to begin the full UPLAN planning process. Slated to begin in February 2018, UPLAN will create a new vision, economic strategies, active transportation improvements and zoning to guide and spur development in North Long Beach.

New Starbucks in District 9

Starbucks, the first stand-alone coffee shop in District 9, opened in September 2017 and has already become a popular meeting place.

Social impact: The opening of Starbucks is a sign that North Long Beach is open for business and that further investment is on the rise.

A 'Main Street' for Uptown

2017 saw further progress in revitalizing the Atlantic Avenue and Artesia Boulevard corridors. Three major developments, including



North Long Beach

“Canvas” by LAB Holdings, “Uptown Commons” by Frontier Real Estate Group, and “The Uptown” by Westland Real Estate Group, are in the final stages of development and on track to break ground in 2018. These three exciting projects will help to create a new “Main Street” for North Long Beach on Atlantic Avenue.

Social impact: At present, District 9 has 12.09 acres (526,640.4 square feet) of properties and vacant lots in development. These new projects are expected to bring much needed neighborhood amenities to residents including a bank, coffee shops, sit-down restaurants, and more.

New effort for open spaces

Since spring 2016, Vice Mayor Richardson’s Office has been working with the Department of Parks, Recreation, and Marine; the Department of Health and Human Services; and City Fabrick, a local nonprofit urban design studio, to identify opportunities for new public open spaces in North Long Beach and the connections between them. Vice Mayor Richardson originally brought the proposal for an Open Space Plan to City Council in 2015, and set aside District 9 one-time funds to support its development in partnership with the Health Department’s Healthy Eating, Active Living (HEAL) Zone initiative.

The project team developed a robust outreach

strategy to tap the expertise of community members in locating underused land that could be transformed or shared as new open spaces. Hundreds of residents and stakeholders participated, offering more than 140 ideas.

Social impact: The Uptown Open Space Master Plan will be finalized and presented to the City Council in March 2018. The city will then be able to search for funding for priority projects to increase open and green space in District 9.

Artesia projects get funding

Artesia Boulevard is a major regional East-West corridor that cuts through the 9th District. Recent studies have cited deficiencies in many locations, with a range of issues including vehicular delay, high accident/collision rates, high truck volumes and poor freeway ramp operations.

Because of these issues, Vice Mayor Richardson asked the City of Long Beach in spring 2015 to work with the Gateway Cities Council of Governments to complete a comprehensive Artesia Boulevard Master Plan. The goal is to promote a comprehensive multimodal transportation system to enhance sustainability and livability of the communities it serves, and address local and regional transportation needs and issues.

Social impact: Utilizing the plan as a guide, the

city has secured several grants for Artesia Boulevard, including MTA grants for \$1.8 million for traffic signal improvements and \$3.4 million for streetscape improvements. Requests for proposals have been issued to secure a design firm for the improvements. The design will begin in spring 2018 with public outreach in the summer; implementation will begin in 2019. In addition, Measure A will fund paving of sections of Artesia Boulevard. The city is searching for other funding requests to finish paving the entire corridor.

2 grants for N. Atlantic plan

The North Atlantic Avenue Streetscape and Public Realm Enhancement Strategy Plan, completed in 2016, is an effort to identify potential improvements to the Atlantic Avenue corridor

from the 91 Freeway to South Street. The effort focuses on improvements that could stimulate investment and help revitalize the local economy; complement the amenities at Houghton Park; create opportunities for Jordan High School and its students; and make the area safer for bicyclists, pedestrians, and drivers. Business owners, residents, and city staff offered input to the plan, which was funded by District 9 one-time funds allocated by Vice Mayor Richardson.

Social impact: Completion of the plan allows the city to request public improvements on new development projects throughout the corridor. The plan was also essential to winning a SCAG UPLAN grant to turn the vision into a reality. A \$322,000 MTA grant, along with \$175,000 in District 9 one-time funds, will help implement a streetscape project on Atlantic Avenue in 2018.



This East South Street mural was one of 10 installed during the initial Creative Corridor Challenge.

More murals for Uptown

The Office of Vice Mayor Richardson developed the Creative Corridor Challenge in 2016, a civic engagement and beautification initiative to improve Uptown corridors with artwork, collaboration, and community ownership, targeting the sites most hard hit with graffiti and vandalism. The program launched in partnership with the Uptown Business District, the Arts Council for

Long Beach, the City of Long Beach Office of Sustainability, and Squeeze Arts Collaborative. 2018 will see the official launch of Cycle 2 of the Challenge

Social impact: The Creative Corridor Challenge has helped bring 10 new murals across District 9, and Cycle 2 in 2018 will bring at least 5 more. Sites where the murals are located have seen a 94% decrease in instances of graffiti.

Creating an **‘Everyone In’** economy

In April 2017, the Long Beach City Council adopted the Blueprint for Economic Development, a framework that seeks to advance a vision of Long Beach as the city of opportunity for all. A primary focus is **Economic Inclusion**, which means that every Long Beach resident has pathways of opportunity to fully participate in the economic life of our city as employers, entrepreneurs, consumers, and citizens.

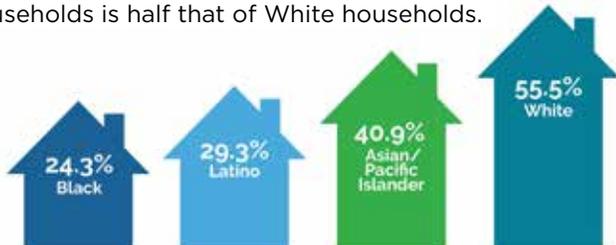


To expand on Economic Inclusion, Vice Mayor Rex Richardson launched the **“Everyone In”** Initiative in November 2017 to design policy solutions that deliver economic opportunity to those left behind in Long Beach’s economy. It began with two essential steps:

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Homeownership

Homeownership among Black and Latino households is half that of White households.



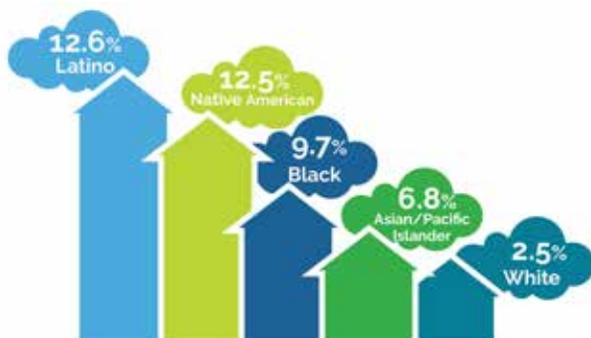
Working poor by gender

Twice as many Black and Latino female adults are working full time and living below 150% of the poverty level than other adult females.



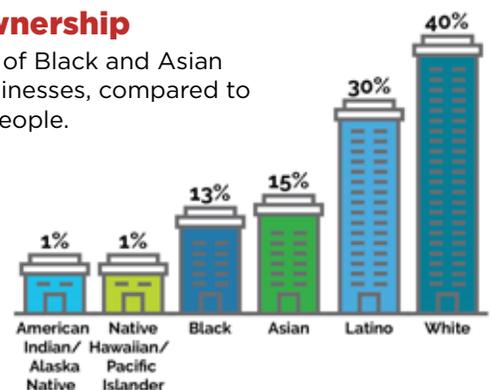
Neighborhood poverty

Five times as many Latinos and Native Americans live in high-poverty neighborhoods compared to Whites.



Business ownership

Fewer than 15% of Black and Asian people own businesses, compared to 40% of White people.





► Long Beach becomes a Kiva city

Small businesses are the backbone of our economy, creating two out of three net new jobs in the U.S. and often employing the most vulnerable groups in the workforce. Long Beach is home to more than 9,800 small businesses, employing nearly 100,000 people. Small businesses with fewer than 10 employees account for 86.6% of all Long Beach businesses, excluding home-based businesses and commercial and residential property licenses. That's why in November 2017, the City Council approved a proposal by Vice Mayor Richardson to become a Kiva city. Kiva, a non-

profit microfinance platform, works to expand access to financial services for small-business owners who are locked out of traditional commercial loans. Using the Kiva platform, borrowers can apply for up to \$10,000 at 0% interest.

Social impact: To maximize Kiva's platform, the Economic Development Department is hiring a part-time coordinator to start in February 2018 who will work with potential small-business owners, promote the program, and help set up other Kiva partners in the city.

An 'Everyone In' economy ...

Continued from previous page

- » Launching a series of policy roundtable discussions in December 2017 with experts who will make recommendations on best policies and practices around the country, in partnership with Los Angeles Local Initiatives Support Corporation.
- » Embarking on the "Everyone In Listening Tour" in January 2018 by engaging underrepresented groups to provide valuable input and recommendations led by the City's Office of Equity and Economic Development Department.

► But there is still more to do.

As technology changes and jobs evolve, many families fall further behind and struggle to make ends meet. Long Beach must be intentional in its actions and ensure that every resident in every neighborhood is prepared to take on the jobs of today and the future

► Our policy goals include:

- » Close the race and gender wealth gap;
- » Increase access to capital for small businesses and aspiring entrepreneurs;
- » Promote good, accessible jobs that lead to pathways to the middle class;
- » Create economically resilient families; and
- » Create pathways to homeownership.

Taking stock of economic equity

To plan for a more equitable city, communities must first know where they stand in terms of equity. Gaining a complete picture of our strengths and challenges is an important step in improving pathways of opportunity for Long Beach residents. In November 2017, Vice Mayor Richardson asked the Office of Equity to identify a partner to conduct an economic equity study of the City of Long Beach. Findings from the study will be published at the Everyone In Economic Inclusion Summit in May 2018.

Social impact: Data on Long Beach will help us understand the challenges facing our community, better equip us to develop solutions, track progress, and create a more prosperous economy in which all can participate and reach their full potential.

Creating pathways of opportunity for our youth

Toward financial literacy

As youth enter the workforce, it is essential that they have the tools to navigate a complex financial system and receive adequate support to begin investing in their futures. Young people who develop the fundamentals of financial literacy — including having the knowledge to make financially responsible decisions and understanding the use of checking, savings, and credit accounts, as well as debt management — are more likely to become financially secure adults.

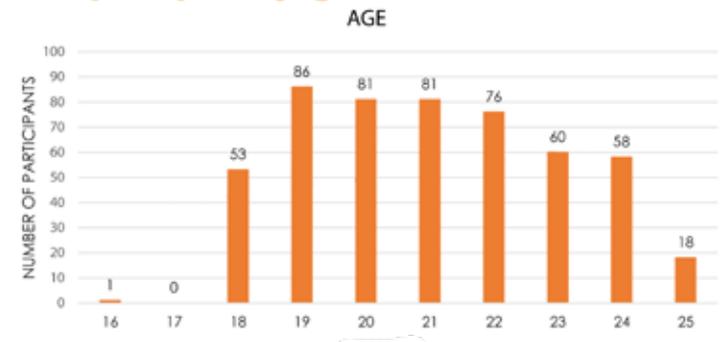
Social Impact: To better support our local youth, Vice Mayor Richardson led the charge to begin leveraging the city’s workforce development board to provide nearly 2,700 youth financial literacy education and a free checking and savings account.

Promising Adults, Tomorrow’s Hope (PATH)

In March 2016, the Office of Vice Mayor Richardson, in collaboration with the Long Beach City Prosecutor’s Office and Pacific Gateway Workforce Investment Network created Promising Adults, Tomorrow’s Hope (PATH), an innovative diversion program aimed at giving young people the second chances they deserve. Grounded in scientific research on adolescent brain development, PATH offers youth (ages 16–24) who have committed a minor offense a choice: occupational training; life skills development; mentoring, job placement and post-secondary education; or criminal prosecution.

Social impact: The U.S. Department of Labor awarded the City of Long Beach a \$1 million Pathways to Justice Careers grant to support PATH, one of only five organizations nationwide to receive it, for 2017 and 2018. In 2017, PATH accepted referrals from 543 young people and enrolled 514. Seventy percent of participants (316 individuals) completed the program.

PATH participants by age



District 9 2018 events

- Feb. 26** Houghton Park Farmer’s Market Grand Opening
- March 3** Houghton Park Community Center Groundbreaking
- March 12** PopUPTown: Veterans Valor Plaza Launch

- March** Deforest Park and Ramona Park Fitness Zone Installations
- June 9** 7th Annual Uptown Jazz Festival
- June** Deforest Wetlands Restoration Complete
- Nov. 10** Veterans Day Celebration

REX

RICHARDSON

VICE MAYOR

Acknowledgements

We extend thanks to our partners who made an impact on this report.

Long Beach City Manager's Office

Long Beach Police Department

Long Beach Fire Department

Long Beach Department of Health and Human Services

Long Beach Department of Parks, Recreation and Marine

Long Beach Department of Public Works

Long Beach Development Services Department

Long Beach Economic Development Department

Long Beach City Prosecutors Office

Long Beach Unified School District

Southern California Association of Governments

Gateway Cities Council of Governments

Andy St. Community Association

College Square Neighborhood Association

Collins Neighborhood Association

Coolidge Triangle Neighborhood Association

DeForest Park Neighborhood Association

Grant Neighborhood Association

Hamilton Neighborhood Association

Houghton Park Neighborhood Association

Longwood Neighborhood Association

Ramona Park Neighborhood Association

St. Francis Neighborhood Association

Starr King Neighborhood Association

District 9 Urban Agriculture Council

District 9 Clergy Council

The California Endowment

Local Initiative Support Corporation

City Fabrick

Harbor Area Farmers Market

Long Beach Public Library Foundation

Partners of Parks

Uptown Business District

YMCA of Greater Long Beach

Don't Waste Long Beach Coalition

Coalition for a Healthy North Long Beach

Finally, we thank the District 9 residents for your support and belief in realizing a more vibrant North Long Beach. Go Uptown!

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