City of Long Beach

Leading California Cities Into the Future
Friday October 18, 2019
LONG BEACH

WORLD FAMOUS ATTRACTIONS

https://youtu.be/Dnv1CL0DtVc
KNOWING YOUR HISTORY

LONG BEACH'S ENVIRONMENT FOR DEMONSTRATION PROJECTS & STRATEGIES

1909
Residents issued a $210,000 bond to build a revetted wharf.

1930s
Ford, DuPont, and Proctor and Gamble operated factories in the harbor, and oil was discovered under the city.

1940s
The Navy selected Long Beach as the principal landing site for the Navy fleet, and Donald Douglas produced more than 4,200 C-47 Skytrain planes for the war near the Long Beach Airport.

1960s
Long Beach became the Queen City when it acquired the ocean liner Queen Mary from Cunard Lines.

CONNECTED INFRASTRUCTURE, CONNECTED CITY, CONNECTED PEOPLE

A HISTORY OF INNOVATION
- Museum Sea Port
- Railway
- Airport
- Freeway System
- Leader for Engineering, Advanced Manufacturing, and Goods Movement

LEADING INTO THE 21ST CENTURY
- Economic Opportunity
- Access to Services
- Livability
- Safety
- Mobility
- Sustainability

LONG BEACH'S VISION
- Urban Automation
- Connected Vehicles
- Intelligent, Sensor-Based Infrastructure
- Urban Analytics
- Lean, Processed Mobility Services and Operations
- Urban Delivery and Logistics
- Strategic Business Models and Financing Opportunities
- Smart Grid, Railway, Electrification, and Electric Vehicles
- Connected, Involved Citizens
- Architecture and Standards
- Low-Cost, Efficient, Secure, and Resilient ICT
- Smart Lane Use
STRATEGIC PLANNING

BLUEPRINT
FOR ECONOMIC DEVELOPMENT
Creating economic opportunities for workers, investors, and entrepreneurs

CITY OF LONG BEACH
Labor Force: Inflow and Outflow

- Living in Long Beach but Employed Outside: 22.8%
- Living and Employed in Long Beach: 77.2%
EXPANDING YOUR PORTS
EXPANDING YOUR NETWORK

City Build Scenarios #1-3

Scenario #1
Build Fiber Backbone & Laterals - Connect 143 City Buildings
- ~$12.6 Million Cost

Scenario #2
Extend to Connect Commercial Corridors
- ~$32.8 Million Cost
- Lease Excess Capacity to Network Tenant(s)
- Business Enterprise Services Offered by City or Network Tenant(s)

Scenario #3
Extend Network Citywide
- ~$182.5 Million Cost
- Lease Excess Capacity to Network Tenant(s)
- Business Enterprise and/or Residential Services Offered by Tenant(s)
CONNECTING YOUR NETWORK

OVERVIEW OF DIGITAL EQUITY AND INCLUSION

WHAT IS DIGITAL EQUITY?
Digital equity is when everyone has access and use of digital literacy training, the Internet and technology devices to be successful in society, democracy and the economy regardless of their background and identity.

WHAT IS DIGITAL INCLUSION?
The City of Long Beach defines digital inclusion through an equity lens, which means proactively ensuring everyone has equitable access and use of digital literacy training, the Internet, technology devices and other digital resources.

APPROACH TO ADVANCING DIGITAL EQUITY AND INCLUSION

CAPACITY
- Leadership and capacity building.
- Multilingual digital literacy training and support.
- Technology jobs and internship opportunities.
- Job preparedness and digital literacy skills development.

CONNECTIVITY
- Low-cost, high-speed, quality in-home Internet services.
- Low-cost, quality cell phone data plans.
- Citywide fiber network infrastructure.
- Free City-provided public Wi-Fi.

TECHNOLOGY
- Low-cost, quality Internet-enabled technology devices - including refurbished (e.g., desktops, laptops, tablets).
- Quality technical support.
- Free City-provided community computer labs.
CONNECTING YOUR INFRASTRUCTURE

21ST CENTURY DATA IN LONG BEACH

Enabling urban growth and quality of life for citizens and businesses:

- Energy & Gas
  - Smart meters and renewable energy

- Smart City
  - Connected People
    - Residential: Connected Citizens
      - Digital Services
      - Smart Homes
    - Businesses: Connected Businesses
      - Smart Buildings
      - Connected Services
    - Commercial: Connected Businesses
      - Smart Retail
      - Connected Services
    - Industrial: Connected Factories
      - Smart Manufacturing
      - Connected Production
  - Smart Vehicles
    - Residential: Automated Vehicles
    - Business: Connected Vehicles
      - Connected Fleet Management
    - Transportation: Connected Transportation
      - Connected Public Transportation
      - Connected Bicycle Infrastructure
  - Smart Systems
    - Smart City
      - Connected People
      - Smart Vehicles
    - Smart Infrastructure
      - Connected Energy
      - Connected Water
    - Smart Governance
      - Connected Data
        - Connected Services

- Traffic
  - Connected People
    - Connected Vehicles
      - Connected Traffic Management
    - Connected Public Transportation
      - Connected Bus
      - Connected Taxi
    - Connected Bicycle Infrastructure
      - Connected Bike Sharing

- Smart City
  - Connected People
    - Connected Businesses
      - Connected Services
    - Connected Commercial
      - Connected Retail
    - Connected Industrial
      - Connected Factories
  - Connected Vehicles
    - Connected Transportation
      - Connected Public Transportation
      - Connected Bicycle Infrastructure
  - Connected Systems
    - Connected Energy
      - Connected Water
    - Connected Governance
      - Connected Data
      - Connected Services

- Intelligent Governance
  - Research
    - Collective Impact Program
    - Industry
      - Open Data Program
    - Government
      - Regional Partnerships
    - Education System
      - City of Long Beach
    - Social Services
      - Youth
    - Workforce Development
      - Intelligent Transportation
    - Mobility
      - Advanced Transportation Center
  - Economic Opportunities
    - International Trade & Transportation (ILTST)
    - Collaborative Problem Solving
      - Metropolitan Transportation Network (METRANS)
      - Los Angeles Economic Development Corporation (LAEDC)

- Smart Infrastructure
  - Technology
    - Deployment of Connected Solutions
  - Field Processing
    - Connected Internet of Things (IoT)
  - Buildings
    - Building Information Modeling (BIM)
  - Lighting
    - Smart Lighting
  - Electric Vehicle
    - Connected Electric Vehicle Systems
  - Rail
    - Connected Rail Systems
  - Street Lighting
    - Connected Street Lighting System
  - Bike Pathway
    - Connected Bike Pathway Management
  - Transportation Information System (TRIPS)
  - Highways
    - Connected Highways

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LEVERAGING PUBLIC PRIVATE PARTNERSHIPS
LEVERAGING OPEN SOURCE PLATFORMS

Business Portal

Welcome! Starting a business is exciting and challenging. We are here to help you navigate the process.

BizPort

PLAN
- Get an Idea
- Support Options
- Business Plan: Roadmap to Profitability
- Business License
- Determine amount of space
- Site Selection & Zoning Check
- Negotiate Your Lease
- Create a Financial Plan
- Business License

APPLY
- Determine amount of space
- Site Selection & Zoning Check
- Negotiate Your Lease
- Create a Financial Plan
- Business License
- Apply for a Business License
- Submit to the City

GROW
- Hire Employees
- Obtain Funding
- Marketing
- Business Taxes
- Work with the City

bizport.longbeach.gov


Thank you for doing business in the City of Long Beach. The Business Portal provides entrepreneurs and business owners with valuable information and resources to plan, launch, and grow their businesses.
LEVERAGING THE MARKET

Welcome to Kiva Long Beach
Empowering small businesses through capital and community support.

Lend locally
ECOSYSTEM BUILDING

LONG BEACH ACCELERATOR

Letter of Interest
Long Beach Accelerator©
Updated: March 27, 2019

SUNSTONE

- Provide space at 1 World Trade Center, Suite 5150 in Long Beach. The specific amount of space will be clarified in the subsequent Memorandum of Understanding.
- Provide furnishings, utilities and technology infrastructure to support 7 to 10 start-up businesses that are admitted to the Long Beach Accelerator©.
- Serve on the Board to provide strategic direction for the Long Beach Accelerator©.
- Support fundraising and/or provide funding for the operations of the Long Beach Accelerator©.
- Refer potential business start-ups to the Long Beach Accelerator© for vetting.
- Develop and implement a strategy to attract private equity firms, venture capitalists, and the angel investor community to the Long Beach Accelerator©.

CITY OF LONG BEACH (ECONOMIC DEVELOPMENT DEPARTMENT)

- Provide access to city resources such as small business loan programs.
- Serve on the Board to provide strategic direction for the Long Beach Accelerator©.
- Support fundraising efforts for the operations of the Long Beach Accelerator©.
- Serve as a liaison with other programs in the city that are relevant to the entrepreneurial ecosystem.
- Refer potential business start-ups to the Long Beach Accelerator© for vetting.
- Provide marketing support to increase the awareness of the Long Beach Accelerator© programs and opportunities.
- Develop and implement a strategy to attract private equity firms, venture capitalists, and the angel investor community to the Long Beach Accelerator©.

CSULB INSTITUTE FOR INNOVATION & ENTREPRENEURSHIP

- Provide operational oversight of the day-to-day operations of the Long Beach Accelerator©.
- Develop programming to support business start-ups located at the Long Beach Accelerator©.
- Manage and evaluate the Director hired to operate the Long Beach Accelerator©.
- Recruit start-ups to locate at the Long Beach Accelerator©.
- Develop and implement a marketing plan to increase awareness of the Long Beach Accelerator©.
- Support fundraising for the operations of the Long Beach Accelerator©.
- Develop and implement a strategy to attract private equity firms, venture capitalists, and the angel investor community to the Long Beach Accelerator©.
- Establish a mentor network to support the start-ups located at the Long Beach Accelerator©.
LIMITLESS FUTURE