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Downtown's Pine Court Complex Sold For \$84.2 Million



The team at Marcus & Millichap's South Bay office announced the sale of Pacific Court at 270 Pine Ave. for \$84.2 million. Pictured from left: Marcus & Millichap's Stephen Soqui, who represented the seller; and Shane Young and Steve "Bogie" Bogoyevac, who represented the buyer. See story on Page 4. (Photograph by the Business Journal's Pat Flynn)

Long Beach Airport Sets Record For Passenger Numbers And Awaits Additional Improvements

By **BRANDON RICHARDSON**
SENIOR WRITER

The Long Beach Airport (LGB) saw more than 3.78 million passengers depart and arrive through its concourses in

2017, 250,000 more passengers than originally projected by airport staff. At an increase of more than 33% over 2016, last year was a record for LGB in terms of passenger traffic, according to Airport Director Jess Romo.

5th District City Council Candidates Share Their Priorities, Concerns

By **SAMANTHA MEHLINGER**, EDITOR
AND **GEORGE ECONOMIDES**, PUBLISHER

Most political observers agree that the city council race where the incumbent is facing the toughest challenge and a possible June runoff is for the 5th District seat in Northeast Long Beach.

Councilmember Stacy Mungo is up against former Long Beach Harbor Commissioner Rich Dines and community activist Corliss Lee, both of whom are knowledgeable about district and city-wide issues.

City Council Candidates Respond To Questionnaire See Pages 31-33

The district includes the highest percentage of homeowners in the city and, with relatively few renters, experiences less turnover of residents. It is considered the most conservative, anti-tax area of the city, and was the only district to vote against the 2016 sales tax increase known as Measure A. In

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Economic Roundtable Yields Insights Into The Future Of Health Care

By **SAMANTHA MEHLINGER**
EDITOR

At an intimate gathering of health care executives and business leaders on March 8, the Business Journal participated in an economic summit, in roundtable format, about the state and future of health care. Hosted by MemorialCare Health System in Newport Beach, the discussion was moderated by Chas Roades, co-founder and CEO of Gist Healthcare and a national expert on health policy. The two-hour event largely focused on what hasn't been working in health care – namely, legislative

uncertainties, high costs and a lack of transparency for those costs – and possible solutions.

Roundtable participants included: Dr. Barry Arbuckle, president and CEO of MemorialCare Health System; Dr. James Leo, medical director of best practices and clinical outcomes for MemorialCare and chair of the MemorialCare Physician Society Board of Directors; Lucy Dunn, president and CEO of the Orange County Business Council; and Paul Keckley, health care economist and managing editor of The Keckley Report, a weekly blog covering the health care industry. Other media participants included hosts and editors from PBS SoCal, the Orange County Business Journal, California Healthline/Kaiser Health News and the Long Beach Business Journal.

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Violent Crime In Long Beach Skyrockets

Business Journal
Calls On City Council
To Hold Special Meeting

By **GEORGE ECONOMIDES**
PUBLISHER'S ANALYSIS

Despite the number of murders falling to an historic low last year, violent crime in Long Beach has skyrocketed – up 36.8% over a four-year period ending December 2017. This ugly trend continued into the new year. During the first two months of 2018, violent crime in Long Beach is up more than 15% compared to a similar period for 2017.

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MILLENNIAL PULSE

Our Data Is Currency. We Should Act Like It.

By Editor Samantha Mehlinger

Unofficial Millennial-In-Chief Mark Zuckerberg appeared stony-faced and characteristically awkward under the spotlight on CNN last week as he answered to the fallout of a whistleblower's story that the data of more than 50 million Facebook users had been

compromised and perhaps used to influence the 2016 presidential election.

As he sheepishly explained how a personality quiz application on his social media network started it all, I marveled at how CNN

(Please Continue To Page 35)

PortSide Keeping Up With The Port Of Long Beach

With an endless flow of trucks ferrying cargo across the 30-plus miles of roadway at the Port of Long Beach, Traffic Engineering Associate Ursula Goings is never without something to do. The nearly 10-year employee of the port specializes in the flow and management of traffic, a position key to keeping cargo moving in a safe and efficient manner. “We have to keep the goods moving. The trucks have to have a place to go,” Goings said. A common issue Goings and the staff of the engineering bureau’s traffic group are asked to address is the queuing of trucks outside of terminal gates onto port roadways. The traffic backup can cause truckers to engage in some risky behavior. “We have trucks doing U-turns in the street, and they’re not supposed to be doing U-turns. We’ve had a lot of near misses with that. So, do we put up more signs [or] some k-rail down the middle of the road? Those are some of the challenges that we face, and we just try to come up with solutions,” she explained. Goings and the traffic group are also responsible for handling tenant service requests for traffic-related items like new road striping or configuration and replacement of signage. “I have a great team, so it makes coming to work enjoyable. Nothing is quite the same,” Goings said. “There is nothing mundane about what we do. The port is a great place to be.”

– Editor Samantha Mehlinger



New CEO Of Regional Medical Group Announced

– Dr. Mark Schafer has been named the new chief executive officer of Greater Newport Physicians (GNP), which includes nearly 1,000 physicians in Long Beach and Orange County. Schafer will continue serving as CEO of the MemorialCare Medical Foundation. The foundation includes two divisions, the Independent Practice Association and MemorialCare Medical Group’s employed physician division. Together they include more than 2,000 physicians serving 700,000 patients in Long Beach, Orange County, the South Bay and Southern Los Angeles County. Schafer is taking over the position from GNP founder Diane Laird, who announced her retirement after 33 years as CEO.

New President Of California State University, Dominguez Hills Appointed

– The California State University Board of Trustees has appointed Thomas Parham as president of California State University, Dominguez Hills. Parham is currently the vice chancellor of student affairs for the University of California, Irvine, a role he has held since 2011. He is also the author of six books and is a

former president of the Association of Black Psychologists. He assumes his new position in June. “There is no greater blessing in life, next to being a parent, than being entrusted with the intellectual and personal growth and development of students,” he said.

Downtown Long Beach Alliance Staffer Appointed To State And International Boards

– The Downtown Long Beach Alliance announced the appointment of its research and policy manager, Austin Metoyer, to the California Downtown Association (CDA) Board of Directors for a three-year term. He has also accepted an invitation to join the International Downtown Association Research Committee (IDA) for a one-year term.

Long Beach Harbor Commissioners Select New Port Construction Management Director

– The Long Beach Board of Harbor Commissioners announced the promotion of Darrin Lambrigger to director of construction management for the Port of Long Beach. Lambrigger has served as acting director of construction management since June 2017, and has been overseeing the \$1.5 billion Middle Harbor Redevelopment Program. His appointment was effective March 3.

Executives Association Elects Kris Gragson President

– The Executives Association of Long Beach has announced the election of Kris Gragson to the position of president. He has served on the board of directors since 2014 and held the positions of secretary/treasurer and vice president. Gragson’s online marketing company, GK Media, specializes in search optimization for local businesses. He also contributes to the community by running the website and social media for LongBeachStuff.com, which promotes events in the area. Jennifer Sawday was elected vice president and Jay Beeler as secretary/treasurer.

CSULB College Of The Arts Announces New Director Of Development

– Long Beach resident Jane Hansen recently assumed the director of development position at the California State University, Long Beach, College of the Arts (COTA). Hansen has more than 25 years of experience working within the nonprofit community and will head up fundraising for programs within the college. COTA consists of the Bob Cole Conservatory of Music; the Departments of Dance, Design, Film & Electronic Arts; Theatre Arts; the School of Art; the University Art Museum; and the Carpenter Performing Arts Center.

Rancho Los Alamitos Appoints New Executive Director

– Rancho Los Alamitos Historic Ranch and Gardens has named Pamela Young Lee, the Rancho’s current associate director, as its new executive director. Pamela Seager, who served 30 years in the position, will assume a new role as executive director emeritus/site historian effective April 1. In her new position, Lee will oversee day-to-day operations as well as the planning process for future projects. Seager will administer initiatives such as the seismic improvements to the ranch house and the restoration of the Old Garden and the Foreman’s Cottage.

Governor Brown Appoints LBUSD Superintendent To CSU Board Of Trustees

– Gov. Jerry Brown has appointed Long Beach Unified School District (LBUSD) Superintendent Christopher Steinhauser to the California State University Board of Trustees. The position must be confirmed by the state senate. Steinhauser has served as LBUSD’s superintendent since 2002. “It’s an honor to be appointed by Gov. Brown as a trustee for the CSU system,” Steinhauser stated. “I am a product of this university system, and I

deeply appreciate all that CSU does for so many of our students, families and staff here in the Long Beach Unified School District. I hope that I can give something back to a system that does so much for all of us.”

Local Mentor Program Announces New Executive Director

– Maryam Diaab is the new executive director of Power 4 Youth, a local academic mentoring program for struggling students, effective today. Diaab succeeded Val Parker, who helped found the organization in 1999 and has served as executive director since 2008. Diaab is a Long Beach native and former Power 4 Youth mentor.

Dignity Health – St. Mary Medical Center Appoints New St. Mary Foundation President

– Dignity Health – St. Mary Medical Center has announced the appointment of LaRae Mardesic Bechmann as president of the St. Mary Foundation. Bechmann has more than 20 years of experience in executive fundraising. She most recently served as senior director of development for Providence Little Company of Mary Medical Center, where she managed development, external relations, capital campaigns and programs for volunteers. Bechmann was born at St. Mary Medical Center and currently lives in Rancho Palos Verdes.

MemorialCare Names New Chief Executive Officer Of Seaside Health Plan

– MemorialCare Health System has named Maribel Ferrer CEO of its Seaside Health Plan. Seaside Health Plan was created in 2013 to serve those with Medi-Cal, Medicare or commercial insurance coverage. As the CEO, Ferrer’s responsibilities include directing the health plan’s programs and services, as well as overseeing operations. Previously, she served as the executive director of the Medi-Cal Temporary Assistance to Needy Families & Medicaid Expansion of L.A. Care Health Plan, the largest public health plan in the country.

Musical Theatre West Welcomes Two New Additions

– Musical Theatre West announced the addition of Ted Watts, Jr. as education and outreach director and Matt Terzagini as production manager. Watts is responsible for overseeing the development of student performances, the student summer conservatory and the Footlighter scholarship awards. Terzagini is responsible for overseeing the organization’s productions, and has served as a stage manager and company manager on both coasts and abroad. ■

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Long Beach Symphony

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■ By **BRANDON RICHARDSON**
SENIOR WRITER

**Pacific Court Complex
Sells For \$84.2 Million**

Commercial real estate investment services firm Marcus & Millichap announced the \$84.2 million sale of Pacific Court, a 211-unit luxury mixed-use community located at 245, 250 and 270 Pine Ave. in Downtown Long Beach.

“The sale suggests continued confidence in the Long Beach housing market as development is underway on nearly 2,500 new units, most of which will come online during 2018,” the company said in a press release. “With new product in Downtown Long Beach achieving rents upwards of \$3 per square foot, Pacific Court’s new owner is presented with the opportunity to implement a strategic value-add program and push rents to peak market rates.”

Marcus & Millichap’s Shane Young and Steve “Bogie” Bogoyevac represented the Orange County-based institutional buyer, while the seller, a private investor, was represented by Stephen Soqui, also with Marcus & Millichap.

Primary construction of Pacific Court was done in 1992, except for 69 lofts that were built in 2016. The development also includes 34,251 square feet of retail space occupied by nine tenants. The residential complex has seven floor plans and amenities such as in-unit laundry, private bal-

The medical building located at 3918 Long Beach Blvd. recently sold for \$7.7 million. (Photograph by the Business Journal’s Pat Flynn)



A rendering of the San Pedro Public Market, a development by The Ratkovich Group and Jerico Development. The development will include family-friendly shopping, dining and entertainment, as well as a 30-foot-wide promenade. (Rendering courtesy of The Ratkovich Company)

conies, central heating and air conditioning, electric appliances and more. Community amenities at the complex include a fitness center, a recreation room and two courtyards with gas barbecues.

**Medical Office Building
In Bixby Knolls Sold**

International commercial real estate firm NAI Capital announced today the

\$7.7 million sale of a medical office building located at 3918 Long Beach Blvd. Senior Vice President and Director of Healthcare Services Sonya Dopp-Grech, Senior Vice President John Manion, Vice President Steven Lewallen, Senior Associate Ryan Dopp and Associate Jeanene Stolrow of the company’s Irvine office closed the sale of the two-story, 18,733-square-foot building. The seller was Pepper Lane-Long Beach LLC and the buyer was Salt Holdings LP. “This medical building is well suited for an owner/user to locate their practice in a prime location in the heart of Bixby Knolls. The property is a true pride of ownership property,” Dopp-Grech said. The property was 47% occupied at the time of the sale and the new owner plans to occupy the remaining space. “Medical office buildings for sale are hard to find in this market,” Manion said. “My client was thrilled to purchase this distinctive, modern architecturally designed building.”

**Big News For San Pedro:
Development Plans Unveiled
& Possible SpaceX Operation**

Last week, The Ratkovich Company and Jerico Development unveiled plans for the San Pedro Public Market (SPPM), as part of the Port of Los Angeles’s vision to “re-energize the area,” according to a press release.

“Our mission is to produce an economically sustaining development that improves the quality of life for the Los Angeles Waterfront communities,” Wayne Ratkovich, the company’s president and CEO, said.

Plans describe an environmentally friendly and sustainable development, which will include family-friendly shopping, dining, entertainment and a 30-foot-wide waterfront promenade. The announcement comes the day after SpaceX entered into preliminary negotiations with the Port of Los Angeles for the 10-year lease of an 18-acre site to manufacture “large commercial transportation vehicles,”

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Realty Views

**Where The
Generations
Want To Live**



By **TERRY ROSS**

Analytics and predictions on just about everything in the world seem to be the guiding forces of our 24/7 media lives today and – right or wrong – they are what we mostly consume in our daily diet of information that comes from all different directions.

The National Association of Realtors® (NAR) may have the largest cache of data to be analyzed when it comes to real estate – especially the consumer market and home buying. And, predictably, they have set their analysts and economists to work and have broken down the three major generations – finding where the trends are for each when it comes to moving to various locations and buying homes.

For the analysis, the folks at NAR used information segments according to their age from 2011 to 2015 as reported by the U.S. Census. Although the Census doesn’t group people by generations, NAR used the age ranges of 20 to 34 for Millennials, Gen X for those 35 to 49, and Baby Boomers for those in the 50 to 69-year age bracket.

John Burns Real Estate Consulting Ltd. in Irvine was also used for much of the data; and, as Chris Porter, the chief demographer at the company noted, “The different generations are, for the most part, in different stages of life. They are seeking out locales that meet their specific needs.”

The Millennials, according to the NAR study, will gravitate towards big cities, tech centers and cultural hot spots where good jobs are based and there is plenty to do during downtime. Gen X is looking more for a spacious home that is affordable, and may have doubts stemming from the recession, while the Baby Boomers are trending toward Sun Belt locations with a lower overhead in mind, warmer weather and people of a like age.

NAR ranked San Francisco and Seattle as the hottest two markets for Millennials, followed by Houston, Dallas; Washington, D.C.;

Denver; Boston; Ann Arbor; State College, Pennsylvania; and Austin in that order.

Millennials make up only about a third of buyers overall, but their market share is predicted to keep growing since they are the country’s largest generation by number.

“Millennials are saying, ‘We are willing to move for lifestyle and job,’ as opposed to, ‘I need to stay close to home because it’s safer and lower cost,’” as previous generations may have, noted Jason Dorsey, chief strategy officer for the Center for Generational Kinetics, a marketing firm in Austin. “If communities position themselves correctly and have the type of lifestyle [Millennials] want, they absolutely can be a top choice for the future.”

Generation X is older, and many have college-age kids and additional responsibilities. They tend to move away from coastal areas for more living space, good schools – and they are more price conscious.

Houston, Texas is ranked as the hottest market in the country for this age group, followed by Miami, Dallas, Washington, D.C.; Riverside, Austin, Odessa, San Antonio, Atlanta and Charlotte.

“Generation X is looking for housing affordability, where they can meet the needs of growing families,” said Chris Porter. He

also noted that they often prefer warmer weather and more business-friendly states as well. That may help to explain why “Texas has been one of the fastest-growing regions in the country for a while,” he said.

For the Baby Boomers, Phoenix was listed as the hottest market for this aging group – that is near or at retirement – with its median home price of \$329,000, which is less than many of the western cities in California. Florida claimed six of the top 10 metro areas for this group. In order, the hot markets for Baby Boomers following Phoenix were North Port, Miami; The Villages and Punta Gorda, Florida; Austin; Riverside; Cape Coral, Florida; Lake Havasu, Arizona; and Naples, Florida.

One important note in the study was that, as each generation ages, their wants and needs in terms of housing and location in many ways mirror what the generation before them has gravitated to. They will all be unique, but they move in the same direction as those before them in many ways in their housing tendencies.

(Terry Ross, the broker-owner of TR Properties, will answer any questions about today’s real estate market. E-mail questions to Realty Views at terryross1@cs.com or call 949/457-4922.)

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according to the Los Angeles Times. In an e-mail to the Business Journal, a spokesperson for The Ratkovich Company said the SpaceX announcement “underscores the importance of SPPM in the bigger picture for the SoCal region.”

David Galullo, CEO and chief creative officer with Rapt Studio, which is designing the project, said, “Our concept is to create a genuine sense of place and a one-of-a-kind experience for SPPM visitors and retailers alike. The design plays off of the landscape and is reminiscent of the fishing sheds that may have once peppered the waterfront, all the while being a modern expression of civic gathering and a new kind of retail/dining/entertainment space.”

Redondo Avenue Post Office Moves To New Location

The retail post office located at 2300 Redondo Ave. closed on March 16 and reopened at its new location, 2371 Grand Ave., on Monday, March 19. The new space includes full retail services, acts as a carrier delivery center and has a passport center. The PO box lobby is open 6 a.m. to 7 p.m.



The new post office at 2371 Grand Ave. (Photograph by the Business Journal's Pat Flynn)



On March 23, Zinnia, a 72-unit housing development located at 1500 E. Hill St. in Signal Hill, celebrated its grand opening. (Photograph by the Business Journal's Pat Flynn)

Monday through Saturday, with the retail window and passport center operating 8:30 a.m. to 5 p.m. Monday through Friday. The passport center will also be open 7 a.m. to 2 p.m. on Saturdays. The new office will not have self-service kiosks until May.

Signal Hill Housing Community Now Open

The 72-unit Zinnia housing development located at 1500 E. Hill St. in Signal Hill celebrated its grand opening on March 23. The project was developed by Los Angeles-based Meta Housing Corporation in partnership with the City of Signal Hill and the

Signal Hill Housing Authority. The community includes a playground, community center, police substation and open space. Upon opening, the apartments were fully leased.

New Shared Workspace Provider Comes To Long Beach

Irvine-based Premier Business Centers announced that it signed a 5.5-year master lease with Milan Capital Management for the entire second floor of Park Tower at 5150 E. Pacific Coast Hwy. “We are happy to bring this East Long Beach landmark back into our portfolio.” Premier CEO Jeff Reinstein said in a press release. “The Park Tower location allows us to expand our footprint within Long Beach.” The lease is for 17,274 square feet that includes 58 private offices and mini-suites, three conference rooms, a kitchen and breakroom and a reception area. Offices and meetings rooms are available by the hour, day or week.

LBCC Breaks Ground On Auditorium Renovations

Long Beach City College (LBCC) broke ground March 8 on a \$29 million renovation project of the auditorium at its Liberal Arts Campus, 4901 E. Carson St. “Long Beach City College is celebrating our 90th anniversary. We’re extremely committed to academic excellence in a variety of ways, including providing our students state-of-the-art learning facilities,” LBCC Superintendent-President Reagan Romali said. “When we return here for our grand reopening, we will be standing in

front of a renovated auditorium that will look very similar from the front, but will be far improved inside. And it’s going to be so much more than just the LBCC auditorium. It will be a premier venue for theater, dance, award-winning shows and lecture series.” Voter-approved Measure E and Measure LB bonds are funding the renovations, which will maintain “much of the architectural integrity of the original 1957 design, while adding a new dance studio, a new costume shop and updating the audio-visual systems,” according to a press release.

Stepp Commercial Sells \$10 Million Multi-Family Property

Stepp Commercial Principal Robert Stepp represented the seller, a private trust, in the \$10 million sale of an apartment property at 1625 Redondo Ave. “The Circle Area neighborhood is within convenient walking distance of California State University, Long Beach,” Stepp said. “The buyer will benefit from the value-add property’s prime location and rental upside potential.” Built in 1971, the four-story, 36-unit apartment building consists of 12, two-bedroom, two-bath units with patios, 18 one-bedroom, one-bath units and six studios.



1625 Redondo Ave. (Photograph courtesy of Stepp Commercial)

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LOCAL EXPERIENCE | GLOBAL STRENGTH

New Craft Ramen Joint Coming To Bixby Knolls

Irvine-based HiroNori Craft Ramen is expanding with a new location at 610 E. Carson St. in Bixby Knolls. The restaurant will emulate its Irvine flagship in serving up Japanese and vegan food, including craft ramen rice bowls, salads and more. The Long Beach location is scheduled to open in mid-April.



HiroNori Craft Ramen is expected to open mid-April.

Construction Costs Increasing, New Tariffs May Continue Trend

The producer price index, a measure of goods and services used in construction projects, rose 0.6% in February, after a 4.2% increase in 2017, according to the Associated General Contractors of America. From 2016 to 2017, the producer price index for aluminum, steel and copper products rose 11.6%, 4.8% and 10%, respectively. New tariffs introduced by the Trump administration could increase construction costs further, "making many projects unaffordable," according to a press release. Associated General Contractors of America CEO Stephen Sandherr released a statement on March 8 in opposition of new steel and aluminum tariffs imposed by the Trump administration. "These new tariffs will cause significant harm to the nation's construction industry, put tens of thousands of high-paying construction jobs at risk, undermine the President's proposed infrastructure initiative and potentially dampen demand for new construction projects for years to come," Sandherr said. "Firms that are already engaged in fixed-price contracts may be forced to absorb these costs, forcing them to cut back on new investments in equipment and personnel."

New Greenbelt Park Opens In 3rd District

The City of Long Beach hosted the grand opening of the Red Car Greenbelt Park at the northwest corner of 4th Street and Park Avenue on March 24. The new park includes a pedestrian path that extends to Ximeno Avenue just south of 7th Street. "The new Red Car Greenbelt is a wonderful example of an unused area being transformed into much needed recreational open space," 3rd District Councilmember Suzie Price said. "This new park connects last year's Red Car Greenbelt built in Greenbelt Heights all the way down to the Colorado Lagoon. Residents can walk, bike or just relax in the beautifully landscaped setting creating a much-needed community park with one of the last undeveloped spaces in the district. I am so thankful for the community involvement and input that has led to this fantastic new neighborhood park." The park features pathway lighting, trail boulders for seating, trash receptacles and doggie bag dispensers, wood grain texture concrete fencing at the entries and decorative concrete pedestrian trails. ■

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City Council Denies Two Appeals Against Port On-Dock Rail Project

■ By **BRANDON RICHARDSON**
SENIOR WRITER

Westside businessmen Stan Janocha and Daryl Phillips each filed appeals against the Port of Long Beach's proposed Pier B On-Dock Rail Support Facility Project, claiming its negative impacts on Westside businesses would be extreme. During a hearing on March 20, the Long Beach City Council denied the appeals, giving the port the green light to move ahead with the early planning stages of the project.

Janocha is chief operating officer of Superior Electrical Advertising and Phillips is the owner and president of Phillips Steel Company, two prominent businesses on the Westside. Their appeals against the project's environmental impact report (EIR) claimed the project would create unnecessary burdens on Westside businesses in the form of increased air and noise pollution, among other issues. Janocha pointed out the EIR clearly states air quality around the project would be significantly adversely affected.

"It was very disappointing and frustrating. It seems like every councilmember and the mayor had made up their mind long before the meeting. I don't think they really listened to us and I don't think they addressed the issues on the Westside," Janocha told the Business Journal. "I'm not just talking about the businesses, I'm talking about the residents. There are schools and residents that are right across the L.A. River."

After an eight-year process and around 300 comment responses, the port project was approved by the Long Beach Board of Harbor Commissioners on January 22. Deputy City Attorney Dawn McIntosh, who specializes in environmental law, contested that the EIR addressed all areas of the appellants' concerns adequately and in accordance with California Environmental Quality Act requirements.

Superior Electrical has operated in Long Beach for over 60 years and occupies a 50,000-square-foot building with a 50,000-square-foot adjoining lot used for equipment and product storage. The rail yard will be approximately 125 feet from Superior Electrical's property, which Janocha said will create a poor work environment for his 125 employees. Though he said the company would survive, Janocha said he was not sure if it would remain in Long Beach.

City staff estimated that approximately 40 businesses would be di-

rectly impacted by the project and made to relocate. Though his business is not within the project's footprint, Phillips said the Westside as a whole would feel the adverse effects of the rail yard. Phillips Steel has been in Long Beach for over 100 years, and Phillips provided the following statement to the Business Journal after the council's decision:

"I am deeply saddened that the city and port are moving forward with an expansion plan that they clearly admit will detrimentally increase toxic pollution and environment setbacks to not only our community but surrounding cities as well. The proposed plan admittedly creates new levels of toxic pollution and health problems, and the burdens associated with the expansion [are] on those too poor or too conflicted to fight back. Clearly there will be increased cases of asthma and cancers, and high levels of noise pollution up to 152 decibels, [which] train horns [produce], can blow out eardrums, as the expansion directly abuts the Long Beach Health and Human Services Multi Service Center, which cares for school children on a daily basis, and my business."

Janocha, Phillips and other Westside business operators are seeking legal counsel to determine if there are additional measures they can take in their attempt to derail the project.

Tiffany Rau, public and government affairs representative for refining company Andeavor, spoke during public comment on behalf of Tesoro SoCal Pipeline Company LLC, an Andeavor operation at the port. During her time, Rau said the company supports the rail project but shares some concerns with the appellants. Andeavor's main concern is the project could require the removal or relocation of more than 200 utility pipelines, including 15 oil pipelines operated by the company.

"We're committed to working with the port to resolve our concerns," Rau said. "Removal of hundreds of utility lines could result in significant disruption of the port's operations and these disruptions would also directly affect our operations, our customers, public utilities and numerous other operators at the port."

The project will increase on-dock rail support from 12 to 48 tracks in an effort to increase the amount of cargo transported by train, which would decrease the number of trucks on the road. Currently, approximately 25% of cargo is transported by train, and the port's goal is to increase that number to 35%. The three-phase, seven-year project would create 1,100 construction jobs and includes a \$1.5 million contribution by the port to the port's community grant program.

The port's next step is to create a budget for the Pier B program to be presented to the board of harbor commissioners in May, according to Lee Peterson, media relations specialist for the port. He said that, if the process progresses smoothly, construction should begin around 2021. ■

With The Passage Of Sanctuary City Policy, Staff 'Anxiously' Awaits State Lawsuit Ruling

■ By **BRANDON RICHARDSON**
SENIOR WRITER

After nearly five hours of public comment and council debate, the Long Beach City Council voted 6-2 to approve the Long Beach Values Act during its March 13 meeting, strengthening Long Beach's sanctuary city policy.

Deputy City Attorney Monica Kilaita explained that the resolution simply expands on California Senate Bill 54 (SB 54), the California Values Act. The bill imposes restrictions on cooperating with or notifying federal Immigration and Customs Enforcement (ICE) officers unless presented with a criminal warrant. The Long Beach Values Act applies the policy to all city manager departments, not just the police department as required by the state, and adds categories of sensitive information that are protected from being requested or disclosed without a warrant.

The council's decision came one week after U.S. Attorney General Jeff Sessions filed a lawsuit against the State of California's sanctuary state policy, SB 54. At this point, all the city can do is wait for the outcome of the lawsuit, Kilaita said. City staff are confident that the Long Beach Values Act is in line with SB 54, she noted. The outcome of the lawsuit at the state level would inform any potential issues in Long Beach. If the state loses, the city's policy would become invalidated.

"It's just a matter of seeing how the recent lawsuit will play out in the courts. We're anxiously awaiting that," Kilaita said. "I think there's always potential for [lawsuits against the city]. We really have to see . . . what the court determines in that action."

Based on the council's passage of the sanctuary city policy, the city runs the risk of forfeiting federal grant opportunities for the police department, Kilaita said. She explained that many federal grants require certification of compliance with federal law.

During the meeting, the crowd broke into chants of "no carve-outs" multiple times, carve-outs being exceptions to the policy such as allowing violent felons to be deported. As passed, the Long Beach Values Act has two exceptions that are also present in SB 54, according to Kilaita.

"The first is providing release dates and other information . . . only if the information is available to the public or if it's related to those persons meeting the criminal background criteria that is in the law. The second is . . . permitting transfers to federal immigration authorities either pursuant to a judicial warrant or judicial probable cause determination, or for persons who meet that criminal background criteria," Kilaita said. However, she noted that the exceptions are discretionary, to be determined by the departments involved.

Seventh District Councilmember Roberto Uranga said he had issue with the carve-outs as they were written because he thinks many of the crimes listed do not warrant deportation. These crimes included driving under the influence, embezzlement and forgery, which he described as white-collar crimes. In the case of what he called "serious crimes," Uranga conceded that maybe deportation should be an option but that he still did not agree with any carve-outs because it is a "slippery slope."

"There are some people in jails now that I wish I could deport who are white – go back to Europe, Switzerland or wherever," Uranga said, noting that his example was a role reversal to emphasize his stance on carve-outs. His comment elicited cheers and hoots from the audience. The final motion was passed with the understanding that exceptions would be discussed further during a council meeting at a later date.

Part of the original motion included the establishment of a legal defense fund to assist residents facing deportation. The final motion separated the fund from the Long Beach Values Act and each item was voted on individually. In the end, Councilmembers Daryl Supernaw and Stacy Mungo voted against the Long Beach Values Act, with Councilmember Suzie Price joining them in voting against the defense fund. Councilmember Al Austin was absent. Staff will report back to council regarding the potential creation of a legal defense fund with options for funding and partnership.

In an interview with the Business Journal, Supernaw said the city had already aligned itself with SB 54 and that he could not support the proposed policy because he was not comfortable with omitting all carve-outs. He also noted that he was not in favor of utilizing taxpayer dollars to establish the defense fund.

"People were holding these different letters that say 'no carve-outs.' Well, right off the top of my head I can think of a scenario where I would want a carve-out – if it's an incredibly violent felon," Supernaw said. "We have a duty to protect the general population from criminals." ■

City Council Approves Controversial Land Use Element

■ By **BRANDON RICHARDSON**
SENIOR WRITER

After years of buildup, the Long Beach City Council voted 8-1 to approve the controversial Land Use Element (LUE) and Urban Design Element during its March 6 meeting. Fourth District Councilmember Daryl Supernaw was the only dissenting vote.

During the nearly seven-hour hearing, councilmembers added specific building-height changes to their respective districts, with the exception of Supernaw. In an interview with the Business Journal, Supernaw said that he had tried to work with city staff on more changes to the maps, but that his requests were ultimately cut off at the 10 presented by city staff during the meeting, though he had more.

“Technically, those were staff changes and not mine. That’s what staff was able to do for me. But they stopped at a certain point,” Supernaw said. “I wasn’t going to read those like that is all that I was asking for. I didn’t want to be in a position where I read changes and then voted against what I just read.”

With only 10 of his requested amendments approved by city staff, Supernaw said that he could not vote in favor of the proposed maps. He said it was simply not enough. He reiterated that he was on record as being opposed to the proposed maps as far back as September of last year.

In all, 84 amendments to the proposed maps were made between the nine districts: two in District 1, five in District 2, 15 in District 3, 10 in District 4, 10 in District 5, two in District 6, seven in District 7, 21 in District 8 and 12 in District 9.

In addition to map amendments, the final approval included 10 provisions for city staff to carry out. The following is taken from the city’s consolidated list of council requests:

- Provide regular reporting regarding the implementation of the Land Use Element (LUE) and Urban Design Element (UDE). These reports shall occur annually to the planning commission, bi-annually to the city council, and a comprehensive review and evaluation of the plan for potential updates after five years. These reports shall all include:

- Progress regarding construction of both market rate and affordable housing.

- Traffic improvement plans, and optimization and efficiency plans, especially at impacted intersections.

- Expectations for future traffic patterns.

- Demographic and population changes within the city.

- Equity analysis of plan implementation and associated growth.

- Update on any state law changes impacting housing, planning and development.

- Public outreach and education regarding plan implementation.

- Report back regarding development of a formal outreach policy including:

- Updating contact and organizational lists.

- Effective communication techniques for maximizing public engagement.

- Addressing inequities in participation and access to information.

- Increasing participation from traditionally underrepresented groups including but not limited to: students, low-wage workers, renters and single parents.

- The feasibility of establishing additional public input processes, either generally or through neighborhood residents serving on the city’s site plan review committee.

- Report back regarding the status of developing a one-for-one replacement housing policy (outside of the Coastal Zone) to preserve existing affordable housing.

- Consider increasing parking requirements in parking impacted areas during the zoning code updates.

- Report back providing options for solving parking problems in Council District 5, particularly along Carson Street.

- Report back regarding coordination with Long Beach Unified School District, public input regarding school construction and modification, as well as the traffic impacts of school operations.

- Report back regarding the feasibility of adding an Education Element to the General Plan.

- Report back regarding establishing a vision and Specific Plan for Wrigley Village, Lakewood Village and the Towne Center.

- Include major development projects along key corridors as part of the quarterly report sent to the council’s economic development and finance committee.

- Update the Historic Resources Survey for historic districts.

Due to the amendments, the LUE’s environmental impact report must be updated and recirculated. It is slated to be presented to the city council in spring 2019 for final adoption. During the recirculation period and final adoption process, there is additional opportunity for public input. For more information on the LUE, visit www.longbeach.gov. ■



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City Council Requests Further Research Into Rent Control Ordinance

■ By **ANNE ARTLEY**
STAFF WRITER

On March 20, the Long Beach City Council requested city staff to research a proposed ordinance to establish rent control, a rent board and eviction limitations, asking staff to report back by April 17.

Housing advocates have filed paperwork and are currently gathering signatures to place a rent control ordinance on the November ballot. Councilmembers introduced the item to give residents access to impartial information before any measure is up for a vote.

While councilmembers expressed their own opinions on rent control during the meeting, 4th District Councilmember Daryl Supernaw clarified that the item is “an informational request on a proposed ballot initiative,” and does not involve a council policy decision.

Eighth District Councilmember Al Austin said the housing crisis is not a “black and white issue,” and that it takes a multi-faceted approach to solve the problem. “I’ve been looking at the 15 cities in California that do have rent control, and I’m not convinced it’s a panacea for our housing crisis,” he said. “I was talking to an elected official in San Francisco. They have rent control there, and [the official] said the average rent for a two-bedroom apartment is close to \$4,000 to \$5,000 per month. Santa Monica has very high rents, and so do Beverly Hills, Berkeley and West Hollywood. Those are cities that have rent control. The rent in Long Beach is well below [the rent] in those cities.”

Austin suggested focusing more on building more housing and creating jobs. “I don’t think we can wait three, four, five or six years for housing to be developed. It needs to happen now,” he said. “We need to focus on creating great jobs. That’s what’s going to bring the incomes up and that’s what’s going to put people in a better position to afford quality housing.”

Third District Councilmember Suzie Price also shared her reservations regarding rent control. “I don’t believe rent control will be beneficial . . . but I’m one voter,” she said. She added that more than 2,000 units of additional housing are planned in her district over the next 30 years.

Other councilmembers mentioned measures the city has already undertaken to develop more housing. These

include passing the Land Use Element, which calls for the construction of 7,048 residential units by 2021. And, according to Lena Gonzalez, who represents the 1st District, Downtown Long Beach has more than 1,700 affordable housing units. Gonzalez also cited the city’s efforts to ensure rental property owners are complying with building, housing and sanitation codes.

“We know that some of the conditions people are living in are below quality of life. It doesn’t speak to all landlords, but it speaks to the very small percent we know can do a lot better,” she said. “In our first year in office, many of us [councilmembers] put together a 120-day [non-compliant] violators list and posted it on the development services website. I’m working to make that more transparent so people know which landlords aren’t playing by the rules when it comes to quality-of-life issues.”

In his closing comments, Mayor Robert Garcia clarified that rent stabilization has existed in the city for about 40 years, and that Long Beach currently has about 6,500 units with stabilized rent. “Every time there’s a new project, we expand the number of rent-stabilized units,” he said. “These units that have existed for decades have covenants. The city has invested millions in keeping them. We’ve voted on putting resources on keeping those rents stable and affordable.”

The Mayor also reiterated that housing production is key to closing the gap. “The single best way to getting out of this crisis, and not just in Long Beach, is housing production. . . . You have to build housing of all types to get us out of where we are right now, which is essentially a math problem: the population has grown, but housing production has not. That’s why you’re seeing these pressures across California and Long Beach.” ■

City Seeks To Keep Community Hospital Open As Lease Termination Approaches

■ By **SAMANTHA MEHLINGER**
EDITOR

After MemorialCare Health System submitted a 120-day notice of lease termination to the City of Long Beach for its Community Medical Center at 1720 Termino Ave., elected officials and city staff have been trying to find a way to keep the hospital open. The lease agreement between

the city and the hospital is slated to terminate on July 3.

MemorialCare has stated in writing, both in public statements and in letters to the city, that the announcement it made late last year regarding the hospital’s impending closure in June 2019 due to noncompliance with state seismic regulations has resulted in a significant loss of staff members who have moved on to other opportunities.

By late February, Community had lost about 80 full time staff members, according to John Bishop, the hospital’s CEO. “We have lost roughly a quarter of the employees thus far since November,” he said. Temporary nursing staff has been brought on to maintain appropriate staffing ratios, he added. Bishop also leads MemorialCare’s Long Beach Medical Center and Miller Children’s & Women’s Hospital Long Beach.

The loss of staff led to the lease termination notice, with the health system arguing that it will not be able to maintain services.

Following the lease termination, the Long Beach Fire Department was informed by MemorialCare on March 7 that ambulances carrying advanced life support (ALS) patients would be diverted away from Community to other hospitals, according to the city’s public affairs officer, Kevin Lee. “This notification was without any prior notification from MemorialCare to city management. A formalized notification was sent out by Los Angeles County Emergency Medical Services on March 8, 2018,” he said via e-mail. He referred to the action as “MemorialCare’s decision.”

Richard Tadeo, assistant director of Los Angeles County Emergency Medical Services (EMS), said the decision was made by his department. “The decision to divert ALS patients from the Hospital was made by us, the EMS Agency. We were in close communication with the hospital since Monday (March 5th). We notified the hospital last Thursday that we will begin diversion on Friday morning (March 9th),” he wrote in an e-mail to the Business Journal.

“The city has strongly requested that ALS ambulance service to Community Hospital be reinstated immediately,” Lee said. “A formal letter has been sent to L.A. County EMS informing the county agency of the city’s desire for existing hospital services at Community Hospital to be maintained for as long as state and county laws and regulations allow, and as required per noticing timeframes and procedures.”

Lee said that the city “intends to explore all available options for maintaining a co-located acute and psychiatric care hospital at Community Hospital, while also complying with state seismic requirements.” He continued, “The city’s intent, at this time, is to keep the hospital operating, including emergency services such as accepting ALS patients. If the landlord-lessee relationship that the city and MemorialCare maintain is to end,

the city would like to see hospital services, including ALS services, continue.”

A spokesperson for MemorialCare told the Business Journal in a previous interview that Community accepted an average of six ALS patients per day, prior to the diversion.

MemorialCare Health System had proposed applying for a license to transition Community to a psychiatric care facility, an allowable use under state seismic codes, but the city rejected the proposal in February, according to Bishop. He pointed out that a previous community needs assessment by the city’s health department identified mental health care as the community’s greatest unmet need. “But they have to make a decision based upon what their overall constituency wants, not just a purely health care perspective,” he said.

“The city is the landlord and we want to help them find the highest and best use. Unfortunately, now behavioral health has been ruled out,” Bishop said.

As for the city’s next steps, Lee said, “The city is actively identifying opportunities to continue hospital services for the benefit of the community and for the ability of the Long Beach Fire Department to take care of our community more efficiently and effectively.” ■

Recommended Changes To PierPass Program Released

■ By **SAMANTHA MEHLINGER**
EDITOR

PierPass Inc., the nonprofit that runs the off-peak terminal gate program at the San Pedro Bay Ports, may alter the program based on a commissioned study by Tioga Group Inc. and World Class Logistics Consulting. The recommendations from that study, which examined how to create a more effective terminal operation system at the ports, were presented to more than 60 supply chain leaders in a meeting on March 8. The final study has not yet been released, but an overview of the presentation is available on PierPass’s website.

The first recommendation was to institute appointment systems for trucks to manage the flow of traffic and terminal workloads. Another was to replace the current incentive fee system, which encourages nighttime terminal visits, with a flat fee for trucks visiting terminals during both daytime and nighttime shifts in order to function better with appointments. Doing so would address congestion that occurs as trucks queue up to enter terminals at the time of a shift change.

(Please Continue To Page 12)



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PierPass Continued From Page 10

Another option presented was to integrate a convention peel-off option along with an appointment system to reduce truck turn times. In a peel-off program, containers are piled onto terminals based upon their destination. Truckers take the next available container from a stack that corresponds with their destination.

The 12 marine terminal operators (MTO) at the San Pedro Bay ports must decide upon any changes to the PierPass system as members of the Federal Maritime Commission-sanctioned West Coast MTO Agreement. John Cushing, president and CEO of PierPass, told the Business Journal that he expects the decision within weeks.

Mario Cordero, executive director of the Port of Long Beach, provided the following statement regarding the future of PierPass: "As marine terminals act to improve operations and evolve with an increasingly time-sensitive supply chain, there is a great need to examine ways to meet growing demands for efficiency, such as a port complex-wide uniform drayage reservation system to include expanded and consistent night gate hours. The Port of Long Beach welcomes further discussion of the opportunities to take PierPass to the next level, moving cargo faster and more sustainably and enhancing the competitiveness of the San Pedro Bay gateway."

Alex Cherin, executive director of the California Trucking Association (CTA) Intermodal Conference, was generally in favor of the recommendations. "We appreciate the effort that the terminal operators and PierPass took to review some of the feedback that they've received from stakeholders over the last couple of years," Cherin said. His organization, as well as other supply chain stakeholder associations, have previously expressed discontentment with the current PierPass system due to congestion caused when terminals switch between day and night shifts, as well as cost impacts associated with night time work.

"The trucking community is generally supportive of the option that would spread out the traffic between both the day and the night shifts and then use sort of a robust appointment system," Cherin said, noting that he supports the idea of a flat fee. "Of course, the devil is in the details and we want to make sure that the appointment structure that they put together is viable and you know can be delivered," he added. Cherin said the recommendations could be implemented within the next few months. ■

Long Beach City Council Action

■ By **ANNE ARTLEY**
 STAFF WRITER

City To Help Long Beach Lesbian & Gay Pride, Inc. Reduce Pride Festival Fees – The city plans to work with Long Beach Lesbian & Gay Pride (LBLGP), Inc. on identifying ways to minimize city and state fees for the organization's annual Pride Festival held each May.

According to the office of 2nd District Councilmember Jeannine Pearce, the fees have risen in the past couple of years. In 2014, the organization paid \$139,135, whereas in 2016, fees totaled \$181,617. LBLGP garnered \$281,694 from the event in 2014, while it lost \$96,687 two years later.

To maximize efficiency, the city has requested LBLGP to provide this year's plans no later than April 1. Councilmembers have directed the city's special events and economic development departments to work with LBLGP to identify cost saving measures such as parking plans, shorter days and advertising opportunities, and present their recommendations to the council after 45 days. The council also suggested that the LBLGP, Inc. work with the Long Beach City Auditor to establish best practices for the next six months.

The Long Beach City Council also voted on the following items at its March 20 meeting:

Council To Amend Municipal Code To Benefit Prospective Tattoo Artists – The city council voted to declare an ordinance amending Title 21 of the Long Beach Municipal Code, which relates to the regulation of the city's tattoo parlors. In March 2017, the United States 9th Circuit Court of Appeals ruled that Title 21 violated the First Amendment by restricting prospective tattoo artists from setting up shop in Long Beach. The amendment would make it easier for them to work in the city.

City Amends Contracts With Communications Companies To Provide Services – The city council approved contract amendments with Frontier Communications of America, Inc., Charter Communications Holdings, LLC and Verizon Wireless to provide local and long-distance telephone and data communications, as well as Internet services, for up to \$3,000,000 for one year. Councilmembers also voted to execute a contract with Verizon Business Network Services, Inc. for up to \$1,000,000 for additional services.

City Amends A Contract For Civic Center Technology Infrastructure – Councilmembers voted to amend a contract with Plenary Properties Long Beach, LLC, for the purchase and installation of technology infrastructure for the new Long Beach Civic Center, in an amount of up to \$7,050,000. They also decided to execute lease-purchase agreements with Banc of America Pub-

lic Capital Corporation for the financing of this infrastructure, in a total amount of up to \$8,476,000.

Los Angeles County Funds To Aid HIV Prevention Services In Long Beach – The city council requested the city manager to execute an agreement with the Los Angeles County Department of Public Health to accept up to \$3,189,860 for HIV prevention services through December 21, 2022.

City To Apply for Grant To Complete Park Project – Councilmembers voted to apply for a grant from the California Department of Parks and Recreation, Land and Water Conservation Fund Program, for up to \$3,000,000 to complete the Davenport Park Sports Field and Recreation project.

New Partnership Aims To Cut Down On Bike Theft – Due to the prevalence of bike theft, the council requested the city manager to partner with 529 Garage, a bike registration program, to develop a free, voluntary program in Long Beach as well as an education campaign to inform residents of the benefits of registering bicycles.

Ordinance To Restrict Access To Street Medians – Due to safety concerns, councilmembers requested city staff to draft an ordinance banning pedestrian access to medians that are less than four feet wide or are located on streets with a speed limit of at least 35 miles per hour.

Municipal Code Amendments To Designate Two Signs As Historic Landmarks – The city council voted to amend the Long Beach Municipal code to designate two historic landmarks: the Fly DC Jets sign located at 3860 N. Lakewood Blvd. and the VIP Records sign originally located at 1014 E. Pacific Coast Hwy.

Long Beach Taco Company To Add Outdoor Dining – Councilmembers requested the city manager to grant Long Beach Taco Company, 442 E. 1st St., a permit for outdoor dining.

The city council voted on the following items at its March 13 meeting:

Contract Amount For Long Beach Civic Center Consulting Services Increased – The city council voted to amend a contract with Arup North America Limited to provide technology and engineering consulting services for the new Long Beach Civic Center, as well as a needs assessment for the parking facility. The amendment will increase the amount by \$2,102,000 for a revised total of up to \$10,201,733.

Council Grants Approval Of Surplus Fund Expenditure – The city council recommended the approval of budget appropriation adjustments to make use of surplus funds in the General Fund and the Tidelands Operations Fund from fiscal year 2017. Some of the recommended uses include appropriating \$150,000 to assess the seismic conditions at the Community Medical Center Long Beach site and \$15,000 for the winter homeless shelter. A surplus is also available due to funds from the Measure A tax increase.

Council Approved Impact Fee Reports – The city council voted to adopt a resolution approving the reports for the Transportation Improve-

ment Fee, Parks and Recreation Facilities Fee, the Fire Facilities Impact Fee and Police Facilities Impact Fee. The fee expenditures totaled \$1,257,363 for fiscal year 2017. A few of the expenditures included the Citywide Traffic Mitigation Program and upgrades for the fire department's fire alerting system.

Long Beach Bike Share Program To Expand – Councilmembers voted to purchase bicycles, station racks and associated equipment from Social Bicycles, Inc. of Brooklyn, New York, to expand the Long Beach Bike Share program, for an amount of up to \$1,000,000 for a three-year period. The council also decided to increase appropriations in the Transportation Fund in the public works department by \$1,000,000.

Councilmembers Approve Purchase Of Personal Computers – The council voted to request the city manager to execute a previously approved agreement with Dell Marketing, LP for the purchase of personal computers, in an amount of up to \$1,522,000. To finance the computers, councilmembers approved a lease-purchase agreement with Banc of America Public Capital Corporation for up to \$1,654,000. The city council also voted to increase appropriations in the General Services Fund in the technology and innovation department by \$1,200,000.

Contract Amount Increased For Climate Action And Adaptation Plan – Councilmembers voted to amend a contract with AECOM Technical Services, Inc. for the preparation of a Climate Action and Adaptation Plan, to increase the amount by \$313,464 for a total of up to \$727,141 for an additional year through January 2020.

Development Services Presents Update On Affordable Housing Recommendations – Councilmembers received a presentation on the progress of 29 policy recommendations the council adopted in May 2017 to increase the production of affordable housing. Some ongoing initiatives include housing preservation, the use of project-based vouchers and waiving development impact fees for affordable housing. According to the presentation, 1,376 at-risk units were preserved since 2014. Vouchers were recently awarded to The Beacon Apartments, Las Ventanas Apartments and The Spark at Midtown. Some complexes that received fee waivers recently include Immanuel Place, Anchor Place, The Beacon and The Spark at Midtown.

Vote Concerning Wireless Telecommunications Facilities Laid Over To April 17 – Councilmembers rescheduled the vote to amend the Long Beach Municipal Code to transfer departmental responsibility regarding wireless telecommunications facilities in the public right-of-way. The item was moved to April 17. It also calls for a vote authorizing the city manager to execute license agreements with wireless telecommunications providers to use city-owned property for their facilities. ■

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Violent Crime In Major CA Cities **Calendar Years 2017 & 2014**

	2017	2014	
Oakland	5,685	6,372	-10.8%
San Francisco	6,334	6,761	-6.3%
San Diego	5,221	5,214	+0.1%
Bakersfield	1,831	1,679	+9.1%
Sacramento	3,365	2,968	+13.4%
Riverside	1,691	1,413	+19.7%
Fresno	2,976	2,382	+24.9%
Long Beach	3,104	2,269	+36.8%

Source: City Police Departments. Note: While Oakland realized a big drop in violent crime, it has one of the highest crime rates in the state and about 50,000 fewer residents than Long Beach.

other cities? Are more police officers the answer? If so, how do we pay for them? Should Measure A money be shifted from infrastructure to public safety? Are taxpayers willing to reduce some services to help fund more police officers? Is homelessness part of the problem? Is legislation mandating the early release of prisoners contributing to the increase in violent crime? The city council needs to act now. Violent crime not only directly affects residents and workers, but will eventually impact the city's economy, including business attraction and retention efforts.

Overall Crime Is Down, But . . .

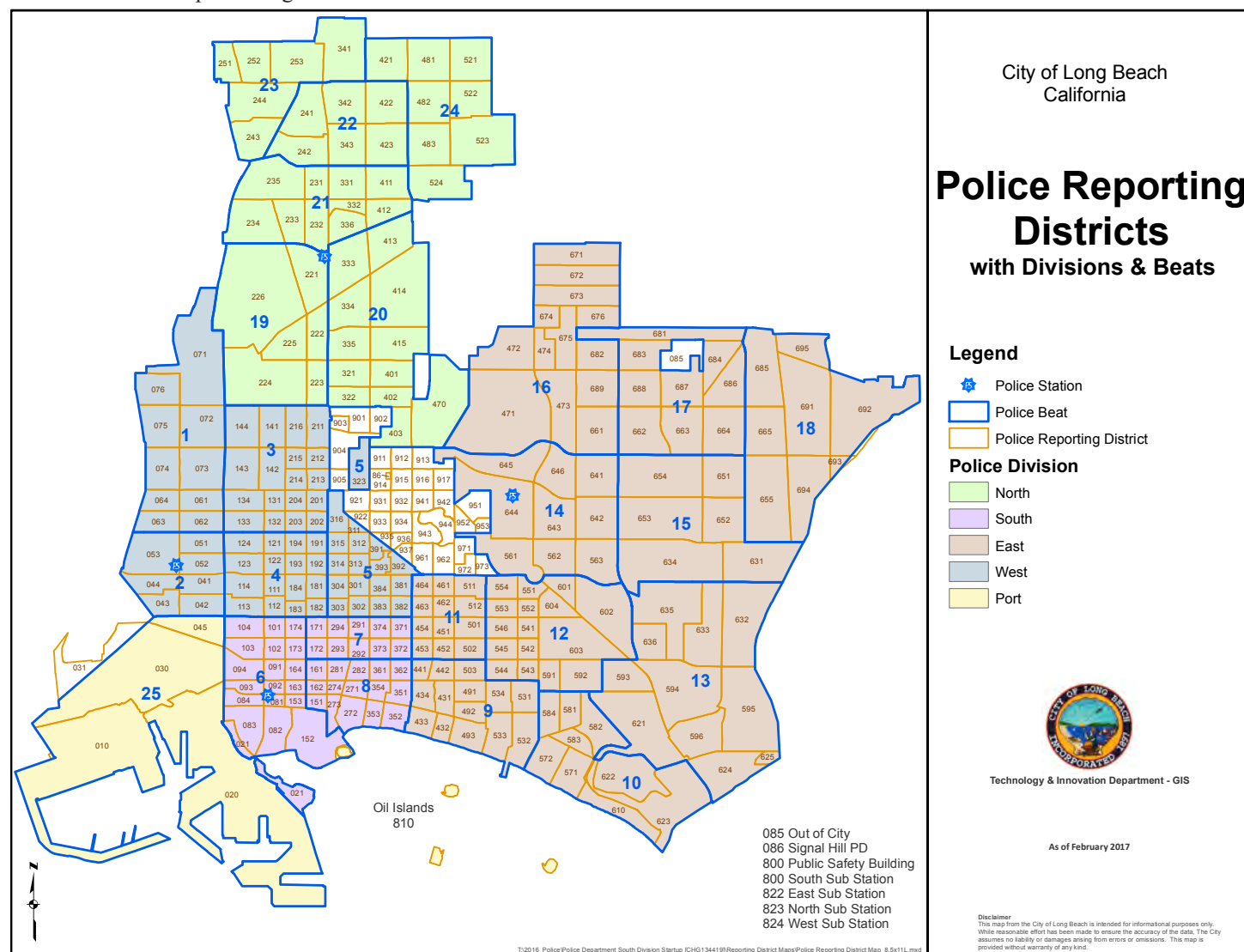
Earlier this year, Mayor Robert Garcia and Chief Luna held a press conference boasting – and rightfully so – that 2017 had the lowest number of murders in the city in nearly 50 years. They also reported that overall crime (combining violent and property crime) in the city had decreased by 7.9% in 2017 compared to 2016. While all true, these numbers – which have been touted by elected officials at community events and on social media sites, and repeated by incumbents running for reelection in the April 10 city primary – are deceiving. For example, part of that 7.9% reduction in overall crime was due to a 39% decline in bike thefts. What wasn't discussed is that violent crime was up 9% in 2017 – the fourth consecutive year violent crime increased in the city. Ignoring this trend is unacceptable.

However, no matter the crime numbers are in other cities, we can assume most Long Beach residents and business owners are more concerned about what's happening here, on their streets. Therefore, the Business Journal is calling on the city council to hold a special meeting with Long Beach Police Chief Robert Luna, his command staff and the Long Beach Police Officers Association, whose members are on the front line, to understand what is occurring in Long Beach, why it's occurring and what can be done to reverse this alarming trend.

Discussion points might include: What can we learn from

The Business Journal decided to compare 2014 crime statistics to 2017 because most of today's elected officials were sworn into office in July 2014. This dramatic increase in violent crime has mostly occurred – and is still occurring – on their watch.

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Where In The City Is Violent Crime Occurring?

The police department has five reporting divisions (refer to map): East, West, North, South and the Port, with the latter experiencing few crimes. The South Division, which was merged into the West Division in 2013 due to budget cuts, was restored last year after voters approved the sales tax increase tied to Measure A.

During calendar year 2017, violent crime increased significantly in the West Division (up 27.9% – going from 759 crimes in 2016 to 971 in 2017) and the North Division (up 23.2% – increasing from 609 crimes to 750). The East and South Divisions recorded reductions in violent crime, dropping 7.9% in the East and 7.2% in the South.

That all changed during the first two months of 2018. The East Division is up 32.6% (going from 86 violent crimes a year ago to 114 this year) and the South Division is up 27.7% (from 94 to 120). The North Division is up slightly at 2.7% (from 112 to 115). The West Division is up 7.2% and recorded the most violent crimes in the city: 164.

As evidenced by these numbers, violent crime is occurring throughout the city in increasing numbers.

Chief Luna Responds

Asked to comment, Chief Luna acknowledged the numbers and said, “This is the stuff that keeps us up and night. . . . If you were to ask the average citizen what violent crime is, I expect, most people would talk about murder and shootings. . . . If you look at what we’ve done as a police department over the last several years, our priority is violent crime, but specifically in the category of violent crime, it is murders and shootings, which a lot of that is gang related. The big thing in this city for years and years has always been the gangs, gang warfare, ‘our kids can’t go to the parks, our kids can’t walk home from school.’ So if you look at the numbers at how we’ve lowered shootings, murders, we’ve done an extraordinary job as a city and as a police department. . . . I am very proud to say, we’ve worked our butts off in so many things that we’ve done, because we’ve saved a lot of lives. If you look at our previous years of murder and shooting rates, outrageous. But look where we’re at today.”

He said that aggravated assaults are the primary driver of violent crime in our area, adding that beyond what most people expect to be part of that category – such as domestic violence in a home – it also includes items such as battery on a police officer and school threats, both of which increased in the first two months of 2018 compared to a year ago. He noted that the largest increase this year is assault without a firearm. This could include fighting, being hit by a skateboard or problems at an alcohol establishment. “If you have somebody that swings a stick at five people, that incident counts as five crimes,” he said. For the robbery category, Luna said phone snatches are on the increase (people are walking, looking down at their phone, and someone runs by and grabs the phone). There has also been an increase in rape related to online dating.

The chief also said that Propositions 47 (reduced penalties for some crimes passed by voters in 2014) and 57 (parole for non-violent criminals passed by voters in 2016) are part of the problem and affect all cities. “I can tell you this, a lot of these crimes we’re talking about are being committed by repeat offenders.”

The Business Journal pointed out that the City of San Diego, with a population nearly triple that of Long Beach, experienced virtually no increase in violent crime from 2014 to 2017. Deputy Chief Richard Conant responded, saying that “our department is always looking for ways to do things smarter and better for this community. We’re not embarrassed to go somewhere to see what’s going on.”

Chief Conant added that the Long Beach Police Department is “forward thinking . . . using crime analysts, data analysis” in fighting crime. “We apply patrolmen to each beat, and so within that beat, if we have more activity than what a single unit or a couple units can handle, then we apply our directed enforcement efforts in there.

Chief Luna wanted to make sure residents don’t forget that it wasn’t that long ago the department lost 22% of its staffing due to budget constraints. “We’re still trying to recover from those difficult times,” he said, noting that progress has been made under Measure A. ■



Dr. Barry Arbuckle (center), president and CEO of MemorialCare Health System, speaks about the future of the health care industry during an economic roundtable event in Newport Beach. (Photograph provided by MemorialCare Health System)

Health Care Roundtable Continued From Page 1

The start of the discussion centered around legislative uncertainties about health care. Although the Trump administration was unable to drum up enough congressional support to repeal the Affordable Care Act, it did succeed in pushing for the repeal of the individual mandate to purchase health care, which will sunset in 2019 as a part of recently passed tax reform.

Dunn found it unlikely that Washington, D.C., would be the source of any further tumult for the health care industry this year, and instead looked to the State of California, where the discussion over moving the state to a single-payer health care system is still going strong. She pointed out that the frontrunner in the campaign for governor, Lt. Gov. Gavin Newsom, supports a single-payer system. “But the bottom line is there is zero path on financing [for single-payer], and frankly California can’t afford, from the business community’s perspective, to pay new taxes on this,” she said.

Arbuckle interjected to say that Roades had made a tongue-in-cheek bet with him over the phone about single-payer health care in California and asked him to repeat it. “I said I’d bet my house that that would never happen,” Roades obliged, causing laughter to erupt.

Dunn, however, pointed out that the California Nurses Association, an organization she said has “big money” behind it, has come out in support of Newsom because he supports single-payer. “So as a political issue, it may get some play,” she said.

Arbuckle said the idea of moving to a single-payer system has “been brought up and shot down so many times I can’t count,” and that the idea of being able to see any doctor at any time for free is a beautiful concept, yet one that is ridiculous in practicality.

Legislative uncertainties may be at play in the consolidation of physician groups, Leo pointed out. “For physicians, the key question is: in what structure am I going to practice? What is going to allow me to take care of my patients, have a stable living profession? And that is obviously put into question every time the rules change,” he said.

Arbuckle said that, even in times of uncertainty, MemorialCare and other health systems have to keep moving forward. “We decided, you know what, let’s just focus on what’s right. Let’s focus on value, and let’s hope that that prevails,” he said, adding that he is banking on the overall health care system in the nation “finally making its way to value-based health care.”

Asked about how to address exorbitant costs for health care services and the transparency of those costs, Keckley posited that the health care industry was at a crossroads of sorts as he illustrated its quandary. “Health care is operating in a false economy,” he said. “So, do we make it a market where consumers make rational judgments about the cost and quality of the service they buy and they have the tools by which they can make comparisons? . . . Can we create that marketplace? Or do we want to just incrementally move to a Medicare for all single-payer models like the other developed systems of the world?”

Dunn pointed out that the business community perceives Kaiser Permanente to be successful in cost containment. Arbuckle responded that Kaiser has a wholly integrated system. “The health plan partnered with the physicians, [and] partnered with the hospitals, and they are all moving in the same direction together,” he said. “Our system and a lot of health systems in the nation are trying to move in that direction. I think that’s a good model. That gives Kaiser a certain benefit.”

However, Arbuckle said one thing about Kaiser that is not often brought up is that for decades it has been caring for a disproportionately low share of underinsured patients, Medicaid patients and Medicare patients. “That gives them an enormous advantage that they can take to the market. And they can underprice Anthem [Blue Cross] and United [Healthcare] and others,” Arbuckle said.

“The model to me that works well is where the providers are aligned with the payer – whether it be the employer or the health plan – and the consumer, and we’re all marching in the same direction,” Arbuckle said. “Short of that, I don’t have a lot of hope.”

The conversation eventually turned to the potential for the technology industry to transform health care. As Roades put it, “Something really interesting is happening now in health care, which is every time Jeff Bezos [CEO of Amazon] or Tim Cook [CEO of Apple] rolls over in the middle of the night, everybody in health care wakes up in a cold sweat because the thought is they are about to come into our business.”

Roades pointed out that Amazon recently teamed up with Berkshire Hathaway and JPMorgan (JPM) Chase with the intention of providing better, lower-cost health care to their employees and in doing so perhaps identified a model that would work better for the country. “Are the real solutions to the problems that we’re talking about going to come from inside health care, or are they going to come from Seattle and Silicon Valley?” Roades asked.

Keckley suggested that health care organizations across the country would be spurred by the threat of the tech industry coming into their market to leverage their own expertise to effect change. “But the rank and file providers are not going to be a real answer here,” he added.

“Amazon is a \$700 billion market cap company. With Berkshire and JPM and Amazon, you’ve got 1.4 million employees that plan in two years to change their entire benefit design to a very different model of health,” Keckley said. “They will set the course for public discussion and the capabilities of systems of health that can harness the clinical expertise, the administrative efficiencies and the total population’s health. I think it’s going to be the way our markets evolve.”

Roades asked if tech companies represented competition to Arbuckle and Leo, or if they could be seen as partners.

“I think it’s more of a tool,” Arbuckle said. “I think they could actually have a beneficial impact on the system. And I think that healthy tension is good for the system.” ■

Long Beach Airport

(Continued From Page 1)

Fund remains strong due to the growth the airport has been experiencing. He said the largest source of aeronautical revenue comes in the form of landing fees, which increased with full flight slot utilization. Aside from paying for capital improvement projects and employees, the Airport Fund pays for on-site public safety to the tune of more than \$4 million for police and more than \$5.7 million for fire last year. Romo explained that, as long as revenue continues to greatly exceed expenditures, which it has for several years, the airport will remain in a financially stable position.

“It certainly appears, based on the health of the overall market – globally, nationally and regionally – that there’s a strong demand for air service,” Romo said. “But things can always change. That’s why I caution people that we should never get too comfortable. So, we’re always cautious, but right now things are looking good for Long Beach.”

Finite seats are the results of the airport’s strict noise ordinance, which limits the number of flights at the airport each day. In 2016, the number of daily flight slots increased from 41 to 50. Romo said that, since 2016, all 50 slots have been utilized every day, with few exceptions due to unforeseen events such as weather delays. In the future, as technology advances and aircraft become quieter, Romo said it is not unreasonable to think additional slots would be added.

The most recent announcement related to the airport’s limited flight slots came in January, when it was announced that Hawaiian Airlines would begin a daily flight from Long Beach to Honolulu on June 1.

“Demand for a Hawaii vacation and our brand of Hawaiian hospitality continues to grow among West Coast travelers,” an airline spokesperson told the Business Journal in an e-mail. “We wanted to expand and diversify our Los Angeles network to keep up with demand and offer more options and convenience to our guests, and Long Beach provided us with an ideal location and airport size.”

The new route will utilize the A321neo, which is Hawaiian’s newest and quietest aircraft in operation. The spokesperson said the flights, which went on sale in January, have been well received and that the company expects this to be a popular route out of Long Beach.

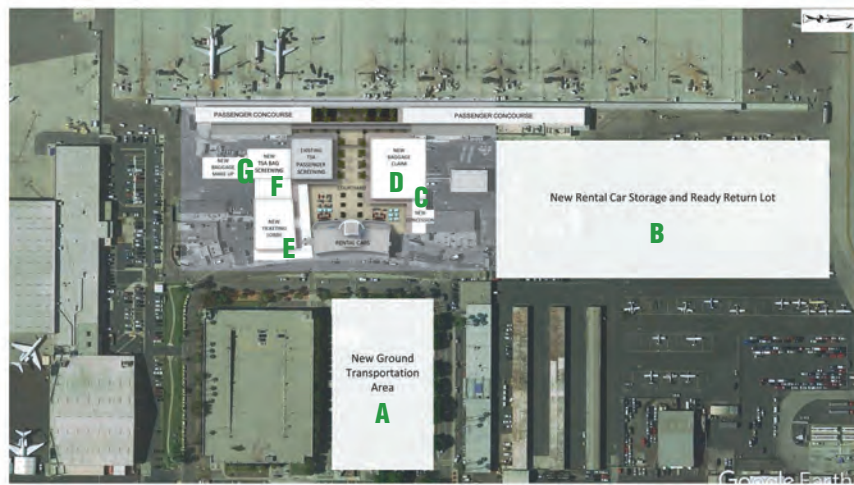
Airport staff is undertaking a cursory study on the impacts the new Hawaiian route will have on the airport and the city, according to Romo. He explained that the study, which is based on current projections, should be complete in two or three months and will be updated early next year to compare those initial projections with actual performance.

JetBlue Airways operates the bulk of the airport’s slots with 35 daily flights. According to Lou Anthony, general manager of JetBlue’s Long Beach operations, performance has been good with load factors regularly between 70% and 80% and few self-inflicted flight delays.

“The team here is doing a great job of delivering our product,” Anthony said. “My team loves the opportunity to work in and support the community they live in. We’re all just very happy to be here.”

One difficulty JetBlue is experiencing is ground delays in the Bay Area and storms

Conceptual Terminal Area Site Plan



The site plan for the proposed phase two terminal area improvements shows new locations for airport services. A. New Ground Transportation Area; B. New Rental Car Storage And Ready Return Lot; C. New Concession; D. New Baggage Claim; E. New Ticketing Lobby; F. New TSA Bag Screening; and G. New Baggage Makeup. (Courtesy of Long Beach Airport)



Long Beach Airport had a record-breaking year in 2017, with more than 3.78 million passengers traveling through its concourses, according to Director Jess Romo, pictured in front of the historic terminal building. (Photograph by the Business Journal’s Pat Flynn)



Construction is underway on the Little Brass Cafe express inside the airport’s historic terminal building. (Photograph by the Business Journal’s Pat Flynn)

in the northeast. These complications have caused the airline to have late night flights here in Long Beach, resulting in noise ordinance violations and fines. Anthony said ground delays in the Bay Area are adversely impacting the airline more than other regions.

The airport’s noise ordinance violation fine structure is currently being reviewed, with a proposal to increase them for all violations. The current fine structure is as follows: a warning for the first and second violation each month; \$100 for the third violation; and \$300 for each violation thereafter. The proposed fine structure would cost an airline \$2,500 for the first five violations within a 24-month period, between \$3,500 and \$5,000 for six to 10 violations in the same period, and between \$5,000 and \$10,000 for each violation thereafter. If an airline violated the ordinance more than 20 times in a 24-month period, it could lose a flight slot.

Kevin McAchren, president of Airserv, an aircraft ground support and ground equipment leasing company, said the noise ordinance, including its fine structure, has been successful for all parties involved for

more than 20 years and that it should not be tampered with.

“The problem is that, if you tinker with this thing, it opens it up for the federal government to come in and say, ‘We approved it back then as it was written and now you are changing it, so we also have some input into this,’” McAchren said. “I think the efforts to do this should be dropped. They’re getting ready to open up a Pandora’s Box.”

Aside from potentially opening up the ordinance to federal scrutiny, McAchren said the main issue is with JetBlue, as the airline operates a majority of the slots and commits the most violations. He said it is unfair for other operators who might have occasional violations to have to pay increased fines because of JetBlue. Instead, the situation should be worked out by the airport and JetBlue, without a change in policy that affects all airport operators, McAchren said.

However, Romo said the more robust fine structure would act as a much stronger deterrent and force all operators to reduce the number of ordinance violations. Last year, the airport received 16,620 noise complaints, a majority of which came from Orange County and only 6% from Long Beach residents. Romo noted that the proposed fine structure is similar to those already in place at John Wayne Airport in Orange County.

“There are a lot of moving parts to this, and we are doing it very deliberately and patiently in terms of outreach to the carriers and the community,” Romo said. “In the end, should a new fee structure go into place . . . will it work [as a deterrent]? We don’t know.”

In addition to administrative fees paid for noise violations, several airlines, including JetBlue, have consent decrees with the city, which are separate fines for each violation. In the case of JetBlue, each violation carries a fine of \$6,000, which goes directly to the city’s Library Fund for books and resources. The funds are not to be used for salaries. The decree has resulted in hundreds of thousands of dollars in fines for JetBlue annually.

Southwest Airlines, which began operating out of Long Beach in June 2016, focuses on operating within noise ordinance

restrictions during its scheduling process, according to Leah Koontz, vice president controller of finance and executive sponsor for Southern California at Southwest.

“We’ve learned from the three occurrences [violations] attributed to Southwest since we initiated operations at Long Beach . . . and further refined our schedule and our process,” Koontz said. “We have not had any occurrences since early February of last year and will continue to strive to maintain that record.”

With six daily flights, Koontz said the airline is encouraged by customer response to its Long Beach routes. She explained that load factors have remained steady around 70%, even exceeding 77% in the second quarter of 2017. According to Koontz, Southwest’s Long Beach operations have been an instant success, and the airline is looking forward to a bright future in the city.

Airport Improvements

In addition to increased activity, the airport has a number of improvements underway or in the planning phase. The airport’s shortest and most-utilized runway, 25L (to be renamed 26L upon reopening), is currently under construction, which began in January. The asphalt cover and base material were removed and are being rebuilt. The project is currently on schedule and is expected to be completed sometime in July. According to Romo, runway and taxiway improvement projects have been programmed out over the next eight years, including relocating and rebuilding projects that will take place every two years.

In August last year, the City of Long Beach released a request for proposals for the development of 31 acres on the west side of the airport, adjacent to the former Boeing C-17 site. Two proposals were submitted: Ross Aviation, which would transfer space it already occupies on a month-to-month basis into its lease, allowing the company to construct a new hangar; and Gulfstream, which would expand its LGB presence with a new development. The submissions require city council approval once negotiations have concluded.

Airport facilities have not had a major overhaul since the passenger concourse, TSA passenger screening and Parking Structure B improvements were completed in 2012. On March 15, the Long Beach Airport Advisory Commission received a presentation on phase two of the Terminal Area Improvement Project. According to the presentation, phase two will renovate and simplify the pre-security check-in process, rehabilitate and improve functionality of the historic terminal building, and revitalize and streamline pedestrian and vehicle accessibility.

“[The project] will be bid through a competitive process that we hope to take to council with a recommendation to award it in early May,” Romo said.

As part of the project, the ticketing area will be moved from the terminal building into a new indoor ticketing lobby to be constructed just south of the terminal. The TSA bag screening area will move from behind the terminal building to behind the new ticketing lobby, allowing the terminal building to open up into the courtyard. The courtyard will nearly double in size and a small concession area will be constructed on its north end for “meeters and greeters” to enjoy while waiting for passengers to exit the concourse, Romo explained. The

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Local Aviation And Aerospace Industries Continue To Thrive

■ By **BRANDON RICHARDSON**
 SENIOR WRITER

The history of the aviation and aerospace industries in Long Beach began in 1923 with the establishment of the Long Beach Airport. Douglas Aircraft Company opened its manufacturing plant on Lakewood Boulevard in the 1940s, merged with McDonnell Aircraft to become McDonnell Douglas in 1967, and then merged with Boeing in the 1990s.

Today, large commercial and military aircraft production has ceased, with Boeing reducing its presence in Long Beach to office space near its former production sites. However, the city is still home to numerous aviation and aerospace companies including Gulfstream Aerospace Corporation; Shimadzu Precision Instruments Inc.; Rubbercraft; Neill Aircraft Co.; Virgin Orbit, a branch of Sir Richard Branson's Virgin Galactic; and countless general aviation companies operating out of Long Beach airport, which had record-breaking passenger traffic last year.

"One of the reasons we picked Long Beach is because it has a great history of aviation, and it's not lost on us that we are sitting on land where the aircraft that helped win World War II were built," William Pomerantz, vice president of special projects for Virgin Orbit, said. "We're really honored to be part of continuing that legacy of aerospace right here."

Virgin Orbit began operations in Long



Since opening the doors of its Long Beach headquarters in 2015, Virgin Orbit has increased from around 40 employees to about 400 employees and has plans to become the world leader in rocket launches, according to Vice President of Special Projects William Pomerantz. Virgin Orbit is a branch of Sir Richard Branson's Virgin Galactic and builds a small satellite launch vehicle called LauncherOne. (Photograph by the Business Journal's Pat Flynn)

Beach on March 1, 2015, with around 40 employees and some ideas, Pomerantz said. The company now has around 400 employees at its Long Beach facility, which serves as its headquarters and manufacturing facility. The company designs and manufactures LauncherOne, a small satellite launch vehicle, and parks its Boeing 747 aircraft, Cosmic Girl, at the adjacent Long Beach Airport.

The LauncherOne rocket is 100% American made and almost entirely made in the Long Beach factory, according to Pomerantz. He explained that only a few components come from key suppliers and subcontractors but that nearly every computer board, rocket engine, fuel tank, bolt and fastener is built right in the Long Beach

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As Gulfstream Aerospace grows, the Long Beach community is right outside our window, supporting our business, joining us in volunteer efforts and helping our families thrive.

Industries Thriving

(Continued From Page 17)

headquarters. Even the few components not made here are integrated into the vehicle in Long Beach, he added.

“So we have raw stock of carbon deposit and metal come to the door and a finished rocket come out the other end,” Pomerantz said.

Virgin Orbit has plans to become the world leader (by a large margin) in rocket launches within several years, Pomerantz explained. He said that in 2017 only 90 launches took place worldwide. This year, Pomerantz said the company expects five or six launches. Next year, that number is expected to ramp up to 12 and, in 2020, Virgin Orbit plans to launch 24 rockets. However, no specific dates have been announced.

“We are fully sold out for year one; we’re a little more than two-thirds sold out the following year; and we’re a little more than half sold out for the year after that,” Pomerantz said. “So, the fact that we haven’t flown yet and we’ve already got a backlog that extends a couple years out into the future is a nice thing.”

NASA and the United States Air Force are among Virgin Orbit clientele. Private companies are also highly active with Virgin Orbit. OneWeb, a startup that raised around \$2 billion to launch constellation satellites to provide Internet service all over the world, and Cloud Constellation Corporation, which will provide cloud computing and crypto-secure data in space, have both bought launches, among others.

Mike Ivans, commercial business senior manager at Shimadzu Precision Instruments Inc., said since the company moved from Torrance to Long Beach three years ago to expand and increase its footprint, it has increased business steadily, and 2017 was no different.

Upon moving to Long Beach, Shimadzu expanded from a repair station and original equipment manufacturing, adding metal surface treatment and machining. Ivans said the company searched for a new location for years before the development of Douglas Park began, attracting the company’s attention.

Today, Shimadzu’s roughly 60 employees produce components and provide aftermarket services for Boeing’s commercial aircraft ranging from the 737 to the 787. In addition



Gulfstream technicians serviced more than 1,300 aircraft in Long Beach and surrounding areas in 2017, according to a company spokesperson. More than 120 new aircraft were delivered by the company last year, with most being completed at its Long Beach facility. (Photograph courtesy of Gulfstream)



Gulfstream employee Roberto Suncin, an avionics technician, is installing a connector for the Gulfstream Cabin Management System on a G650ER aircraft. The system synchronizes with smartphones and tablets to provide touch-screen control for temperature, lighting, window shades and entertainment options. (Photograph courtesy of Gulfstream)

to Boeing, Shimadzu does business with Honeywell Aerospace, providing accessory gearboxes for several regional aircraft. Ivans said he expects business during 2018 to be on pace with the growth seen in 2017.

“I believe the airlines in general are doing very well at this phase in the cyclical commercial aerospace business. That is driving a lot of growth,” Ivans said. “There is a lot of consumer demand for commercial aerospace now. With the airlines doing better financially, there is an opportunity for them to upgrade their fleets to become more efficient with better performance. That is driving the cycle.”

Anthelion Helicopters, which operates out of Long Beach Airport, experienced 75% growth in 2017 and shows no signs of slowing, Co-Owner Alex Chaunt said. The helicopter company was founded in Long

Beach in June 2014 and offers pilot lessons, charter flights, tours and photography excursions. Some of the continued growth comes in the wake of competitor Los Angeles Helicopters closing its doors in December, Chaunt noted.

At the beginning of the year, Anthelion changed from being a Part 61 flight school to a Part 141 flight school, which means it is accredited by the Federal Aviation Administration (FAA) for promoting and maintaining the highest flight training standards. Chaunt said all companies start as Part 61 but that Anthelion always intended to gain accreditation by the FAA. Because of that goal, Chaunt said the business has always kept to the highest standard when training pilots.

Anthelion works closely with the Long Beach Area Convention & Visitors Bureau and other groups in the city to become more ingrained in the community, Chaunt explained. He said the noise issues that come with operating at Long Beach Airport are always present but that the company does everything it can to keep noise to a minimum in an effort to be a good neighbor to surrounding residents.

According to Chaunt, Anthelion has already expanded operations down to Ocean-side and Carlsbad. For the Long Beach operation, which currently has nine helicopters in its fleet, Chaunt said his focus this year is to buy larger models to accommodate larger tour groups and higher-end charters.

“We just try the best that we can do every single day. Every customer is massively important, whether it’s a 15-minute tour or a four-hour charter. Everyone is still going to get treated the same. Every single point one second that those aircraft blades are spinning is important and every customer attraction is totally valuable.”

One of the challenges of the helicopter industry right now is a shortage of pilots, Chaunt explained. He said this is a huge concern for the industry’s governing bodies over the next five to 10 years, which makes quality training paramount. The shortage’s effect on the flight training market is going to be interesting, Chaunt said, adding that people getting into the industry now might find it to be lucrative.

Along with helicopter pilots, plane pilots are in high demand as well, according to Candy Robinson, owner of Long Beach Flying Club and Academy. She said a pilot shortage has been advertised in the industry for years but that this time it’s real, with many pilots coming up on retirement.

“Companies are actually having to park airplanes right now because they don’t have crews. I think one or two of the small commuter airlines have closed their doors because they can’t get the pilots and the training is really rigorous,” Robinson said.

“If you can’t train them quick enough, you’re really hurting.”

However, for a flight school, a pilot shortage means opportunity for increased business. For Robinson, the shortage played a role in her company’s roughly 7% growth last year. She said she expects similar growth this year as the shortage continues.

While the flight school has had much of its growth in international students, Robinson said recently there has been a shift and the company is seeing more growth in trainees from Los Angeles and Orange counties. She said the company still has its fair share of international students but that the strong hiring at the commuter level has attracted many locals to sign up for training.

Ross Aviation, a Long Beach Airport fixed-base operator that took over Toyota’s AirFlite in 2016, has seen a decline in business, according to General Manager Greg McQueary. He said that business declined between 3% and 7% last year compared to 2016. However, he noted March has seen an uptick in business.

“The industry is extremely cyclical, but I think nationwide there seems to be a slow-down in corporate jet flights. We’re starting to see, not just from us but from our competitors, that the percentages are down quite a bit,” McQueary said. “We don’t know why but we are definitely concerned about it. I wish I had an answer but I think the whole aviation community is a little concerned and I’m not sure what’s driving that.”

Last year, the City of Long Beach sent out a request for proposals for the development of 31 acres of land at the airport near the former Boeing C-17 site. Ross responded with a proposal to add a parcel it currently occupies on a month-to-month basis to its lease, which would allow the company to construct a new hangar. The other proposal came from Gulfstream Aerospace Corporation, to expand its presence at Long Beach Airport with new development. Both proposals are currently being negotiated and would require Long Beach City Council approval.

Gulfstream Long Beach technicians serviced more than 1,300 aircraft on site or at other local general aviation airports such as Van Nuys last year. The company also delivered 120 aircraft in 2017, many of which were completed at the Long Beach facility.

“Our West Coast and Asia-Pacific fleets continue to grow, and our facility is a destination spot for those operators who have scheduled and unscheduled maintenance, along with avionics upgrades and refurbishments,” Thomas Anderson, vice president and general manager of Gulfstream Long Beach, said. “We will continue to deliver first-class service and support and look for ways to enhance our processes and become even more efficient.”



Curt Castagna, president and CEO of Aeroplex/Aerolease Group, and his son Justin are pictured in the company’s newest development at Van Nuys Airport. Justin was the project manager for the development, which includes a 40,000-square-foot hangar and 10,000 square feet of attached office space. “In a changing aviation marketplace, Aeroplex is taking a proactive approach in the redevelopment of airport facilities to meet current aircraft specifications and demand,” Justin said. “The leadership in project management, development, and airport policy has allowed Aeroplex to excel, being a premier aviation consulting and airport development firm, in Long Beach and beyond.” (Photograph courtesy of Bob Beresh)

The company's Long Beach facility employs more than 800 people and is the main hub of West Coast operations, dedicated to outfitting the new Gulfstream G650 and G650ER business jets. The outfitting of these aircraft includes exterior paint, and installing seats, carpets, entertainment and communication systems, galley, lavatory fixtures and other furnishings.

Kevin McAchren, president of Airserv, a ground support and ground equipment leasing company at Long Beach Airport, said increased flights at the airport have resulted in growth for his company.

"It actually took almost all this time since the Great Recession that we got into in 2008 to kind of build things back," McAchren said. "We seem to be on an upward trend along with a lot of other folks on the airport and a lot of other aspects of the business on the airport."

This upward trend began only a couple years ago, McAchren explained. He said the current strength of the overall economy is the most likely factor for increased activity, including the nearly 3.8 million commercial passengers travel through the airport.

The Aeroplex/Aerolease Group has felt the effects of the strong economy as well, with a successful previous 12 months, according to President and CEO Curt Castagna. He said the business world is operating their aircraft and that he has seen higher activity levels than last year. However, he noted that Long Beach is not on the same level in terms of general aviation activity as airports such as Van Nuys that are dedicated to those services.

Though there has been some turnover

in operations at the airport, Castagna said the new tenants that are coming in are a welcome and positive change.

"We have a couple of corporate aircraft that are based here. That's refreshing. Long Beach hasn't always been a strong base for business aircraft, so it's good to see strong demand for businesses looking to base airplanes," Castagna said. "We can draw a line between some of our activity and the Douglas Park evolution and the activity level there."

One new tenant that is in the works is the Spartan School of Aeronautics, which would occupy The Abbey Company's former space at 3205 Lakewood Blvd. The school would bring between 400 and 600 aviation maintenance students to the city, which Castagna said would help with the industry's current challenge of a shortage in trained mechanics and skilled laborers.

Proposed improvements to the commercial airport facilities, including the historic terminal building, may not directly impact general aviation operators, but Castagna said he is looking forward to them. He said the airport is a window into the Long Beach community, and any improvements and investments that can be made only enhance the visitor's experience when first stepping foot in the city.

"I think there are lots of opportunities at Long Beach. I've said it for many years — this airport is an integral part of the economic development tool of Long Beach," Castagna said. "I continue to encourage



Anthelion Helicopters grew 75% in 2017, according to co-owner Alex Chaunt. The company offers pilot lessons, charter flights, tours and photography excursions. (Photograph by the Business Journal's Pat Flynn)

elected leaders to see the value in linking the airport into the rest [of the] economic development plan with city staff and making sure that we're all on the same page with that."

For Boeing, its Long Beach operations remained stable through 2017 and into 2018, according to Rudy Duran, the Southern California design center director and Long Beach site executive. The facility on the southeast corner of Lakewood Boulevard and Carson Street is home to Boeing Commercial Airplanes' engineering work, as well as Boeing Global Services, including Engineering Modifications and Maintenance. Also, the C-17 Globemaster III Integrated Sustainment team will come to Long Beach by the end of the year.

"We also have work at Long Beach related to our new vertical integration strategy which is designed to strengthen Boeing's internal capabilities and customer knowledge," Duran said. "By the end of 2018, all of our consolidation-related moves will be complete and the site

will be operating at close to full capacity."

The near-term outlook for Boeing in Long Beach remains stable, Duran said, noting that the team is delivering great value for customers and shareholders. He explained that the site's various teams are moving forward on multiple projects, including Boeing's supplier transformation efforts and modifications for new cargo aircraft.

Aside from the work being done at its facility, Duran said Boeing continues to be fully engaged with the Long Beach community and Southern California in general. The company has a partnership with California State University, Long Beach, and supports City of Long Beach leadership programs.

"Our teammates are involved in STEM and FIRST robotics outreach with schools in the area, and we actively partner with nonprofits to support those in need," Duran said. "While our footprint in Long Beach has evolved over the years, our commitment to the community remains steadfast: We're all in!" ■



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Catherine Tolentino and her mother, Prescilla, are co-owners of Gemmae Bake Shop, a Filipino establishment in Long Beach that also provides catering for weddings. Catherine estimated that they cater up to 300 weddings every year. (Photograph by the Business Journal’s Pat Flynn)

Cultural Wedding Vendors Cater To The City’s Diverse Population

■ By **ANNE ARTLEY**
STAFF WRITER

The morning of a Cambodian wedding ceremony starts with a procession. The groom’s family members walk to the bride’s house, bearing fruit, jewelry and food. They line up in pairs, and present two of every offering. Gifts include tobacco for the elders, tangerines to represent good fortune and red envelopes with money, as told by Sophie Meas, the owner of Sophie’s Beauty Salon and Bridal Shop. A family member of the bride leads her out to greet her new in-laws.

According to Meas, a Cambodian wedding traditionally lasts two or three days, but is often condensed to one in the United States. The series of ceremonies require at least 20 outfits and different jewelry, which Meas rents at her boutique. She also provides hair and makeup services and gold boxes for the offerings.

Meas emigrated from Phnom Penh, Cambodia’s capital city. Her aunt also owns a bridal shop in Cambodia, so Meas said she has loved the specialty since she was young. “I like carrying on the traditions. It’s a challenge because there are fewer customers from year to year since I opened six years ago,” she said, as translated by Sinara Sagn, a business navigator for United Cam-

bodian Community, a social services agency. “It’s not only me; all the Cambodian bridal shops say the same thing. Not a lot of Cambodians who grew up here want to do the traditional wedding. It’s really good to push the kids who grew up here to carry on the ceremony.”

Sophie’s salon and bridal shop is one of several Long Beach vendors that service cultural weddings. Others include Gemmae Bake Shop, a Filipino bakery; Broadway Hair Studio, where the majority of clients are attending Hispanic weddings; Pietris Bakery, a Greek restaurant; and Alpert Jewish Community Center, among others.

Catherine Tolentino, who owns Gemmae Bake Shop with her mother, said her customers have spanned generations in her 25 years of operation. “We’re so lucky because a lot of the people who bought food and sent it to their kids, these kids are now getting married and coming to us for food.” Tolentino estimated that the bakery caters 200 to 300 weddings every year.

Some of the delicacies Tolentino prepares for Filipino weddings are lumpia, an eggroll with pork filling; pancit, a noodle dish with fresh vegetables, chicken and shrimp; kare-kare, oxtail stewed in peanut sauce with vegetables; adobo, pork braised

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Sophie Meas, the owner of Sophie's Beauty Salon and Bridal Shop in Long Beach, provides hair and makeup services as well as outfits for Cambodian weddings. Traditionally, the series of ceremonies takes up to three days. (Photograph by the Business Journal's Anne Artley)

Customize Weddings

(Continued From Page 21)

in soy sauce and vinegar; and roasted pig. Gemmae Bake Shop also provides wedding cakes, which Tolentino described as lighter in texture than those in America.

"Filipinos love to feed everybody and make sure everybody is fed," Tolentino said. "Family is really important to Filipinos, so weddings are usually big. All the recipes we use at our store my mom and grandma used growing up." Tolentino's mother, Prescilla, emigrated from the Filipino city of Bacoor, located about 11 miles from Manila, the country's capital.

Stephanie Madera of Broadway Hair Studio also manages a business with her mother, which she plans to take over after her mother retires. The hair studio provides makeup application and hair styling for all

occasions, but Madera said the majority of her clients are attending Hispanic weddings.

"Some fly in from different states for Long Beach weddings," she said. "The majority of people like finger waves and a natural look, but with full [makeup] coverage and false eyelashes."

Madera's mother, an immigrant from Nicaragua, started the business because she had bad experiences with hair and makeup venues in her native country. "She wanted to make people feel good about themselves," Madera said.

For Fanis Pietris, the manager of the Long Beach location of Pietris Bakery, the store is an extension of a family bakery and catering chain with multiple locations in Greece. Located in Belmont Shore, it has been open for just over a year, but the original location was founded in Corinthia in 1930.

Pietris provides catering for weddings

with traditional Greek food such as spanakopita, which are spinach pastries; moussaka, an eggplant or potato-based dish made with ground meat; and lamb chops. The bakery also makes Greek wedding cakes, which have a mousse filling, and a wedding rice with goat meat traditionally served in the south of Greece.

"Most of our recipes are from my grandparents, especially the pies, like the chicken pie and feta cheese pie," Pietris said. In Greece, the bakery has 20 locations and four factories. The family also operates three venues for summer weddings and one for winter. "Usually a Greek wedding ends the morning of the next day," Pietris said.

For a cultural wedding venue in Long Beach, the Alpert Jewish Community Center rents out space for events. It is open to the greater community, not only for Jewish weddings, said Membership and Rentals Associate Irene Velasquez.

According to Velasquez, the center hosts about 20 weddings every year. Tables and chairs are provided for 250 guests. The rental also includes three six-foot tables for a guest book, cake and presents, as well as four security guards. Although the center does not provide a chuppah — a canopy under which Jewish weddings are performed — Velasquez said they have contacts for rentals, as well as preferred caterers that are aware of kosher eating guidelines.

The chuppah represents the new life the couple is creating together. Other Jewish wedding traditions include fasting before the wedding, the bride circling the groom three to seven times and the couple breaking a glass underfoot.

For smaller ceremonies, Velasquez said the center has a courtyard that seats around 80. The auditorium, where most receptions take place, accommodates up to 400 guests. According to Velasquez, events typically run from 4 to 11 p.m., and the center offers a reduced price for weekday weddings. ■

Different Ways To Say 'I Do:' More Couples Seek To Customize Their Day

■ By **ANNE ARTLEY**
STAFF WRITER

Due in part to social media and in part to a blending of cultures, managers and catering directors at Long Beach hotels have noticed a trend towards more creative weddings. The innovation extends to food, style of dress and even a couple's grand entrance.

Lisa Duncan, Hotel Maya's director of catering and convention services, said she thought social media was responsible for the rise in unique wedding ideas. Duncan mentioned the popularity of Pinterest, a social network site that allows users to share recipes and ideas for home decoration and style. "I think they're striving to do something different, something that's a little more memorable. That's usually what we hear," Duncan said. "People get ideas and show us a picture. It's really fun to collaborate."

Signature cocktails are one feature Duncan often works out with couples. "We have

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A wedding procession rides on a boat in a unique version of a Baraat, an Indian wedding ritual in which the groom is led to the ceremony by family members and friends. The groom traditionally rides a horse or an elephant. (Photograph courtesy of Hotel Maya)

a lot of fun with that. Sometimes couples will come to us with their favorite cocktail, or they'll have an idea, like they want something whiskey-based or pink or blue, and we'll go back and forth and share ideas. Sometimes one of our cocktails from Fuego [Hotel Maya's restaurant] turns into the signature cocktail at somebody's wedding."

Long Beach's waterfront location also lends itself to originality. At Hotel Maya, which sits on the water, many couples have opted to enter their reception from a boat. Others have hired a yacht to take them on the water for photos while guests are at a cocktail hour, Duncan said. "We got a request last week from a couple who wants to come in on a helicopter," she said. "We have such a unique property, we lend ourselves well to those couples who are looking to add a different flair."

Hotel staff has also noticed a trend of couples moving away from a sit-down dinner or buffet to a more informal style of dining.

"Food has really moved more into a social experience rather than a typical, traditional sit-down dinner," Dan D'Sa, vice president at Grand Food and Beverage, wrote in an e-mail. "Food stations and family-style menus have been really popular. Brides and grooms are wanting their wedding to be more social rather than [their guests] being stuck at the same table for an hour and a half."

Duncan also spoke to this movement. She said many people like the idea of attendants creating food in front of the guests. According to Duncan, Hotel Maya is open to customizing menus and blending dining styles. "Sometimes one dinner course will be served and one [course] buffet style," she said. "We work with some really creative and imaginative couples. Often, it's a collaboration between the catering team and the couples."

According to Hilton Long Beach Senior Catering Manager Li-Ling Li, traditional

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Customize Weddings

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wedding cakes have cycled in and out of style. “We went through a stage where brides wanted cake pops, a cupcake tower or donuts,” she said. “Then we went into a stage where fake cakes were popular, where only the bottom tier was cut into and the rest was Styrofoam. Now I think we’re trending back to more classic cakes, although they are not as much of a focal point. A lot of people have a traditional cake in addition to other desserts.” Li also

noted that many couples want to bring in street food or a food truck for a late-night snack as part of the reception.

The trend towards out-of-the box thinking also encompasses wedding attire. “Suits and dresses are similar in wedding parties but not so matchy-matchy,” D’Sa wrote. “Groomsmen are having fun with socks and shoes. The men seem to be getting more excited about what they are going to be wearing than the women are.”

Cultural weddings are also undergoing changes in style, a shift that Li has observed among her Indian clientele, which

make up a large portion of the Hilton’s wedding business. “We have noticed the traditional saris and dresses for brides are a little more westernized now,” she said.

Li described seeing different versions of the Baraat, an Indian wedding ritual in which the groom is led to the ceremony in a procession of family members and friends. While traditionally, the groom rides a horse or an elephant, Li said that today many arrive in fancy cars or convertibles.

As the Hilton hosts more Chinese weddings, Li said she has noticed more blended traditions in that culture as well.

“Traditionally, you wouldn’t wear white to a wedding. White means death to the Chinese. But now, a lot of the brides include a white dress among a few outfit changes.”

The Hilton’s catering director, Richard Hoyt, attributes the trend to assimilation and the perspective of a generation raised in the United States. “We’re now seeing a generation that was raised here versus a generation that immigrated here,” he said. “Even the guests who attend are more mixed than 10 or 15 years ago. These cultures are assimilating into the U.S.” ■

Beyond The Wedding Bells: Activities For Out-Of-Town Guests

■ By **ANNE ARTLEY**
STAFF WRITER

From a romantic gondola ride to a whale watching expedition, out-of-town guests traveling to Long Beach for a wedding have a variety of options when it comes to entertainment. The area’s attractions utilize its waterfront location to provide relaxation and adventure for all ages and tastes.

For a scenic experience, Gondola Getaway provides cruises through the waterways of Naples Island, near the Belmont Shore neighborhood. According to Proprietor Michael O’Toole, some boats can seat up to 14 people and two of them seat up to 28. The company also offers pizza and brunch cruises for up to 12 guests.

“It’s a floating pizzeria,” O’Toole said. “[Guests] find this is the most unique place to go to dinner that not any other city in the world has.” For those who do not want to eat on a boat, Naples and the nearby neighborhood of Belmont Shore have a variety of restaurants located a few blocks from the beach.

For another boating experience, Harbor Breeze Cruises offers tours of the Long Beach Harbor as well as whale watching expeditions. Guests also have the option of chartering a boat or planning a dinner cruise or brunch. Harbor Breeze has partnered with the Aquarium of the Pacific to offer a combination ticket for a whale watching cruise and admission to the Aquarium. For these trips, an Aquarium educator is on board to identify animals and answer questions. According to the Aquarium’s senior manager of communications, Claire Atkinson, this option offers savings on Aquarium admission.

“Everybody loves Long Beach and the water,” Harbor Breeze Cruises Vice President of Operations Nilda Langston said. “People from the East Coast love that there are no limitations with weather. They can go whale watching year-round.” Langston also mentioned Shoreline Village as a nearby destination for entertainment. In addition to dining and shopping, the center features a pavilion complete with a carousel and more than 70 arcade and video games.

Within walking distance of Shoreline Village and right next to Harbor Breeze Cruises’ dock is the Aquarium of the Pacific, which showcases 500 species of fish, mammals, birds and other animals. The stingray touch pool, the jellyfish and otters are the most popular exhibits with out-of-town guests, said Aquarium Vice President of Marketing and Communications Cecile Fisher.

According to Fisher, the Aquarium offers group rates for parties of more than



Nilda Langston is the vice president of operations at Harbor Breeze Cruises, which offers tours of the Long Beach Harbor and whale watching expeditions. “Everybody loves Long Beach and the water,” Langston said. (Photograph by the Business Journal’s Pat Flynn)



A group takes a cruise on a “floating pizzeria,” with Gondola Getaway. Lunch is provided for up to 12 guests while they cruise along the waterways of Naples Island. (Photography courtesy of Gondola Getaway)



A Catalina Express boat heads to Catalina Island. The island offers a variety of activities for out-of-town guests. Some of these include kayaking, tile-making and partaking in an adventure ropes course. (Photo courtesy of Catalina Express)

10 people. Its partnerships with hotels in Long Beach, Los Angeles and Anaheim enable guests to purchase discounted tickets from the concierge. This allows visitors to save up to \$10 on an adult ticket. For those visiting on the weekends, Fisher recommends arriving when the doors open at 9 a.m. to avoid crowds.

“We get good feedback from people coming [to the area] for another [attraction], like Disneyland,” Fisher said. “The Aquarium is a nice half-day, low-key relaxing experience. People say it’s a great add-on [activity] to provide an educational element and a good way to connect with the ocean.” In addition to the exhibits, Fisher mentioned the Aquarium’s outdoor veranda with its view of the harbor as a place to unwind and enjoy a snack or a glass of wine.

Fisher also recommended that visitors download the Aquarium Explorer app for iPhones. It provides news alerts about events taking place the day of their trip, plus show schedules and maps. It also allows guests to identify the plants and animals, as well as set reminders about a show or lecture they would like to attend.

Another way to experience the region’s ecosystem is through a ropes course or jeep tour on nearby Catalina Island. The Catalina Express departs from Downtown Long Beach and arrives in Avalon, the island’s only city, after about an hour-long boat trip. Group discounts are available for parties of 20 or more, according to Catalina Express Head of Marketing Angela Puchala.

Once on the island, visitors have several options for exploration. For outdoor enthusiasts, Descanso Beach Ocean Sports offers an adventure course through eucalyptus trees that includes rope ladders, balance beams and zip lines. Different levels are available. Puchala said this option is fun for bigger groups. For a more low-key experience, the tile-making class at Silver Canyon Pottery also covers the historical significance of tile on the island.

“The island has so many things to offer that it can accommodate many demographics,” Puchala said. Other possibilities are the Catalina Island Museum, Wrigley Memorial & Botanic Gardens, and kayak rentals from Wet Spot Rentals.

For visitors who enjoy the arts, Long Beach destinations include the Long Beach Museum of Art, which has a permanent collection of more than 3,200 works encompassing 300 years of American and European art in all media, and the Museum of Latin American Art, which is the only museum in the United States dedicated to modern and contemporary Latin American art. Both locations accommodate special events, including weddings. ■

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5th District Candidates

(Continued From Page 1)

the 2014 mayoral election runoff, Mayor Robert Garcia – who recently endorsed Mungo – was supported by fewer than 44% of district voters.

The 5th District also includes major business activities. It is home to the Long Beach Airport, two major office parks (Kilroy Airport Center and the Long Beach Airport Business Park), the city's largest retail complex (Long Beach Towne Center), two of the city's major auto dealerships (Worthington Ford and West Coast Toyota), numerous hotel properties, the largest green space in the city with El Dorado Park, three of the city's four municipal 18-hole golf courses, and much more.

But the biggest business impact is Douglas Park located north of the Long Beach Airport on former Boeing property. The 261-acre, mixed-use facility has attracted several dozen companies, created thousands of new jobs and will soon have one of the city's largest retail destinations with the opening of the Long Beach Exchange.

The Business Journal interviewed the candidates on March 14 and 15, speaking with Mungo last to provide her the opportunity to respond to criticism from her challengers. Following are their responses, in a Q&A format, to several questions about themselves, the district and the city.

Rich Dines



LBBJ: Was there a particular issue or event that made you run for office?

Dines: The Land Use Element and the outrage on the Nextdoor app. That really is what pushed me over the edge. After I finished

my term as harbor commissioner, I went back and forth. For several months, I had been pushed to run. . . . I get a text message from Gerrie Schipske [former 5th District councilmember] saying, "Are you going to run in the 5th [District]? Because I'm running for the state senate." As an event, I think that opened the door for me. But as an issue, it's the Land Use Element. My frustration as a 5th District resident is I just don't see good representation. It's almost like downtown is running the 5th District right now. And so that's probably the one issue that pushed me into running.

LBBJ: In the end with the Land Use Element vote for your district, what did you think?

Dines: I don't see a victory. I think that this is a political victory before an election. . . . I have an issue with programmatic EIRs [environmental impact reports] in city development. That's how we got into this mess with the civic plaza. There was a programmatic EIR, the Downtown Plan. We have a Midtown Plan. I looked at the LUE as the East Side Plan. And having a programmatic EIR, which is what we're going to move forward on, it takes away local control and you give developers the right to build. You are probably going to see more mitigated negative declarations because you won't need an EIR. There is a blanket EIR. . . . We're not through this yet. This is a political victory for the incumbents to show that they pulled back on the density, but the fight really I think has just begun.

LBBJ: What's your number one criticism of the incumbent in your district?

Dines: The number one is that she doesn't listen to the community. That she doesn't take community input before making decisions. I think it has been very consistent, whether you talk about an international customs facility, whether you talk about renaming a library, whether you talk about the Land Use Element, whether you talk about putting bicycle bollards on Studebaker. Those decisions are made without community input. And the community doesn't like those decisions, so the community fights back. We are not being a productive government because we are spending our time fighting city hall. That's my number one criticism. And I think that's the contrast between the incumbent and myself, is those decisions should have never been made without community input.

LBBJ: Was that her doing or was that the city?

Dines: It's the city in the bikability plan. But it's part of the plan, so she voted for it. . . . And money was spent. To add insult to injury, they put these bicycle bollards on Studebaker, which is a nice wide street that already had a bike lane, and the street sweeper wouldn't fit between the bollards. So we had to go spend money to buy a narrow street sweeper. I'll tell you, that bicycle bollard [issue] is not as big as the LUE, but it's up there. And the library is too. That's where I think the contrast is. That's my criticism of her. She hasn't listened to the community.

LBBJ: What do you consider to be the number one issue facing Long Beach?

Dines: The budget. Everything comes back to the budget, whether it's why our parks aren't being maintained, why we don't have enough police patrols, why the infrastructure is not being repaired. It all comes down to the budget. You asked me earlier what one event or issue drove me to jump in [to the race]. But two that pushed me hard, hands down, are the giveaway of the Queen Mary and surrounding property and of course the \$1.4 billion civic plaza. Those two have more than aggravated me. I was on the harbor commission when both of those happened. I was saddened and in disbelief.

LBBJ: You said the number one issue in Long Beach is the budget. What experience do you have in dealing with budgets?

Dines: The city claims they have a \$2.2 billion budget, but the city council actually governs a \$460 million General Fund. The port has a budget twice the size of the General Fund. So [my experience is overseeing] \$800 million to \$1 billion a year in a governance role. . . . The executive director of the port is very similar to the position the city manager has for the city. The staff will present a budget to the board [of harbor commissioners], and the board will approve the budget, make adjustments as needed, and allocate any funding throughout the year and approve any increases.

LBBJ: Did you ever challenge the port staff on their budget?

Dines: Yes. There were a lot of things that were still hidden when I first got to the port. But I think it's very transparent today. Port staff is top notch. If there is one thing I miss at the port, it's the people. They're fabulous. . . . But yes, we did make a lot of changes on the budgets. A

couple of years ago, we made a lot of changes, but mostly in personnel. There was always a struggle because the port has the financial ability to pay to compensate and hire more people, but there was this shared pain that we went through with the city with furloughs. And furloughs weren't really necessary at the port, but we had to go through that, unfortunately.

LBBJ: Having been on the inside as a harbor commissioner, if you were on the city council, is there some policy that the city has with the port that you would change?

Dines: That's a great question. I would like to see the city council protect the port instead of try and take from the port. Being on the inside, [we were] constantly getting pressure, probably more from the mayor's office than anyone else to sponsor events. I mean, pride [parade and festival] used to get \$5,000 back in the day, and today it's like \$25,000 with an ask of \$50,000. I mean, it's endless. And I'll just say it. Forcing the port into the civic plaza deal – because we were forced into that. That was more than just a little arm twisting. . . . The city gets so much value out of the port. If there's one thing that I would do, I would push back on the city council and the mayor's office [to] be nice to the port. I never had any issue at all for a \$5,000 sponsorship for this or that. There is always value there. The opportunity to engage the community, there is a lot of good will. But we're not talking about \$5,000 here and \$10,000 there. We're talking about \$230 million that could have gone into cleaning the air. But it had to go into building a new building. \$230 million that we could have invested in technology to get to zero emissions. . . .

LBBJ: Do you consider Long Beach to be a business-friendly city?

Dines: No. I don't think that Long Beach loses business; I think we chase it away. And people say, "How come Lakewood has all their streets paved?" Well, the Lakewood City Council didn't pave the streets. Costco did. So did Home Depot. And Long Beach has done a horrible job losing every big revenue producing business around, whether it's all of our car dealerships. I mean, you have three Home Depots surrounding Long Beach: two are in Signal Hill, one is in Lakewood. You have two Costcos: one in Signal Hill, one in Lakewood. Obviously, it's not that difficult to look and see what Signal Hill and Lakewood are doing to attract business that generates lots of sales tax revenue, but we failed to do that. We failed to consider that if I get one cent of the sales tax and I give half of it back to Costco to make them come here, I still get half of it. And that's a lot more than nothing. I just talked to somebody Sunday about this. He said, "I have two businesses – one in Long Beach with one employee, and one in Signal Hill with nine employees. My business license is \$128 in Signal Hill. I spend \$400 in Long Beach for one employee." So, we are not business friendly. We chase business away. . . .

Absolutely everything in our General Fund is based on how much we can squeeze out of the taxpayer. Look at the fees. Whether it's a business license or whether it's a preferential parking permit. I live in a preferential parking neighbor-

hood. I spend \$132 a year to park in front of my house. My house . . . Long Beach is nickling and diming the residents to death. Here is the way our city operates. Revenue is only coming from certain streams. There is a lack of creativity by city management and city council to find revenue streams. You know, Costco is the simplest example. Attracting a professional sports team to come to Long Beach or an event venue that generates a lot more money than we're getting right now from our convention center. . . . We should be building five or six new hotels right now. We should be getting back to focusing on tourism and having tourist dollars bring revenue to our city.

LBBJ: But they are. We just had a record year.

Dines: And we should continue to push harder and harder. This is probably the worst-managed cruise terminal in the country that I know of.

LBBJ: But it's the busiest they have for Carnival Cruise Lines in the country.

Dines: With a \$9 passenger fee, which is probably the worst negotiated deal ever.

LBBJ: That's going to fixing the Queen Mary, isn't it?

Dines: Which is why it should be more. Just put this into perspective. Port Everglades in Florida, they are a cruise port. They have five cruise ships in at all times. They collect a \$64 passenger fee. We get \$9. . . . Let's be honest. What's going to happen is Urban Commons is going to come back to the city and say, 'Look, we just can't save the Queen.' And it won't take five years. If I'm elected, in my term on city council, they will come, and they will do this. I asked the city when this happened, "Why didn't you come back to the port?" Because what I would do, and I'm sorry, I know people love the Queen Mary. You're either going to pour concrete around her and fill it in to protect her from falling upon herself and collapsing, or you're going to chop it up. Those are your two options. And if you chop it up then I promise, in five minutes Princess Cruise Lines comes to Long Beach. Just like that. Two more hotels. And it won't be for \$9 a passenger.

LBBJ: What kind of feedback are you getting from the Press-Telegram story that accused you of some wrongdoings at the port? Are people bringing it up when they see you?

Dines: No. One person did, and he came out on his front porch and he said, "That was B.S. I'm voting for you because of that." I think it comes down to this. Those are accusations. I think people see where the smear campaign was. And I think when they read [City Attorney] Charlie Parkin's comments, that people figured out who's behind this. And it wasn't the Press-Telegram, it was the [Long Beach] Post. And then they gave it to [Press-Telegram writer] Andrew Edwards and he wrote a story. It's plain and simple. I am not a harasser. I was the people's commissioner. I love the people at the port. We don't know what I was accused of, by who I was accused. And this is where it gets really great: they lost the file. There is no file of any complaints. . . . The article was written in a certain way to cast doubt about my candidacy. I ask tough questions. I demand accountability. But you know what, that's what people in the 5th District are looking for. So does it hurt my campaign? . . . I

had legal counsel two years ago when this happened that told me, “You have a multi-million-dollar lawsuit on your hands for defamation of character.” I said, “I don’t want to sue the city.” I took a pass. I still hold that right. And I don’t want to sue the city. It’s bankrupt enough. I think that’s what the question should be. If we’re the highest taxed city in the state, how come we still have a budget deficit?

LBBJ: Are you on a leave of absence from working?

Dines: No, I’m working every day. In fact, my employer is like, how many days do you have left in this campaign?

LBBJ: So what do you think is going to happen come April 10? A runoff?

Dines: If I keep building the momentum I’m building right now, I think we can avoid a runoff. It’s going to be difficult. Because I think Corliss [Lee] is going to get 300 to 500 votes and I think that that percentage is going to be just high enough to force a runoff.

LBBJ: How is your campaign going with money?

Dines: My campaign is good. Mungo has accepted matching funds. . . . I thought it was interesting considering she has \$80,000 in the bank. I actually outraised her but she had a \$60,000 head start. I qualified in October for matching funds. So she sent in a form saying she’d accepting matching funds. So to me, she is going to hold back money for a runoff. So I think she is planning for a runoff. But I think that you should be careful doing that because if you are an incumbent and you fail to get to 50%, you’ve already lost the election. ■

Corliss Lee



LBBJ: Was there a particular issue or event that made you run for office?

Lee: There were two. I started out with the international airport. And having lived and worked within a mile of

LAX for 30 years, I know I don’t want that in my backyard. I watched the steady degradation of the neighborhoods on three sides of LAX going from being really beautiful, like East Long Beach kind of places, to a place that you wouldn’t want to live. They have actually set up the airport now so that you miss seeing it: so that you come down the 105 and you take a big swerve and you never see Century Boulevard. You know they’re hiding it too.

LBBJ: They’re hiding it too? What do you mean? Long Beach is hiding something?

Lee: No. Los Angeles.

LBBJ: I understand that, but you said “they’re hiding it too.”

Lee: What I am opposed to, they are hiding. You know, when you bring in the big hotels, with that comes the sex trade. And I was young when that was first coming up. I knew guys who were working in those hotels who told me about how it works. And eventually, it got so you had topless, bottomless bars with neon signs just a few stores down from the Marriott.

LBBJ: You’re concerned this could happen to Long Beach?

Lee: I am, yes. I think it takes a long

(Please Continue To Next Page)

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Real Estate Title and Escrow Services	RFP EP18-079	04/11/2018
Emergency Notification & Mobilization System	RFP DC18-071	04/12/2018
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Waste Characterization Study	RFP PW18-077	04/26/2018
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Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

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5th District Candidates

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time. Over there it took 20 years. But I watched it. I mean I was there for about 30 years, within a mile of it. I watched it steadily degrade. Just the only side that survived it was El Segundo, and they didn't bring in the big hotels.

LBBJ: And the second thing?

Lee: The second thing was the Land Use Element. Actually, when we finished up with the international airport, they thanked me from the podium that night when they backed off on it. Probably nobody recognized who I was at that point, but I had done a lot of newspaper articles. I had gone to the city auditor. I had worked at debunking their feasibility study, which was pretty ridiculous to spend \$300,000 and not have

financials for the City of Long Beach and not have a section on risk. I thought it was all very poorly done. And it looked to me like they had paid someone to give them the answer they wanted. So I went to the city auditor as well, and asked her to take a look at their numbers. I am under the impression that she did go after [Long Beach Airport Director] Jess Romo When I pointed out that there weren't financials, the next time I went to a meeting he had financials, but he had made them up. So anyway, we got that closed out and they thanked me from the podium and I thought all done, I'm going home now. And the people who are involved in the city that are city activists said, "No, no, no. You were way too effective." And so they gave me a set of 10 things I could go look at and I picked the land use plan. I started going

to planning commission meetings. And in the beginning, I was OK with it. I am not averse to development or redevelopment. I think it's pretty healthy in general. But that's when you have controls. When you have the ability to do an EIR and the neighborhoods can get involved and you're going to get traffic studies and all the things that keep you from doing something stupid.

LBBJ: So you supported the vote the other night right? Because it was reduced density?

Lee: It was a reduced density. Did I support the vote? I supported the vote for the 5th District. I wouldn't say I supported the vote for the whole city.

LBBJ: But you're happy with the changes over the last year?

Lee: How could you not be? I am the person if you see an orange lawn sign

it probably came from my house. I was actually the person who broke that story. I went to the planning commission meetings, saw what they were doing. . . . What I did was go to Stacy Mungo and ask her to do something about it. And she was in a meeting of hers and she shouted me down. She said I was not telling the truth, that I was passing misinformation. This was in May. And that's actually all on tape. I think Bill Pearl [of LBReport.com] was in the audience and taped the whole thing. . . . Anyway, another city activist stood up and said, "I am in those meetings too, Corliss is telling the truth." And she said, "I'll look into it." And she did nothing until September. In September she's starting to look at reelection. In the mean time, when I couldn't get her to do anything, I went to the Council of Neighborhood Organizations and I asked to get on their agenda. And in five minutes, I had 34 neighborhood organizations saying they were against it.

LBBJ: So you feel like you were one of the individuals who really brought this to the forefront for the community?

Lee: I was the town crier.

LBBJ: What is your number one criticism of the incumbent?

Lee: My number one criticism is she doesn't tend to represent us. You can go to a meeting and have 100 people against the airport, and she is still pushing it. She was pushing [international flights] right up to the night before. I still don't know what changed her mind. I know it wasn't us. I mean, we were there, a whole room full of people – people crying. . . . One woman started crying. And then Stacy started crying with her. And she did end up taking off. But when she walked out the door I didn't see any sign that she was going to turn it around. I was assuming she had the votes and she was going to pass it. There was no one more shocked than I was that she backed off of that.

LBBJ: "Doesn't tend to represent us." Can you expound upon that?

Lee: Well she didn't represent us for months in that airport issue. She kept moving it forward in spite of every meeting I went to, 99% of the people were opposed. You'd get one or two people from the airport who wanted it or from the union that wanted the construction, but the residents sure didn't want it. Same thing happened with the land use plan. In spite of seeing hundreds of people, every one of them testifying that they did not want it, she did nothing up until last week, that I could see. . . . So right up until the last minute, are you going to be able to count on her?

LBBJ: What do you consider to be the number one issue facing Long Beach?

Lee: Their ability to mismanage a budget is frightening. I was a manager for 20 years in aerospace. And every month, you sit down with your finance people and they run the numbers for you for a five year-plan. And if you're a millimeter off of that, you're going to get more help than you ever dreamed of. I look at this situation and all of the sudden it's one year away and whoopsie, we're \$10 million or \$9 million off, whatever it was. That simply doesn't happen in a business atmosphere. . . . [The city] had a lawsuit coming down the pike that we knew about that we knew in all likelihood we were going to lose. You manage to your risks. I mean, I managed budgets for 20 years.

LBBJ: What did you do?

Lee: I was a manager in the satellite busi-

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ness on the business side. I was in the finance department. I was there for 20 years. In their world, they keep you in a job about four years and then they move you to something else. I managed a lot of different departments.

LBBJ: Before the airport issue, were you involved in any issues at all in the city, or is that the one that sort of got you involved?

Lee: The only one I picked up on, and it was a long time ago, was Save The Parks. I play tennis at El Dorado Park. I have played tennis there for years. . . . So I did take out after the person who had that contract at one point, because they wanted to chop down trees and put in a big building and so I went after that issue and got it stopped.

LBBJ: Do you think there will be a run-off?

Lee: I would think so. There are so many people running. It's got to split the vote enough ways to make that happen.

LBBJ: Have you done any mailings or anything, or just walking?

Lee: I have done walking. We just finished putting together the mailing a couple days ago. So you'll see that soon.

LBBJ: Last I looked, Mungo had \$78,000.

Lee: Well last I looked she had \$60,000, so she's still gathering. He had like \$30,000 or \$35,000, [candidate Rich] Dines did. . . . But he started like last summer.

LBBJ: Do you guys get along?

Lee: He scares me to death.

LBBJ: Why?

Lee: I think he's slick. I think he's far more dangerous than she is. I think he would put in an international airport in a heartbeat. . . . He won't answer that question when pressed.

LBBJ: We'll see what he answers to this [questionnaire].

Lee: I have sent the other news sources after him, and I go, "Ask him this question." What he does is he'll say, "I'm in favor of a master plan." So, you know, he ducks it.

LBBJ: If you were elected to the city council are there particular people on the council you see yourself aligning with?

Lee: Well, I would say values-wise probably Daryl Supernaw. People have asked me who am I most like. I am probably most like Suzie [Price]. I do my homework. I think she does her homework. . . . [In regard to the airport noise ordinance], I was looking at the long-range risk. And the long-range risk is they are increasing international flights at the rate of 10% a year.

LBBJ: That doesn't matter for Long Beach. Maybe at LAX and John Wayne, huge airports. But when you're under a flight limit like we are, there's only so much you can do.

Lee: I'm just saying, if they're bulging there, I think that's what would cause them to come and want to challenge our noise ordinance and say, "For the greater good" . . . At the last airport meeting I went to, they said they talked to the people down in Orange County. And they had had similar problems with their noise ordinance. And they said the only thing that works is taking their flight slots away. That's the only thing that actually moves them. Money? They'll just keep shoveling the money at you.

LBBJ: Do you consider Long Beach to be a business-friendly city?

Lee: Well, I don't think having the high-
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5th District Candidates

(Continued From Page 29)

est sales tax in the state is business friendly. I don't know how much 1% really affects the business. If you had your choice of going to Signal Hill or Lakewood versus Long Beach, would you pick a different city? . . . I thought Measure A was a bad idea. I didn't vote for it.

LBBJ: Neither did most of the 5th District.

Lee: Right. But they did a really good job of selling that. That's a testimony to the police union. . . . Are they going to use it on what they said they'd use it on? I think you asked me that question too. I think to date they have, as far as I can tell. But it looked to me like it was going to get siphoned off into the general fund with all these budget problems that they have. . . . Let's take a look at how we spend our money here. Did we really need a new civic center?

LBBJ: According to a few seismic reports we did.

Lee: They could have fixed it a whole lot cheaper than rebuilding it. . . . How about that swimming pool? \$100 million swimming pool. . . . It's not that I have an objection to having a competitive swimming pool. Something we can be proud of. But putting it in the sand in the 3rd District where basically the wealthy get to use it, not the whole city.

LBBJ: Back to our business friendly question, do you think the city is doing a good job on that?

Lee: Yeah.

LBBJ: What about small businesses? Have you talked to entrepreneurs in your travels in the district?

Lee: I have. One woman was really angry about the sales tax. She felt like she was not being supported by the city. Other than that, you know, the 5th District is not a poor district. You go through the areas and our storefronts are full. . . . We seem to be able to keep businesses in our shops. I don't know how that's going to go in the future with everything going electronic. Brick and mortar shops are going by the wayside. People shop on Amazon. ■

Stacy Mungo



LBBJ: How would you rate the job you have done so far communicating with 5th District residents?

Mungo: The 5th District has many different types of residents. Some residents still don't use e-mail. I have worked really hard to build a network of individuals that get my e-mail and will print it and hand it off to some of their less techie neighbors. We currently send e-mails at least monthly, and on big issues to an extensive mailing list that we have tripled in size since taking office. I really feel passionate that connecting with the neighbors and providing them accurate, relevant, regular information is a really important part of citizen engagement. I think we, as a city, could do a better job.

LBBJ: Some of the other councilmembers hold regular community meetings. Is that something you have done or considered?

Mungo: Yes. The first year, I really focused on groups that had specific concerns that they wanted addressed immediately. We did meetings related to the speeding on

Studebaker, we did meetings related to Heartwell Park issues. We did a first year of issue-based meetings. Year two . . . We did a series of probably 30 neighborhood meetings in smaller groups throughout the district based on where people lived. We were able to discuss things that were very specific to them: their streets, their sidewalks, their tree trim cycle, their lighting, their alleys, their parks they are adjacent to. At that time was our first homeless count where we were seeing the real impact, so we were able to talk about direct services and opportunities for the community to partner in finding resources for the homeless crisis. And then year three, we took a lot of time to kind of mix between the two. We also did "coffee with the councilwoman," where you could stop by Grounds on a Saturday and have hot cocoa and talk about anything.

LBBJ: Are you still doing things like this?

Mungo: I do those regularly, yes.

LBBJ: What's the biggest lesson you have learned since being on the city council?

Mungo: Making change for your residents means uniting their voices and being persistent, providing the data necessary to convince your colleagues that what is in the best interest of the 5th can be in the best interest of the whole city. And it is a lot longer process than I would have initially thought. I have more than a decade of experience in local government, and the bureaucracy of the City of Long Beach was more bureaucratic than I would have initially thought in my experience dealing with them as a government to a government.

LBBJ: Criticisms from your challengers include that you don't do a good job of representing 5th District constituents, and that you don't take community input first before making a decision. How would you respond to those criticisms?

Mungo: Well, in my first three years, despite many communications to my challengers through knocking on doors and leaving mailers and putting information in local papers about community meetings, none of them had attended a community meeting. I think the first time I met one of my challengers was when the airport issue arose. And while big issues are always important, the council last year voted on I want to say 1,000 different agenda items. So it's important to ensure that you're getting information out regularly and consistently. I do a lot through neighborhood association leadership. And none of my challengers, until they became candidates, were really involved in their neighborhood associations.

LBBJ: How would you respond to the bit about not taking community input before making decisions?

Mungo: The executive director of the Council of Neighborhood Organizations [Robert Fox] actually just came out publicly and stated that of councilmembers I am the most engaged, most in tune with my residents. He could not believe the detail and level of information that I had absorbed from listening to my neighbors. I know every corridor, most business owners [and] the vibe of the district because I really do at any time listen to residents.

LBBJ: One of them, referring to the airport, said that you had initially favored [international flights] and then changed your mind after you talked to more residents.

Mungo: With relation to the interna-

tional terminal, I did dozens and dozens of community meetings in people's backyards, at community centers. Anywhere that anyone had a question. We hosted multiple meetings at the airport. We brought city staff. Any neighborhood or neighbor that asked, we would have a meeting, whether it was in your living room, on your front yard, wherever. And at those meetings, I have always been clear that it was really important as a city that, before we come out for or against [something], we have all the information. . . . You can't say yes at the beginning of a process. But what you can say is, "I am always open to the process and let's see where it goes. And let's see what will come of it and let's hear where the ideas are."

LBBJ: Is there a vote you've made since joining the council that you regret?

Mungo: I think there are a lot of things that we as a council can learn from. And I try generally not to have regret in my life and take everything as a learning opportunity. With over 1,000 votes a year, it's hard to pinpoint and identify just one. What I would say is that I wish I did a better job articulating how the voices of my residents and their comments and engagement led to the vote that I ended up taking. I think that many don't realize the volume of communication that a 5th District councilperson gets, especially me, who sends out a newsletter where anyone can just click reply and have instant access. We try our best to gather the opinions of many and talk with individuals, see where they get their ideas, see what things we can do differently. I think that often times a yes or a no vote isn't the whole story. And I sometimes wish we were voting on something slightly different than what's before the council at the time.

LBBJ: What do you consider to be the number one issue facing Long Beach?

Mungo: Homelessness. I feel like homelessness is a regional issue that cannot be solved by any one city alone. I appreciate the united approach that we're using between public safety and the health department. . . . I am curious to see if year over year we can sustain the kind of progress we did in the first two-year measurement. It's a complex issue that has no simple answers. And I believe it will be the issue facing our city for the next several years.

LBBJ: How would you rate your work with fellow councilmembers?

Mungo: I would say that we have worked together and respect each other's differences of opinions. I have a very different focus and priority list than my colleagues. I think that was evident in the types of items I bring to council — job focused, public safety focused, neighborhood focused. I choose to focus my leadership on the council on local issues that I believe are important to neighbors. I think that that is where my colleagues and I differ in how involved we should be in statewide and national issues. I think that the process that was originally set up for advocacy has broken down a bit in the last two years. We continue to advocate for a united legislative agenda that allows us to more aggressively attack multiple bills instead of focusing the council on one bill at a time because the legislature, similar to our council, is hearing more legislation than they have ever heard before.

LBBJ: Is there a particular councilperson you lean on more as far as sharing

ideas than any other, or is it sort of across the board with everybody?

Mungo: I think that Suzie [Price] and I are most united in our priorities in terms of public safety and pro-business and pro-job creation in the city. And so I would say that typically, Al [Austin], Rex [Richardson] and Lena [Gonzalez] all reach out when an item is being headed up by a different value base. But I am very fortunate that every councilmember calls me.

LBBJ: What about the mayor? Do you communicate with the mayor or does he communicate with you on a regular basis? Or is it at the council meetings, primarily?

Mungo: Well, if you watched the council of yesteryear, the mayor used to sit with his back to the 5th District. And you don't see that anymore. That was before my time. I get along with the mayor. He attends my community events and meetings and really appreciates the voice of the 5th District.

LBBJ: Do you consider Long Beach to be a business-friendly city?

Mungo: I think that there is much more that we can do. I think we have made strides. And I think that that helps people identify us as business-friendly if they have been a part of the new processes. But too many businesses, for too long, felt that city hall was a bunch of red-tape. We have a lot of work to do to expose businesses to the new and innovative ways that we are being supportive. It will take a long time. . . . We did an opportunity for any business who started in Long Beach or grew in Long Beach in the last two years to have their business license refunded. And so, the people who took advantage of that would say yes, it is business friendly. However, there are still many more things we could do. I was talking to a hairdresser the other day who said you know, "I don't think it's friendly that if I work in two shops that I need two different business licenses. Why can't I have one business license with two addresses?" . . . And we want to continue to do those things.

LBBJ: The city is facing some fiscal challenges. . . . The bottom line is, the city says we could be anywhere from what, \$8 million to \$19 million [budget deficit] in fiscal year 2019?

Mungo: We've cut it down to under \$10 million.

LBBJ: And that doesn't count unfunded liabilities. With your budget background, plus you run the budget committee, if the charter amendment does not pass, do you see the potential for cuts in services or staff?

Mungo: We have worked really hard to restore some of the services cut under previous councils. We were on a six-year tree trimming cycle. The previous council chose to just stop watering our parks, which resulted in a third of our trees being dead. I think that this council will take a better long-range view of the decisions we make and the implications of those decisions, because a good number of us are under 45. We have already started a process to tighten our belts. . . . Every single year that I have been on the budget committee, we have come in under budget. Every year we come in under budget, we continually put additional funds into our rainy-day fund and our reserves so that we're in a better position to address these issues, should they come.

I hope that we are able to balance with some of the new revenue that we're receiving. We have done an excellent job building up sales tax revenue. We have seen addi-

City Council Candidates Respond To Questionnaire, Take Stances On City Issues

■ By **SAMANTHA MEHLINGER**, EDITOR
AND **GEORGE ECONOMIDES**, PUBLISHER

Four years ago, there were competitive races for the open seat for mayor with 10 candidates and the open seat for city attorney, with three people seeking the post. City Prosecutor Doug Haubert drew one challenger and City Auditor Laura Doud was unopposed. Races for odd-numbered City Council Districts 1, 3, 5 and 7 – all open seats – attracted at least four candidates, while two people faced off for the open seat in the 9th City Council District.

Yet, fewer than 50,000 residents, representing 17.5% of registered voters, cast ballots.

Fast forward to the Long Beach municipal primary election that takes place April 10. The percentage turnout is expected to be even less. Mayor Robert Garcia, who has drawn one, little-known challenger, is expected to win in a rout. Doud, Haubert and City Attorney Charles Parkin are unopposed, as are Councilmembers Lena Gonzalez in the 1st District and Rex Richardson in the 9th District. Councilmember Suzie Price has two challengers for the 3rd District seat and Councilmember Roberto Uranga has four challengers for the 7th District seat. According to several long-time political consultants, both incumbents are heavily favored.

That leaves the 5th District, where incumbent Stacy Mungo is facing stiff competition from two challengers. While, as the incumbent, she is still favored to win, she may be forced into a June runoff. She is also facing numerous pockets of resistance within the district, reportedly due to the way she has handled several high profile issues such as the land use element, the airport and the renaming of a city library after a former district councilmember, among other items. The number one beef the Business Journal has heard about Mungo is that

she takes a position before getting feedback from her constituents. She denies the accusation.

Due to time and space constraints, the Business Journal decided to conduct in-person interviews with only the 5th District candidates. Those interviews appear elsewhere in this edition.

However, in order to provide our readers with an idea of where all city council candidates stand on specific items, we asked each of them to respond to a series of 27 questions covering various topics related to city hall, the business climate, the city's fiscal standing, community matters and more. We also offered to run a 300-word statement about why they are running.

Nine out of 11 candidates responded to

the questionnaire and provided statements. Seventh District incumbent Roberto Uranga, after first confirming he would complete the questionnaire, chose not to, as did one of his challengers, Oscar Delacruz.

Some candidates did not respond to certain questions. These instances are indicated by the phrase "Left Blank."

Due to a state law requiring Long Beach to follow the state election cycle beginning in 2020 – March primaries and November runoffs – the winners of this year's local elections will serve about an extra six months in office.

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Questions And Answers



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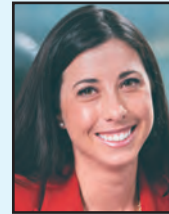
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Business Journal City Council Candidate Questionnaire	
1. Do you support the most recent Land Use Element maps proposed by city staff?	
2. Do you support the petition drive underway to place rent control on the Long Beach ballot?	
3. Do you support the petition drive underway to place an item on the Long Beach ballot related to hotel employees, referred to as the Hotel Workplace Requirements and Restrictions measure?	
4. Do you support building more housing in Long Beach to accommodate a projected increase in population and jobs?	
5. Do you feel Measure A money has been used as promised by elected officials?	
6. Once Measure A sunsets in about eight years, do you support continuing a sales tax increase to fund ongoing infrastructure and public safety needs?	
7. Do you feel the city is budgeting responsibly?	
8. Do you feel the city council is doing enough to make Long Beach more business friendly?	
9. Do you feel the city is doing enough to help small businesses?	
10. Do you feel the city is doing enough to attract and retain businesses?	
11. Do you support the sale of recreational marijuana in Long Beach?	
12. Do you feel the city has done enough to adequately address homelessness?	
13. Do you support spending more than \$100 million to build the Belmont Beach and Aquatics Center?	
14. Do you approve of the direction the Port of Long Beach has taken to reduce its environmental impacts?	
15. Do you support the city's implementation of mobility and traffic mitigation measures such as roundabouts, bike lanes, road diets, etc.?	
16. Do you support allowing international flights at the Long Beach Airport as long as the city's noise ordinance is not impacted?	
17. Do you feel Long Beach elected officials should be more transparent in their dealings with the public?	
18. Do you feel the city's elected officials should be allowed to have officeholder accounts?	
19. The City Charter states: "The Mayor shall preside at meetings of the City Council. The Mayor shall have no vote, but may participate fully in the deliberations and proceedings of the City Council." The Charter <u>does not</u> allow the mayor to set policy or direct the work of city staff. Do you feel the mayor's role should be expanded?	
20. Due to a new state law, Long Beach elections must follow state election dates beginning with the 2020 election cycle. The result is that our primaries will be held in March and runoffs, if necessary, in November. Do you approve of the new system?	
21. Do you feel the city council was elected by its constituents to take positions on national issues such as gun control, immigration, etc.?	
22. Do you support Long Beach being a sanctuary city?	
23. How concerned are you about the city's future pension liabilities?	
24. How concerned are you about the city's housing crisis?	
25. How concerned are you about homelessness in Long Beach?	
26. How concerned are you about crime rates in Long Beach?	
27. How concerned are you about a lack of public engagement in city government?	

3rd City Council District		
		
Gordana Kajer	Suzie Price	Robert Savin
Leaning No	No	No
Leaning No	No	No
Leaning Yes	No	Left Blank
Leaning Yes	Yes	Left Blank
Leaning No	Yes	No
Leaning No	Leaning No	No
No	Leaning Yes	No
Leaning No	Leaning No	No
No	Leaning Yes	No
Yes	Leaning No	Left Blank
Leaning No	No	No
No	Yes	Left Blank
Leaning Yes	Yes	Left Blank
Leaning No	Yes	No
No	Leaning No	No
Yes	Yes	Yes
No	Leaning Yes	No
No	No	No
Yes	Yes	Yes
Leaning Yes	Leaning Yes	Left Blank
Yes	Leaning Yes	Left Blank
Very Concerned	Very Concerned	Very Concerned
Very Concerned	Very Concerned	Not Concerned
Very Concerned	Very Concerned	Very Concerned
Very Concerned	Very Concerned	Very Concerned
Very Concerned	Very Concerned	Very Concerned

5th City Council District		
		
Rich Dines	Corliss Lee	Stacy Mungo
No	No	No
No	No	No
Leaning No	Leaning No	No
Yes	Leaning Yes	Leaning Yes
No	Leaning Yes	Yes
No	No	Leaning No
No	No	Yes
No	Leaning No	Leaning Yes
No	Leaning No	Leaning Yes
Leaning No	Yes	Leaning Yes
Leaning No	Yes	Left Blank
No	No	Leaning No
Yes	No	Leaning Yes
Yes	Yes	Leaning Yes
Leaning No	No	Leaning No
Leaning No	No	Leaning No
Yes	Yes	Leaning Yes
Yes	Leaning Yes	Leaning Yes
No	Leaning No	Leaning No
No	Yes	No
No	Leaning No	No
Concerned	Very Concerned	Very Concerned
Very Concerned	Concerned	Concerned
Very Concerned	Concerned	Very Concerned
Very Concerned	Concerned	Concerned
Very Concerned	Concerned	Concerned

7th City Council District

				
Oscar Delacruz	Jared Milrad	Chris Sereno	Kevin Shin	Roberto Uranga
Candidate chose not to respond to questionnaire. No photo on file.	Leaning No	Leaning No	Leaning No	Incumbent chose not to respond to questionnaire. File photo from 2014.
	No	Leaning Yes	Yes	
	No	Leaning No	Yes	
	Yes	Yes	Yes	
	No	Leaning No	Leaning No	
	Leaning Yes	Leaning Yes	Leaning No	
	Leaning No	Leaning No	Leaning No	
	No	Leaning No	Leaning No	
	No	Leaning Yes	Leaning No	
	No	Leaning No	Leaning No	
	Leaning Yes	Leaning Yes	Leaning Yes	
	No	Leaning No	No	
	Leaning Yes	Leaning No	No	
	Leaning Yes	Leaning No	Leaning Yes	
	Leaning No	Leaning Yes	Leaning Yes	
	No	Leaning Yes	Leaning No	
	Yes	Leaning No	Yes	
	Leaning Yes	Leaning Yes	Leaning No	
	No	Leaning No	Leaning Yes	
	Yes	Leaning No	Leaning No	
	Yes	Leaning No	Leaning Yes	
	Yes	Leaning Yes	Yes	
	Very Concerned	Somewhat Concerned	Very Concerned	
	Very Concerned	Very Concerned	Very Concerned	
	Very Concerned	Very Concerned	Very Concerned	
	Very Concerned	Very Concerned	Very Concerned	
	Very Concerned	Somewhat Concerned	Very Concerned	

Candidate Statements

The Business Journal offered each city council candidate the opportunity to present an unedited statement.

3RD CITY COUNCIL DISTRICT

Gordana Kajer

I’m an international trade specialist, self-employed small business entrepreneur for 23 years, and property manager. Born and raised in Southern California, I’ve called Long Beach home for 30 years.

I’m not a politician. I’m a community advocate. I’ve volunteered, and acted in leadership roles, for community groups in the past 20 years for the benefit of the environment and the quality of life for residents city-wide. I’m a founding member of the Surfrider Foundation-Long Beach, starting the conversation in the 1990’s about reconfiguring the Long Beach breakwater. I served on the Los Cerritos Wetlands Land Trust board for 5 years, a non-profit dedicated to restoring and preserving invaluable wetlands in southeast Long Beach. I helped re-organize the Belmont Heights Community Association in 2008, serving on their Board until 2014. I served on the City’s Sustainable City Commission (2009-2014) representing District 3.

My work with local non-profits has shown that meaningful community outreach can produce successful outcomes, but only if the public process truly engages stakeholders and fully values public input.

I’m running for City Council because important concerns and issues voiced by residents are being ignored by our leaders. Our Council and City staff show little interest in genuine community outreach or obtaining input from businesses and residents on important decisions. And, when there is outreach, it’s a “check the box” effort that’s dismissive of public input. Our leaders have a practice of making decisions prior to any meaningful community discussion, then selling the pre-determined decision through so-called public outreach. Two recent examples are decisions on the Belmont Beach Aquatics Center (BBAC) and the Southeast Area Specific Plan (SEASP). Both decisions are now tied up in expensive litigation that was avoidable by respectful consideration of the public. I’ll work to change these practices when I’m elected to City Council.

Suzie Price

Over the past 3 ½ years, I worked hard to engage the community in every decision and project affecting the district and the city. I host and attend countless meetings every month with residents, neighborhood associations, HOAs, etc. I proactively grow my network of residents from every neighborhood of the district and seek input from stakeholders. I keep an open mind when voting on any item. My community and I have spent countless hours discussing the District’s priorities at community meetings, city council meetings, and even over coffee on Saturday mornings and, through those efforts, we have developed a strong list of priorities for our beautiful district and our great city.

In my first term as a City Councilmember, I am proud to say that I have completed many of the projects that I set out to accomplish in my first campaign. Today, we have more police officers on the streets of Long Beach than we have had in almost a decade ago! We restored Engine 8, funded numerous training academies for the police and

fire departments, and brought a Neighborhood Impact Prosecutor to Belmont Shore. Last year, alone, we repaved 32 miles of streets and hundreds of sidewalks. We improved parking and traffic safety throughout the community. I have established annual programs to engage stakeholders such as a small business workshop, anti-bully workshop, touch-a-truck, and Spring Concert. I sponsor countless Eagle Scout and community service projects every year. I will continue these efforts and collaborate with constituents at every step of the way to ensure that every member of my community has a voice. I am running for reelection because there is still more work to be done and I want to continue to work alongside the community and represent the priorities of the beautiful Third District.

Robert Savin

My Name is Robert Savin and I am running for District 3 Long Beach City Council. I have served the public as a high school Physics teacher for 20 years. I am married to Michelle who is a Long Beach native who has roots in Long Beach that are hundreds of years old. I have seven children one who has special needs, so I have children in all levels of schooling throughout Long Beach. In the early 2000's I started investing and fixing up several properties in Long Beach. In 2003, I saved a home that the city deemed condemned. I have experience managing rental properties, being a general contractor, 1031 exchanges, and have nonprofit experience. In 2014, I sat at a Long Beach City Council meeting to decide the Fate of the Belmont Olympic Pool. My voice was not heard at that meeting. I went home and realized that the people of Long Beach have lost their voice. I decided to run for office because of Long Beach tradition. The people of Long Beach have one common theme. Tradition. People are tied to this tradition. They remember the first time they swam at the Belmont pool. They remember the first time they played golf at Recreation golf course. And they remember the first time they heard the drums on a Friday night coming from Wilson high school. These same people also see changes. They see items throughout Long Beach that need repair. They see development at taxpayer expense. I have heard over and over again “Mr. Savin, you have to help the Homeless”. They say “It was never this bad, you have to do something”. The community is talking. It is not fiction. This is what genuine Long Beach people are telling me. It’s time for a change.

5TH CITY COUNCIL DISTRICT

Rich Dines

I am running for City Council to restore an independent voice for 5th Distrcit neighborhoods that will represent the residents, not city hall. Our district streets and sidewalks are in disrepair. Public safety resources are stretched too thin. Our parks aren’t maintained and libraries have limited hours on weekends. Our city is near bankrupt due to questionable spending decisions. Violent crime is on the rise and Long Beach has a homelessness crisis.

Long Beach needs new leadership to bring fresh ideas and common sense solutions to the many challenges we face as a city.

As a former Harbor Commissioner, I have a record of Fiscal Responsibility, Trans-

Candidate Statements

(Continued From Previous Page)

parency and Job Creation at the Port of Long Beach. I led the Port of Long Beach in:

- Creating thousands of good jobs for the City of Long Beach.
- Oversight of a \$4.6 Billion Capital Improvement Program, including the replacement of the Gerald Desmond Bridge.
- Balanced an annual budget of nearly \$1 Billion while Increasing funding for Police and Fire services in the Port of Long Beach.
- Brought new businesses and jobs to the Port of Long Beach.

If elected to the City Council, I will always listen to the community I represent first. I will work hard to restore police and fire services to keep our neighborhoods the safest in the city. I will help grow the general fund with new revenue without raising taxes. We will fix our crumbling infrastructure, maintain our parks and bring transparency to our local government.

I don't claim to have all the solutions for our problems. I commit to bring forward ideas which I hope will be complimented by others so we can work together on finding solutions to make Long Beach a better city.

You may reach me at: www.richdines.com; rich@richdines.com or call me at (562) 607-3483.

Corliss Lee

My interest in running for the 5th district council seat developed when I became involved with city politics as an activist, working in 2016 against the initiative for an international airport and then against the land use element (LUE). Both of those issues threatened the quality of life in east Long Beach and were overwhelmingly opposed by the residents.

As information on the budget shortfall for 2019 emerged, it was obvious there was a need for a leader with a professional background. As a manager in Finance and Material Operations in the aerospace industry for 20 years, I have the experience to meet that need. We should model our City management practices after those that are successful in the private sector. There should be no surprises.

Our streets and parks should be better maintained now that we have the funds from Measure A and yet residents are frustrated with year after year making calls to the City that provide neither a plan nor response. I believe we owe them a status on their complaints and we should ensure that the funds from Measure A are used for the purposes promised.

Public safety is the most important job in our City. We have been understaffed with both police and fire personnel since 2008. The public deserves to have safe streets and reasonable response times when they make a call for help.

The relationship between the people and our council person is important. The council person is our representative. The relationship should include transparency and open discussion on the important topics that matter to the citizens. My plan is to form a council of neighborhood leaders that meet regularly to discuss issues important to the community. The citizens and small business interests deserve to have a voice on our City Council.

Stacy Mungo

I'm a proud Long Beach resident and I'm running for reelection to continue the progress we've made in the 5th District these past four years:

- Because of my budget efforts, we got

more money to trim more trees, fill more pot holes, and repair more streets and sidewalks than ever before.

- I've brought in new businesses to fill empty storefronts and created thousands of new jobs.

- I stood strong with our residents against more density in the LUE, and was able to preserve our commercial areas and low profile residential development to no more than two stories.

But as my answers indicate, there's still room for improvement on many fronts:

- While we've made strides in being more business friendly, we can do more, and I'd like to create a one-stop shop in City Hall to streamline business assistance and approvals.

- I support public/private partnerships like the redo of the civic center, and see another opportunity in using private dollars to revitalize Belmont pool.

- I'm concerned about the City's inability to address concerns regarding the location of cannabis shops and would like a better balance between vendors and neighbors.

- I support our environmental efforts, but we need to be careful in rolling out changes to traffic—I'm not in favor of lane reductions that cause more traffic and emissions from idling cars. And no, we don't need more bollards!

- We need to do more to address homelessness, to get them into shelters with services, while also ensuring that all residents feels safe to go to our parks and businesses, and walk down city streets.

I am all in for Long Beach's 5th District – my husband and I continue to build our life here, my family still lives here, I'm involved in our local community groups, and I want to work with our residents to make it the best that it can be.

7TH CITY COUNCIL DISTRICT

Jared Milrad

As an entrepreneur, non-profit leader, public interest lawyer, and filmmaker, I am running for City Council to use my two decades of diverse leadership experience to serve our entire district. From Cal Heights to Wrigley to the Westside, we need a new generation of proactive, engaged leadership who will ensure that everyone is heard in our government. Raised by a single mother and educated in public schools, I have spent a lifetime in service working to make communities stronger. I held numerous leadership roles for President Barack Obama's campaigns and served in The White House for his administration. I founded a nationally recognized non-profit organization to help low- and middle-income families afford legal services, and I developed technology-based programs to help at-risk youth pursue their careers and higher education in Southern California.

As the founder of a film production company, I am a small business owner who proudly lives and works in our district. I am the only candidate with a detailed platform, created after listening to thousands of neighbors and earning a diverse base of grassroots support. I am dedicated to promoting thriving, walkable small business corridors, protecting our environment, alleviating chronic homelessness, and ensuring that our residents receive high-quality services and have safe, affordable places to live and work. If elected, I would champion

the creation of Business Improvement Associations throughout our district, cut red tape for entrepreneurs to start and grow their businesses, and support local economic development. By incentivizing job creation and having a dedicated Business Liaison in our City Council office, I will create pathways of opportunity for future entrepreneurs to live and work in our community.

Visit jaredforlb.com to learn more about my vision for District 7. I hope to earn your support!

Chris Sereno

This is what I offer to District 7 when I get voted into office:

1. You'll get a no-nonsense leader born on the foundation of ethics. I'll be "UP FOR CHANGE" and I want to be your choice for better change. I'll be the new game in the city with a playbook that will push for positive progress

2. I'm a candidate who cares, a citizen, not a Politian. I'm your neighbor working with you.

3. Walk, talk and listen to concerns of the people in all District 7 communities. Then take action to implement changes for a better and healthier way of life

4. I want to be the people's choice who applies common sense with the community's common goals. I want to be the people's choice.

Kevin Shin

As a proud resident, homeowner, and community advocate, I am running for City Council to better represent the needs of our diverse district and invest in the long-term success of our families and neighborhoods.

About three years ago, I co-founded Walk Bike Long Beach, a local pedestrian and bicycle safety advocacy group that fights to bring safer streets, greater walkability, and cleaner air to our communities, especially the underserved communities of Central, North, and West Long Beach. Through spearheading Walk Bike Long Beach, I have partnered with many other community-based organizations and have led or actively participated in various advocacy initiatives in the 7th District. Specifically, I:

- Started a coalition to promote community-centered redevelopment along Willow Street and Santa Fe Avenue

- Advocated for housing and infrastructure improvements along the I-710 corridor as part of the I-710 Livability Study

- Pushed for safe routes to school across the LA River as part of the Lower LA River Revitalization Plan

- Participated in the Clean Air Action Plan working groups to promote environmental health for all Long Beach residents

Based on my deep community experience, my vision for the 7th District is centered on three core priorities: housing affordability, safe and vibrant streets, and a clean and healthy environment.

I am here to be a voice for the residents of the 7th District. I am not here to serve special interests and have turned down all Political Action Committee (PAC) funding. I am also not here to create a legacy or use this as a stepping stone for higher office.

The residents of the 7th District deserve someone who will fight for them, who will hear their concerns and champion their needs. I've already been championing the 7th District as a community advocate, and I will continue to do so as a councilmember. ■



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Long Beach Business Journal

(Continued From Page 1)

Tech Correspondent Laurie Segall somehow managed not to roll her eyes with the rest of America.

I had to laugh. Of course, 300,000 people had signed away their information (and that of all their friends, and friends' friends, and so on) just so some online application they knew nothing about could give some validation of their own sense of self. Of course. Because the rise of social media has coincided with two toxic trends: an insufferable need for instant validation or inclusion, and a corresponding willingness to throw privacy out the window to get it.

Just think about how many people in your Facebook feed, each day, post results of personality quizzes. Want to know which Harry Potter character you are? What your Myers-Briggs profile is? No problem. Just blithely check the box that allows a company you've never heard of access to everything you've ever posted on your Facebook page, like all those pictures of your kids, every place you've been in the past year, your political views, your e-mail address, what you ate for breakfast on February 9, 2011, and on and on. No big deal, right?

The thing about "free" applications, whether they are games on your smartphone or quiz apps on Facebook, is that they're really not free. If you absentmindedly skip past the terms of agreement (as many of us do), you're not even aware that you're paying to play – but your currency isn't actual money. It's your data.

The lures used to convince people to sign over their personal data typically play into natural human instincts that drive behavior across social media: the need to fit in, to share common experiences, to connect with others. For example, if all your friends are suddenly using customized emojis that look like them, would you be tempted to download the app, too? I have to admit I fell for that one, until, days after installing it, a pop-up told me that I needed to download a special keyboard to use the emojis. The catch? The app developer would have access to everything I typed and sent in text messages. It would have been like willingly allowing a privately run version of the NSA access to my phone. I deleted the app.

As I wrote this, I decided to check out which apps have access to my data and discovered I had unwittingly allowed several quiz apps access to my Facebook profile information. Oops. Guess I'll have to trade in my high horse for a miniature steed.

Obviously, it's not just Millennials sign-

ing their information away to retailers, tech firms, advertisers and, apparently, politically motivated data research firms with ties to presidential campaigns (that's a Cambridge Analytica reference for those of you who haven't turned on the news in a week). But when you think about the rise of social media – of Facebook, Twitter, Instagram, Snapchat, etc. – which generation is always given the most credit (and criticism) for integrating those platforms into our lives?

As the first generation to come of age in the era of widespread Internet access, Millennials' online behaviors have more than once been studied in relation to their feelings about data sharing and privacy.

A 2016 Gallup poll found that, while the majority (67%) of Millennials trust their primary bank to safeguard their personal data, far fewer trust basically every other kind of organization. For example: only one quarter of Millennials trusted cell-phone platforms to safeguard their data, and just 19% said they trusted the federal government with their digital information.

However, the Gallup poll found that Millennials place more trust in companies to keep their information private than did older generations: 44% of Millennials said they trusted companies to keep their information private all or most of the time, while only 32% of Gen X-ers and Baby Boomers said the same.

An analysis of data privacy research by eMarketer, an international research firm, found that Millennials were far more comfortable than the general population with their phones tracking their habits, ranging from location to spending to physical activity. The company also found that Millennials were three times more likely than people aged 65 and older to share such personal information with their favorite retailers.

After the revelation that Facebook signed away the right to tens of millions of people's data with little more than a promise that it would solely be used for academic research purposes, only for that data to be manipulated by a firm working for a presidential campaign, we have to be savvier.

If our data is being used as currency, we need to treat it as such. Think about it this way. Would you give Facebook all the money in your checking account so you can find out which Hogwarts house you belong to?

If the answer is yes, let me save you the time. You're a squib.

And if you don't know or care what that means, you're probably one step ahead of the rest of us. ■



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Mon. - Fri.
11am-2pm

Buono's Pizzeria

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