

Inside This Issue



Do Food Trucks Have An Easy Ride?

Page 10



Long Beach Bar Association Celebrating Its Centennial

Page 12



Dining Around The World In The International City

Pages 14-15



Small Business Showcase: 4th Street's Retro Row

Pages 16-17

- 2 In The News
- 6 Real Estate & Development
- 6 Perspective: Realty Views
- 10 Newswatch
- 21 Logistics & Goods Movement

As Vote On Final Clean Air Action Plan Nears, Stakeholders Debate Its Proposals

By **SAMANTHA MEHLINGER**
Assistant Editor

The comment period on the San Pedro Bay Ports Clean Air Action Plan (CAAP) draft update has closed, and the vote on the final version – slated for a joint meeting of the ports' harbor commissions on November 2 – is looming ever closer. Heather Tomley, director of environmental planning for the Port of Long Beach, estimated that a final document will be available for the commissioners and the public to review just 10 days before the vote, a timeline she acknowledged is "compressed."

According to Tomley, this timeline was dictated by Los Angeles
(Please Continue To Page 21)



John McLaurin, president of the Pacific Merchant Shipping Association, is concerned about potential impacts to the San Pedro Bay ports' market share if the Clean Air Action Plan passes as-is. (Photograph by the Business Journal's Larry Duncan)

Focus On The Logistics & Goods Movement Industry, including . . .
Revisiting PierPass • Supply Chain Optimization • Improving Freight Efficiency

VETERANS PARK MEETING

Neighborhood Group Stokes Controversy Over Land Use Element

By **ANNE ARTLEY**
Staff Writer

The Council of Neighborhood Organizations (CONO), a local group led by realtor Robert Fox, hijacked a workshop-style city meeting that was intended to provide answers about the City of Long Beach's proposed Land Use Element in an informal setting.

A city's Land Use Element serves as a blueprint for its goals and policies concerning the area within its limits. It includes a map of allowable land uses, building types and heights. It is one element of the General Plan, which is a comprehensive guide to development in a city. State law requires cities and counties to have one, according to infor-

(Please Continue To Page 18)



More than 600 residents attended a Long Beach Land Use Element meeting October 4 at the Whaley Park Community Center to learn about proposed building heights and density. (Photograph by the Business Journal's Brandon Richardson)

As Community Tensions Rise, Development Services Director Bodek Discusses Land Use Element

By **SAMANTHA MEHLINGER**
Assistant Editor

In the past few weeks, Long Beach Development Services Director Amy Bodek has been taking heat. At community meetings, upset and angry residents have hissed, booed and yelled at her, and elected officials have come out opposing the long-wrought work of her staff. The source of their discontent is the updated Land Use Element, a document of the General Plan that she has been working on since becoming director in 2010.

That is not to say that everyone

(Please Continue To Page 18)

WHALEY PARK MEETING

Volatile Crowd Voices Concerns Over Long Beach Density Proposal

By **BRANDON RICHARDSON**
Senior Writer

The sound of dozens of people hissing filled the Whaley Park Community Center as Amy Bodek, director of Long Beach Development Services, began her opening remarks during a city-sponsored evening community meeting regarding the proposed Land Use Element.

With 200 people filling the community center to capacity on October 4, the fire marshal requested all those not in a seat to vacate the building, as a tent was set up outside with 300 seats and speakers to allow them to listen in on the discussion. Several people initially refused to comply, holding up the meeting for several minutes. At its peak, both the community center

(Please Continue To Page 20)

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MILLENNIAL PULSE

By Assistant Editor Samantha Mehlinger

Are Millennials Killing Retail, Or Transforming It?

One of the most amusing things about Millennial stereotypes is that so many of them are contradictory. And, apparently, it's driving the marketing industry crazy.

We're typecast as a bunch of hipsters who, when

we emerge from the latest craft brew tap room or the coolest new coffee roaster joint, want to "shop local" and support artisans (or as the hip folks say, "makers") in our hometowns.

But we're also supposedly (Please Continue To Page 3)



Superior Electric Advertising Hosts Cabrillo And Lakewood High Students

Stan Janocha, CEO of Superior Electric Advertising, Inc., explains some of the finer points of commercial sign production to a group of students from Cabrillo High Schools Engineering and Design Program. Superior Electric opened its doors to students from both Cabrillo and Lakewood High Schools in celebration of National Manufacturing Day. According to a press kit provided by the National Association of Manufactures, "... Manufacturing Day is a co-ordinated occasion during which U.S. manufactures open their doors to demonstrate the potential of modern manufacturing and foster interest in manufacturing careers." The tour took students through various elements of commercial sign production from design to fabrication and finishing, and finally distribution, highlighting the application of the technical skills they're learning today in a practical setting. Superior Electric, a fixture in Long Beach's manufacturing community for 55 years, is located at 1700 W. Anaheim St. on the city's west-side. (Photograph by the Business Journal's Larry Duncan)



Kevin Lee has been named interim public affairs officer for the City of Long Beach. He is replacing **Kerry Gerot**, who recently was named director of communications for the Port of Long Beach. Lee has been serving as communications officer for Long Beach Development Services. Before joining city staff, Lee served in a similar capacity for Long Beach Transit. Among his responsibilities, Lee will oversee citywide communications, initiate and lead public relations strategies, the city's social media accounts, online strategies and policies and much more. ... **Alyssa Bray** was recently named the new chief clinical officer of the Guidance Center, a Long-Beach based nonprofit that provides mental health services to underserved families. She manages the overall direction of clinical services for the nearly 3,000 chil-

dren and parents aided by the organization. Bray earned her master's degree in clinical psychology from Antioch University and her bachelor's in psychology from UCLA.



Luisito "Lui" Amador has been named director of student equity for Long Beach City College. According to a college statement, "Student Equity is a statewide initiative that addresses disproportionate levels of educational access, course completion and graduation and transfer rates among student populations." Amador most recently served as director of the Veterans Resource Center at Cal State Fullerton. He is currently working on his doctorate at CSULB. ... **Youssef Chmait**, who has 13 years of banking experience, has joined First Bank as a vice president and business banking relationship manager in the bank's Woodland Hills branch. He



Kafe Neo Turns 10 With Greek Block Party Celebration October 17

Gus (left) and Pete Sverkos first opened the doors of Kafe Neo on October 17, 2007, at 11 a.m. In the beginning, the restaurant had six employees, with the owners assuming the roles of server and busboy. After 10 years of serving up Greek food to the Long Beach community, Kafe Neo has grown to more than 30 employees and has gained a large local following. To celebrate a decade of business, the brothers are hosting a Greek block party in the restaurant's parking lot that will include live musical performances, dancing, a special menu featuring roasted lamb and a Greek beer garden. "We are proud to continue our parents' legacy of hard work and determination," Gus said. "As locals from Long Beach, we are thankful we have been able to add something to the community we feel makes the city a little bit better and hope we continue to make Long Beach proud and promote our Greek culture." Kafe Neo is located at 2800 E. 4th St., which served as the site of their father's former auto garage, The Carriage Shop, for more than 30 years. (Photograph by the Business Journal's Larry Duncan)



Chmait holds an MBA in finance and a post-MBA in international business. ... LBS Financial Credit Union has named new branch managers for its Bixby Knolls and Lakewood offices. ... **Patty Mendiola** is the vice president overseeing the Bixby Knolls operation. She has worked as assistance branch manager at two Long Beach offices. Prior to joining LBS, Mendiola had 15



Mendiola has 15 years of experience in the credit union and banking industry. Vice President **Violet Stewart** brings more than 20 years of financial industry experience to the Lakewood office. She most recently served as branch manager of the Lake Forest branch.



Stewart

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While the Aquarium is well known for the educational opportunities it provides to schoolchildren and visiting families, it also offers programs for adults, including its Guest Speaker Series and Aquatic Academy.

The Guest Speaker Series features evening lectures by scientists, artists, authors, and other experts to share their experiences and the latest research in their fields. To view the lecture calendar, visit aquariumofpacific.org/news/lectures.

Four-week Aquatic Academy courses are offered twice a year in spring and fall and take a deeper dive into environmental, sustainability, and ocean-related topics. This fall's session begins on Wednesday, October 25, and will examine the ocean and climate



change. Scientists and researchers from NASA's Jet Propulsion Laboratory, Scripps Institution of Oceanography, the National Oceanic and Atmospheric Administration, and the University of California, Irvine, will share their research findings on the connections between the ocean and climate change. Explore the role the World Ocean plays in modulating Earth's climate and how the World Ocean and its ecosystems are responding to climate

change. Learn more about the implications of those changes for the future. To see course details or register, visit aquariumofpacific.org/events/info/aquatic_academy/.

FREE: Sign up for **Monday Morning Coffee**

(e-mail sent out at 6 a.m. every Monday about issues, events, meetings for the week and **NewsFlash** (important local news impacting business))

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2017 California Visionaries Luncheon

With an Introduction by Long Beach Mayor Dr. Robert Garcia

Thursday, November 16, 2017 @ 11:30am



Delivered By:

Janice Hahn

Supervisor, County of Los Angeles
Fourth District

Keynote Sponsor:



Janice Hahn was elected to the Los Angeles County Board of Supervisors in November 2016. She represents the 4th district which stretches from Marina del Rey through the beach cities, the Palos Verdes Peninsula, the Harbor Area, Long Beach, through the Gateway Cities and east to Diamond Bar.

In her short time on the Board, Supervisor Hahn has already become a leader of new efforts to confront the homelessness crisis, a champion for communities plagued by pollution and health problems, and a dynamic new voice on the Metro Board of Directors.

Supervisor Janice Hahn inherited a passion for public service from her late father, Supervisor Kenneth Hahn, who held public office in Los Angeles County for fifty years and who left behind an incredible legacy of service. Before being elected to the Board of Supervisors, Janice Hahn served for ten years on the Los Angeles City Council and for five and a half years in Congress.

While in Washington, she served on the House Homeland Security Committee, Committee on Small Business, and the Committee on Transportation and Infrastructure. She earned nationwide recognition for founding the PORTS Caucus and recruited over 100 of her fellow House colleagues to advocate for ports issues and infrastructure. She has been a leader on efforts to rebuild our national freight infrastructure system, level the playing field for small business owners, and reducing gang violence in our communities. During her time in Congress, Hahn had a reputation for working to find common ground across the political aisle on behalf of the American people.

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Ajmaa Heggie (562) 437-8823 or aheggie@lbchamber.com

Finding credit and financing options for your business

About one in three business owners use their own funds or personal credit for their business, according to a recent Wells Fargo/Gallup Small Business Index survey. Yet as a business seeks to grow, obtaining business credit is essential and may help finance purchases, build a credit history, supplement cash flow, and preserve savings.

About one in three business owners use their own funds or personal credit for their business.

So how do you choose the most suitable credit option for your business? The type of business credit you may need depends on your business goals and how much funding you need. Following are several common credit needs, and options available to address each one:

Need a way to pay for everyday business expenses?

When looking for a convenient way to pay for everyday business expenses and a smart alternative to cash, checks, and personal credit cards, business credit cards may be a good option. With a business credit card, it may be easier to separate your business from personal expenses and immediately pay for day to day business expenses.

Need to make large seasonal purchases or cover payroll? Nearly every small business will face a time when it needs more cash than it has on hand. A business line of credit may provide fast, easy access to cash (which can bridge gaps in cash flow) and help supplement cash flow for business expansion, taxes, insurance, or other expenses.

Want to expand your business or make a large equipment or vehicle purchase? For a specific business need, business term or equipment loans should be considered. Loans give businesses immediate access to funds and are ideal for business owners who want a flexible way to get a lump sum at a fixed or variable interest rate for a fixed period of time. There are many types of loans, including unsecured loans, secured equipment loans, real estate loans, and vehicle loans, and rates and terms vary.

When evaluating lending options, you should also consider an SBA loan. Through government-guaranteed SBA loans, financial institutions are able to extend financing to a segment of creditworthy small business owners who may not be able to obtain a conventional loan or loan terms that meet their business needs.

Business owners who are looking to buy real estate, acquire a new business, purchase equipment, fund business expansion, make leasehold improvements, or fund construction may find that an SBA loan offers more flexible terms than a conventional loan. SBA products include the SBA Express line of credit, and SBA 7(a) and SBA 504 term loans.

As business owners consider their credit options, they should consult with a banker to help determine the best option to meet the specific needs of their business.

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To find out more about how to manage and apply for credit, visit [WellsFargoWorks.com](https://www.wellsfargoworks.com).

* Wells Fargo is America's #1 lender (Community Reinvestment Act government data, 2002 - 2015).

* Wells Fargo is America's #1 SBA 7(a) lender by both units and dollars (U.S. Small Business Administration data, federal fiscal year 2016).

All credit decisions subject to credit approval. For SBA loan products, determination of SBA eligibility by the Wells Fargo SBA Lending Group is also required.



Together we'll go far



(Continued From Page 1)

denizens of fast fashion retailers like the behemoth that is Forever 21 and its even-cheaper cousin, F21 Red. And we apparently don't even care, as we inch further into our 20s and 30s, that shopping there is ironic. Who cares if we dress like we want to be "forever 21" if we save a buck?

Somehow, at the same time, we're also apparently responsible for killing the American Mall. Just ask USA Today, which recently published a video report entitled "Millennials are killing department stores."

So, which is it? Do we want to shop local and support small business? Or would we prefer to pop into our nearest fast fashion retailer to save a buck?

If you ask me, it's both.

You would be hard-pressed to find a Millennial woman who has not spend much of her 20s shopping at Forever 21. You would also be hard-pressed to find a Millennial that doesn't regularly shop at Target or Costco for necessities, or seek out low-cost home goods places like well, Home Goods, or the ever-popular IKEA, when we finally get a chance to move out and replace our kiddy furniture.

We appreciate a good discount because we don't have much money to throw around. Don't believe me? Google "millennial salaries" and one of the first results is a September article by Forbes entitled, "Why Are Millennial Salaries Disproportionately Low?"

U.S. Census Bureau data shows that 18

to 34 year olds made an average of \$35,845 in 1980. Between 2009 to 2013, the average for that age group was less: \$33,883. That comparison depresses me too much to bother factoring in inflation.

Chances are, we've got less money than you did at our age. So yeah, we're mindful of how much we're spending, and on what.

In June, the Fashion Institute of Technology released the 2017 Millennial Consumer Expectation and Brand Perception Survey. The research included 10 surveys of 4,000 Millennials aged 18-34.

When asked about the most important factor in evaluating a brand, 40% of respondents cited price, and more than 60% prioritized quality above all else.

The data isn't too hard to decipher. We want to be sure what we're buying is worth its cost. And you know what? Often times, it isn't. In general, we're weary of price mark-ups. You want me to spend \$30 on a paper-thin plain scoop neck tee? Uh, hate to burst your bubble, overpriced retailers: I can get that at Forever 21 for \$5. Alternatively, I can get a quality blouse with actual inseams (remember those?) that was made in America for a bit more, and it will last much longer. Either option is better than wasting money on something that isn't worth its value.

Preferably, Millennials would like to know our money is going to something we can support, like local businesses. FedEx reports that 40% of Millennials say they prefer shopping locally. Why? The delivery

giant points to Millennials' desire to feel connected to the brands and products they purchase, as well as their desire for unique or customized goods. And FIT's survey found that nearly half (48%) of Millennials are more likely to buy from a brand if they actually know the people behind it.

Maybe Millennials are killing the American Mall. But it's because we're savvy shoppers, not because we're trying to ruin everything you hold dear. I know they seemed like super cool places in all those '80s movies, but in reality a lot of malls are generally unpleasant to spend time in. Unless, that is, you enjoy walking down seemingly endless terrariums whilst dodging unsupervised children and simultaneously cheery/disgruntled individuals intent upon selling you a cell phone contract.

As that USA Today video pointed out, Millennials want to feel immersed in an experience if they go shopping. We want whatever we're buying to be presented in a way that is relatable and appealing, shows us its real world application, and even allows us to test it out. Marketing firms specializing in experiential advertising, like Long Beach-based RMD Group, are thriving. A Long Beach design firm, IDA Architecture, specializes in transforming retail to suit this trend. You can see the firm's work throughout the city, including in many new spots set to debut at the re-designed The Streets (aka City Place).

Retail that mixes experience with a

local vibe is the true key to winning over our generation, retail-wise. It's a trend that is cropping up all over the place when you look at new retail centers. Take the LB Exchange underway at Douglas Park, which is billed on its official Facebook page as "An Exciting, Experiential Retail and Dining Destination." A similar but smaller concept is included in plans for the new Broadway Block development in downtown. It's a trend that locally was first embodied in what was perhaps presciently titled "The Lab Anti-mall" in Costa Mesa. Incidentally, the developers of that project have purchased an enormous chunk of land in North Long Beach, and rumor has it they're planning a similar concept.

Now, when it comes to shopping online, people of all ages turn to it for convenience and affordability. If that's a trend driven by Millennials, it's only because we're the first generation to have come of age during the era of the Internet, so we're quite comfortable shopping on it. And yes, it's a trend that is eating into the profits of retailers of all sizes. But we're people who crave experiences, after all. The Internet can't give us much in the way of that, for now. The mall might be dying, but retail is not. It's transforming. And considering that the Millennial generation is now the largest living age cohort with a correspondingly hefty spending power, we do have something to do with that. ■

Aquatic Academy Fall 2017 The Ocean and Climate Change

In this course, we will explore with experts the role the World Ocean plays in modulating Earth's climate and how the World Ocean and its ecosystems are responding to climate change. We will also explore the implications of those changes for the future.

Join us to tackle these issues and more during the Aquarium of the Pacific's Aquatic Academy, a four-part adult education course that will take place on four consecutive Wednesday evenings in October-November. Participants will have the opportunity to engage in lively discussions with distinguished oceanographers, marine biologists, geologists, environmental scientists, and climatologists.



When: Wednesdays, October 25 and November 1, 8, and 15
7:00 p.m.-9:30 p.m.
Cost: \$40 for adults, \$35 for members, \$10 extra for CEU credit in conjunction with CSULB (optional)
Where: Aquarium of the Pacific, 100 Aquarium Way, Long Beach, CA 90802
Parking: Included
RSVP: For reservations, contact Guest Services: (562) 590-3100, ext. 0
For additional information, email: Adina Metz, ametz@lbaop.org
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■ By **BRANDON RICHARDSON**
Senior Writer

Development News

Commission Approves Site Plan For Last Major Douglas Park Development

At its October 5 meeting, the Long Beach Planning Commission voted unanimously to approve the site plan review for Pacific Pointe Northwest, the last major entitlement at Douglas Park.

Located directly to the west of the Long Beach Exchange retail development, the Pacific Pointe Northwest proposal by Irvine-based real estate development, investment and management firm Sares-Regis Group includes four light-industrial buildings to be built on the 21.1-acre site south of Carson Street, to the north and south of McGowen Street, and between Worsham and Brizendine avenues.

The proposal includes the creation of four separate parcels with separate parking configurations so that each site acts as an individual development. Building 12 would be 83,823 square feet with 145 parking spaces. Building 13 would be 90,607 square feet with 151 parking spaces. Building 14 would be 134,109 square feet with 229 parking spaces. And Building 15 would be 70,701 square feet with 144 parking spaces, which is six more than the minimum required, making it the only building with a surplus of spaces.

“Pacific Pointe Northwest is envisioned as a walkable work environment that enjoys the complementary uses of Douglas Park,” Patrick Russell, senior vice president of commercial development for Sares-Regis, said during the meeting. “The entire project follows the vision of the Douglas Park Pacific Plan to ensure quality, compatibility and cohesive development.”

While addressing the commission, Russell noted that all buildings would be

Long Beach Commercial Real Estate Council

Adam Carrillo (left), the economic development manager for the Downtown Long Beach Alliance, is serving as president of the Long Beach Commercial Real Estate Council. Pictured with him is Past President Randy Jones of Spectrum Commercial Lending, who is serving as the organization’s treasurer. In recent months, the council’s monthly breakfast meetings, which are open to non-members, have nearly doubled in attendance. The next meeting is Friday, October 13, from 7:30-9 a.m. at The Grand, 4101 E. Willow St. The topic of discussion is the City of Long Beach 2040 General Plan; Land Use & Urban Design Element Update. For more information or to register, visit www.lbcrec.com. (Photograph by the Business Journal’s Larry Duncan)



LEED certified and include environmentally sustainable and energy-conscious design. He explained the project will comply with California’s Title 24 building efficiency standards and promote renewable energy generation potential.

During a presentation, city staff member Quinton Jackson noted the proposal adheres to the design standards and guidelines set forth for Douglas Park, including outdoor space, vehicle circulation, facade articulation, appropriate accent materials, and access to pedestrian, bike and transit amenities.

“The challenge with each new project within Douglas Park has been to comply with those uniform standards to make every building look cohesive, while at the same time giving every project its own unique identity,” Jackson said. “Staff believes that this goal has once again been accomplished.”

Jackson said features such as meadow entry canopies, accents, variable roof heights and other elements create visual interest. Additionally, he said loading areas were mostly shielded from public view. There was no public comment or in-depth commission discussion regarding the project.

According to Sares-Regis, the project

is being constructed speculatively and the buildings will be for lease. The company estimates project build-out will cost between \$25 million and \$30 million, with construction beginning in spring 2018.

Cal State Dominguez Hills Breaks Ground On New Building

California State University, Dominguez Hills (CSUDH) broke ground on a new \$82 million Science and Innovation building on September 28.

“A facility of this quality and potential will significantly elevate our university’s standing as a comprehensive and inclu-



California State University, Dominguez Hills broke ground on a new \$82 million, 91,000-square-foot Science and Innovation building on September 28. (Rendering courtesy of CSUDH)

sive teaching and research institution, while our faculty, students, and the teachers and young learners in our partner schools reap the benefits of all it has to offer,” CSUDH President Willie J. Hagan said. “With Toyota’s generous gift and HGA’s beautiful and highly functional design, this ultra-modern instructional and research facility will pay dividends to our local communities and industries for generations to come.”

The three-story building designed by HGA Architects and Engineers includes research and classroom facilities for the school’s physics, biology and chemistry programs. A third-floor roof terrace will feature open-space work areas.

The Toyota USA Foundation gifted the school \$4 million toward the project for the creation of the Toyota Center for Innovation in STEM Education, which is a maker-space fabrication laboratory.

The building is on track to be LEED Gold Certified and will be partially constructed using recycled, regional exterior materials. The architects also incorporated courtyards and outdoor workspace to integrate the building into the surrounding campus.

Construction on the 91,000-square-foot building is expected to begin in late fall.

Realty Views

How Successful Will Online Real Estate Brokerages Be?



By **TERRY ROSS**

The do-it-yourselfer has been around as long as there have been tasks to do – be it mowing the lawn, fixing things around the house or even handling the buying and selling of real estate.

For the real property brokerage industry, reduced-commission and sell-your-own-home companies have been in existence for decades, used by those who felt they were not getting their money’s worth paying a regular commission and wanted to do it themselves.

But like most things these days, there is an app and a website to handle it – or at least try. For the do-it-yourselfer, the marriage of technology with the individual who has the time (and hopefully the knowledge) to steer a successful home purchase or sale holds the promise of re-

duced brokerage commission expenses.

That is the premise that the real estate site Redfin has operated on for 11 years. And it is now expanding its brokerage with a recent initial public offering that built its stock price to a valuation of \$1.73 billion. Paul Allen, one of the co-founders of Microsoft, is a significant investor.

But any way you look at it, that is a big number for a brokerage that had just a 0.64% share of existing home sales across the country during the second quarter – and an even smaller share in Los Angeles County. The leading L.A. brokerage, Coldwell Banker Residential, had a 6.1% market share for the year ending June 30.

There is no doubt that Redfin brings a lot of information and flashy 3-D home tours to the table, and they do employ real estate agents on salary to help with the transactions. The company claims it spends much less on marketing than a typical brokerage and, by not paying traditional commissions, said it saved clients an average of \$3,500 last year per transaction.

Redfin’s desire to become a one-stop shop for home buyers and sellers extends to originating loans and even buying homes from sellers and then putting them on the market. Both of these aspects of the business haven’t really taken off yet.

The mortgage arm has only enjoyed modest success. Redfin Now – the pro-

gram of buying homes and reselling them – has only sold 10 homes so far, and the company said it will not hold more than \$10 million worth of properties at any one time. Redfin Now is set up to sell properties faster and with less hassle, the company says, but it charges a service fee of 7% and admits that sellers will net less than selling in the traditional fashion. Redfin even calculates that if it could only get one in 20 sellers to use this service, it would probably not continue this aspect of the business.

During the first quarter, Redfin recorded 20 million visitors monthly to its website – no small accomplishment. The company reports that year-over-year growth in the third quarter will most likely come in at an increase of 34% to 36%.

The real question remains: Will Redfin or any other high-tech endeavor like it be able to replace the traditional real estate agent/broker relationship and commission structure to any meaningful degree?

The concept is certainly not new. Help-U-Sell and other self-help brokerages have been around for decades and have always had an appeal to a certain segment of the market, although small. What Redfin is doing is putting a high-tech spin on an old concept and repackaging it with more information and an interactive component.

Real estate agents working under the

traditional models do this all the time by using new technologies to get more information to their clients faster with even more detail. The technology has speeded things up and allowed agents to service more clients because they can process the information faster and use email and texting as opposed to snail mail and faxes.

Where the rubber meets the road is in successfully closing a six-figure, oftentimes complex transaction with minimal human involvement, which is what Redfin is trying to promote. Buying or selling a house is not like ordering an airline ticket or hotel room. And if the average savings is \$3,500, that pales in comparison with what a competent agent might be able to save a buyer or increase the profit from the sale of a home.

While technology has certainly changed the business of real estate from what it was several decades ago in terms of tools to operate more efficiently and supply more information to buyers and sellers, the basic human interactions and trust between agents and clients is still going to be vital to most transactions and a key to success.

(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.)



Long Beach City College (LBCC) officials celebrated the grand opening of buildings QQ and RR at the college's Pacific Coast Campus on October 4. The ceremonial ribbon was cut by an Epson/Seiko RT3200, in honor of the new home of the Electrical Technology program. Pictured from left: Liz McCann, LBCC Foundation Executive Director; Reagan Romali, LBCC superintendent-president; Vivian Malauulu, LBCC Trustee; Sunny Zia, vice president of the LBCC Board of Trustees; Jeff Kellogg, president of the LBCC Board of Trustees; Virginia Baxter and Doug Otto, LBCC Trustees; and Ann-Marie Gabel, LBCC vice president of administrative services. (Photograph by the Business Journal's Larry Duncan)

LBCC Celebrates Grand Opening Of Two Buildings

On October 4, Long Beach City College celebrated the grand opening of buildings QQ and RR at its Pacific Coast Campus. "Thanks to our local voters, Long Beach City College has been able to modernize our electrical technology fa-

cilities to provide a more robust education and training program for this high-demand industry," Reagan Romali, LBCC superintendent-president, said. "In addition, the new Lifetime Learning Center will allow us to expand and provide high-quality programs to more seniors in our community."

The \$20.3 million project was financed by Measure E bonds, which voters approved in 2008 and granted \$440 million for capital projects at the college. The 7,667-square-foot Building RR was renovated and is dedicated to the electrical technology program. The new 24,454-square-foot Building QQ is shared

between electrical technology and the Lifetime Learning Center, which offers senior studies programs utilizing new computers and upgraded technology. Features of the buildings include:

- 7 electrical classrooms: transformer motor, Cisco/networking, active learning

(Please Continue To Next Page)

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(Continued From Page 7)

(AutoCAD), 2 active learning (tab arm), Lab-Volt, motor control.

• Specialized labs: motor control and PLC (programmable logic controller) lab, Cisco networking and building automation lab, building lighting and automation lab, robotics lab. (LBCC will be one of first community colleges in the state with a dedicated building lighting and automation lab, which was built to California’s highest levels of energy efficiency standards.)

- Outdoor work yard for solar panels.
- Nearly full-size traffic signal intersection workstation for traffic signal technicians.

• Full automation wing that will include robotics, electro-hydraulics and pneumatics. “Previously located at the Liberal Arts Campus, the Electrical Technology program now joins other Advanced Manufacturing programs at the Pacific Coast Campus, including welding, computer aided design, metal fabrication and computer numerical Control,” according to a press release. “LBCC is now the only community college in the region to offer such a high number of Advanced Manufacturing programs on one campus. This array of related disciplines will allow faculty and students to collaborate across departments.”

RC Construction began work on the HPI Architecture-designed project in April 2016.



The City of Long Beach celebrated the opening of Immanuel Place, a 24-unit development for low-income seniors. The development is an adaptive reuse project of the Immanuel Church located at 3215 E. 3rd St. (Photograph by the Business Journal’s Larry Duncan)

**Affordable Senior Housing
Opens In Former Church**

On September 29, the City of Long Beach, in partnership with Thomas Safran & Associates (TSA) and Clifford Beers Housing Inc., celebrated the opening of Immanuel Place, a project which converted a church to low-income senior housing.

“Long Beach is working to meet the vital need for affordable housing for seniors to support the vibrant and diverse communities of this city,” Mayor Robert Garcia said. “This development not only provides additional housing opportunities for seniors with limited-income but also gives a historic building new life.”

The adaptive reuse project is located at 3215 E. 3rd St. and saw the conversion of the historic Immanuel Church to 24 one-bedroom units for low-income seniors, including 15 set aside for those experiencing or at risk of experiencing homelessness. The project also includes one manager’s unit.

The three-story redevelopment features solar thermal water heating panels, high-efficiency lighting and appliances, low-flow fixtures and sustainable finishes, which meet Build It Green’s Platinum GreenPoint Rated New Home Multifamily certification standards. Historic details, such as exterior facades, stained-glass windows and the Aeolian-Skinner pipe organ, were restored during the conversion.

Funding sources for Immanuel Place included a loan from the Long Beach Community Investment Company, an Affordable Housing Trust Fund loan from the Community Development Commission of the County of Los Angeles, an Infill Infrastructure Grant from the Department of Housing and Community Development, an Affordable Housing Program loan from the Federal Home Loan Bank of San Francisco, and an

equity investment by Union Bank through the Tax Credit Allocation Committee.

“The Long Beach Community Investment Company is proud to invest in the adaptive reuse, preservation and restoration of Immanuel Place, which provides the building new purpose and serves the community,” John Thomas, LBCIC chair, said. “This much-needed project will offer our seniors safe, affordable housing and a greater quality of life.”

The project is receiving the 2017 Vanguard Award from the National Affordable Housing Management Association for its “major rehabilitation of a non-housing structure into affordable rental housing.” The award is to be presented during a ceremony in Washington, D.C., on October 23.

Designed by Long Beach architect W. Horace Austin, Immanuel Church was originally constructed in 1922. The building was vacated in 2012 but previously housed traditional American Baptist Association worship services and operated as a community center. TSA purchased the building from the Immanuel Center for Conscious Living.

Andrew Gross, president of TSA, said, “It’s been an honor to work with the City of Long Beach and our partners to restore and revitalize this important cultural site to provide much-needed affordable housing in Long Beach that will improve and enrich the quality of living for seniors.”

Long-awaited Project Maps Approved

The Long Beach City Council approved the final tract map for a condominium and hotel development project at 2010 E. Ocean Blvd., the former site of the Beach Plaza Hotel, at its October 3 meeting.

The project proposed by Silversands Properties USA Inc. includes a four-story, 56-unit condo complex with 40 hotel

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Historic Terminal HVAC Replacement	R-7087	10/11/2017
Heavy Duty Auto Body Repair Services	ITB FS18-022	10/11/2017
Airport Security System Maintenance	RFP AP17-141	10/12/2017
Episerver Design & Development Support	RFP TI17-138	10/13/2017
Management Consult. for LAAFCFA Reg. Train. Grp	RFP FD17-135	10/13/2017
Request for Qualifications for Grant Funding		10/16/2017
Application & Management Services		
Furnish and Deliver Sodium Hypochlorite	WD-36-17	10/18/2017
Comp Cyber Security RA & Cyber Risk Roadmap	RFP TI17-145	10/18/2017
Project Mgmt. for Payment Processing Services	RFP TI18-001	10/23/2017
Enterprise Vulnerability Scanning System	RFP TI17-150	10/23/2017
Develop & Implement Traffic Calming Measures for Traffic Exiting the I-710 into Long Beach	R-7053/R-7056	10/25/2017
Project Mgmt. Svcs for Enterprise Doc Mgmt. Syst.	RFP TI18-002	10/31/2017
Development Opportunity at Long Beach Airport	RFP AP17-128	11/01/2017
Citywide Irrigation Supplies	ITB LB18-008	11/02/2017
Real Estate Broker Services	RFP EP18-028	11/06/2017
Real Estate Title and Escrow Services	RFP EP18-029	11/06/2017
Drilling & Const. of Commission 22A (O-0744)	WD-02-17	11/16/2017
Qualification and Selection of Peer Reviewers	RFQ DV17-112	Continuous

****Some of the listed projects have scheduled mandatory pre-bid meetings which may have already occurred due to publication lead times****

Bidder Registration

To receive notifications of bid opportunities, register with the City of Long Beach at www.longbeach.gov/finance/business-info/purchasing-division/purchasing-division/. Additional details on upcoming bids and how to register can be found on the website.

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rooms and was initially approved by the planning commission on September 6, 2007. However, after approval, the company amended the project to include a luxury 33-resident condo complex featuring 72 boutique hotel rooms. Ultimately, the California Coastal Commission nixed the second proposal in 2015.

“The economy has shifted. First, the economy was pretty slow, and now, the construction costs are just escalating so fast. It’s just hard to pencil out a small hotel,” Studio One Eleven principal and Design Director Michael Bohn said when asked why the project has been delayed 10 years from the initial approval. “We’re just trying to figure out the economics of it.”

“It’s a very special site,” Bohn said. “It’s unique because you have access to sand and you have direct access to a park, which are really great amenities. And the importance of tying into those will be great.”

Demolition of the Beach Plaza Hotel took place about eight months ago, according to Bohn. He added that a timeline has not been set for the construction of the new development and that further details are not available at this time.

Real Estate & Retail News

Two Long Beach Multifamily Portfolios Sold

Marcus & Millichap’s Matt Kipp, vice president of investments, and Tyler Leeson, senior managing director, represented the seller in the sale of two multifamily portfolio transactions earlier this month.

“These portfolio transactions exemplify

the high level of interest investors have in Long Beach. It is one of the most affordable coastal submarkets in Los Angeles County and offers more value-add opportunities than other beach cities,” Kipp said in the statement. “The East Wardlow Road portfolio had been owned for over 50 years by the original developer. New ownership plans to implement an extensive interior and exterior renovation program to unlock additional value.”

The East Wardlow Road portfolio was built in 1965 and is comprised of 45 units in the California Heights neighborhood, within three miles of Long Beach Airport, a Walmart Supercenter and Lakewood Golf Course. The Chestnut Avenue Portfolio properties were built in 1922 and 1927 and are comprised of 52 units near the site of the new Long Beach Civic Center downtown.

Kipp and Leeson also procured the buyer for the East Wardlow Road property sale.

County Assessor Releases New Resources For Real Estate

On September 29, Los Angeles County Assessor Jeffrey Prang released web-based resources for real estate professions. Dubbed the Real Estate Professionals Toolkit, the resources feature educational information regarding the property assessment system and informing “clients of opportunities and challenges associated with purchasing and owning property” in L.A. County.

“Knowledgeable real estate professionals are critical when purchasing and owning real estate in the County of Los Angeles. The Office of the Assessor can be a valuable resource to better educate these pro-

fessionals, who are also great message carriers for the programs and services we provide,” Prang said in a press release. “Creating a stronger partnership with real estate professionals helps the County, the real estate industry, and most importantly the tax-paying public.”

To view the Real Estate Professionals Toolkit, visit assessor.lacounty.gov/real-estate-professionals-toolkit.

Traffic Circle Chick-fil-A Grand Opening October 12

A new Chick-fil-A restaurant location at 4401 E. Pacific Coast Hwy. near the traffic circle is celebrating its grand opening on Thursday, October 12, bringing 110 new



jobs to the area. In honor of the store’s opening, the first 100 people in line will receive free Chick-fil-A for a year. Based on previous events, representatives expect fans of the chain to begin lining up 24 hours in advance of the opening. During the event, Chick-fil-A will collect books and pack 10,000 meals for local organizations. ■

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LONG BEACH GENERAL PLAN UPDATE IS HERE!

View the draft Land Use and Urban Design Elements, take a short 5-minute survey, join the online discussion, and find out the next steps at:
www.longbeach.gov/lueude2040.

GET INVOLVED!

Join your fellow residents and property owners at either of the two upcoming citywide community workshops. At each of the workshops City staff will be available to discuss with you the proposed Plan, and get your valuable input. Come anytime during the two-hour workshops to get clarification, discuss your ideas, and plan for Long Beach’s future.

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Do Food Trucks Have An Easy Ride?

■ By **ANNE ARTLEY**
Staff Writer

When the owners of Baja Sonora Mexican restaurant, Mary Lynn Sophiea and Mike Mendelsohn, closed one of their franchises due to construction, they were afraid of losing their customers, Sophiea said. To stay competitive, they decided to open a food truck in its place on Clark Avenue at the beginning of this year.

"We loved it," Sophiea said. Reflecting back on her experience, since she and her partner closed the truck to focus on re-opening the restaurant, she said she gained lots of respect for food truck operators.

Food trucks might seem ubiquitous in any large city. Indeed, about six years ago, the City of Long Beach relaxed some of its zoning restrictions on the mobile eateries because they were becoming so popular, said Environmental Health Bureau Manager Nelson Kerr. The department also thought the city would attract more business if it honored health permits from L.A. County as well as from Long Beach, according to Kerr.

"Before 2011, the trucks could only go to industrial complexes and the port," Kerr said. "Now it's fairly open for them to operate in almost every area."

To operate in Long Beach, a food truck must pass a health inspection and obtain a business license. The license costs \$447.38 per vehicle and must be renewed annually, according to Business Services Officer Brett Yakus. In comparison, restaurants pay a base tax of \$355.25 and then \$9.21 per employee every year. The annual total comes out to about \$493 for a typical mid-size restaurant, Yakus said.

"Depending on the size of the restaurant, it's probably a little cheaper for trucks to operate," Yakus said. "Medium- to large-sized restaurants pay about the same amount as the trucks, but chain restaurants end up paying more."



Food trucks have grown in popularity over the past several years as employees looking for a quick, less expensive lunch flock to the trucks throughout the city. The one pictured here is on Ocean Boulevard, waiting for office building employees to break for lunch. Food trucks are often seen outside the Pine Avenue entrance to the Long Beach Convention Center, directly across the street from several restaurants at The Pike and nearby Rainbow Harbor. (Photograph by the Business Journal's Larry Duncan)

But a restaurant may have to pay an additional tax to a business improvement district, depending on its location. Kurt Schneider, the owner of Famous Dave's Bar-B-Que located at 300 South Pine Ave., said that food trucks can "compete more nimbly" because they don't have to pay rent, property taxes or the business improvement assessments.

Schneider said he sees a food truck at the intersection of Ocean Boulevard and Pine Avenue near his restaurant "almost every day." Famous Dave's is located across from The Pike Outlets, a shopping and dining center near the convention center and the Aquarium of the Pacific.

"We subsidize a parking structure through our rent," Schneider said. "And then the food trucks are getting the customers who are using it, he said. They're basically getting a free ride."

Sophiea said she found maintaining a food truck was more challenging than a restaurant and that she discovered additional costs throughout her time in operation.

For example, every night Sophiea was required to report her truck to a commissary, a commercial kitchen where food providers can prepare and store food.

"We had to pay someone there to clean it and pay one of our guys to get the truck there and take an Uber back," she said. "They charge you for every little thing."

As for health inspections, the health department requires checks for the trucks four times per year. Restaurant inspections are conducted anywhere between one and three times per year based on risk, according to Kerr. A facility selling packaged food is classified as low-risk and likely receives one inspection per year. A fast food restaurant would fall into medium-risk. A full-service restaurant, which stores food for multiple days, would qualify as high-risk and therefore requires three inspections per year, Kerr said.

"I think the trucks do present a unique challenge," Kerr said. "We see issues with maintaining temperatures in refrigeration. That's a significant public health concern. We've seen space issues, not only with storage space but operating space. It's very crowded in there."

According to Kerr, the law requires trucks to have access to an approved restroom within 200 feet if it is going to stay in one place for more than one hour.

He also noted that California has particularly strong environmental health laws, which can present a challenge for trucks from out of state.

"It's important that we have a mechanical refrigeration system rather than an ice block," Kerr said as an example. "And we have a requirement to have a three-compartment sink in our vehicles, and some states don't have that same standard. We also have a hand-wash sink requirement."

According to Kerr, about 20 food trucks are operating in Long Beach under a permit from the city's health department. He estimated that even more are conducting business in the city with a county permit.

This is another aspect of the mobile food industry that Schneider viewed as an unfair advantage. "Food trucks almost always come from somewhere else. They're basically stealing jobs from locals," he said.

In the next couple of months, Schneider said he plans to convert his restaurant, Famous Dave's, from a national to a local brand in order to stay competitive. The change in status allows him to revise the menu and invest in new signage. It also results in lower costs for franchises, he said.

"This is about instant gratification," Schneider said of the trucks' popularity.

"When you're in a hurry and you've only got about 30 minutes to get back to the office, are you going to walk that extra 100 yards to go get better quality food at a restaurant?"

Mobile food vehicle operating conditions prohibit food trucks from operating within 10 feet from the outer edge of any entrance of any type of business, including outdoor dining areas, according to the Long Beach Business License Division.

Schneider met with the Long Beach Area Convention & Visitors Bureau about the trucks. Since the city is the landlord of The Pike, allowing the trucks to continue conducting business in the area leads him to believe officials are not on his side, he said.

"I understand that the world is changing," Schneider said. "But if the city's going to allow them, they need to make sure they're not harming the people that are actually supporting the city. Our property taxes go up every year and so does our minimum wage."

Schneider claimed the trucks contribute to pollution since many are left running. He also said they make the area look "cheesy."

Sophiea said she paid \$750 per week to rent a "very old" truck from 1981. She also paid \$80 per day for gas and propane. While she said she was a bit embarrassed by the quality of her vehicle, it was what she could afford in her price range.

Although the Baja Sonora truck kept to one location, Sophiea reported hearing from other friends with trucks who appeared at parks and concerts of having to pay an upfront fee of around \$700 for the chance to attend the event.

Comparatively, in nearby Signal Hill, four food trucks are registered with the city. According to Senior Planner Colleen Doan, the city does not issue permits for them to park anywhere. Rather, each of the trucks has a conditional use permit that allows them to park, one at a time, at Ten Mile Brewing, the only microbrewery in the city. They are allowed to visit only at certain times on certain days.

Doan said, "from time to time," businesses employ the trucks to appear at events, usually grand openings. They are not limited to one truck, as long as the vehicles do not block fire safety access. ■

MemorialCare Updates Brand

Earlier this month, MemorialCare unveiled new branding, which saw the inclusion of the company name within each medical center name, including those in Long Beach with Memorial Medical Center becoming the MemorialCare Long Beach Medical Center. "MemorialCare's new look is more than a change of symbol, it's a symbol of how much we've changed," Barry Arbuckle, PhD, CEO of MemorialCare, said in a statement. "In 20 short years, we've grown from a system of five hospitals into a fully integrated health system, delivering care to our entire community – from the 25-year-old who needs his yearly physical for preventive care to a grandmother battling breast cancer. We are here for every person, at every age, at every stage of life." The company cites consumer research that states residents want a connected and integrated health care system, which is hoped to exude by leading with the MemorialCare name within each of its entity names. The nonprofit integrated health care delivery system includes: MemorialCare Long Beach Medical Center; MemorialCare Miller Children's & Women's Hospital Long Beach; MemorialCare Community Medical Center Long Beach; MemorialCare Orange Coast Medical Center; MemorialCare Saddleback Medical Center. (Images courtesy of MemorialCare)



Medical Cannabis Lottery Winners Announced Days Before First Dispensary Opens in Long Beach

■ By **BRANDON RICHARDSON**
Senior Writer

On September 28, Long Beach city officials held a drawing to fill the remaining available slots for medical marijuana dispensaries in the city.

Using a lottery machine, City Clerk Monique DeLaGarza drew balls corresponding to addresses requested on dispensary applications. The first 10 picks did not violate buffer zone requirements that state dispensaries cannot be located within 1,000 feet of each other. However, several of the chosen addresses were requested on as many as a dozen applications, so a second drawing was conducted to select the businesses that would be awarded licenses for those addresses.

The following are the lottery winners:

- CDAC Cherry Inc., 1940 E. Del Amo Blvd., 90807
- DBO Investments I LLC, 1365 W. Pacific Coast Hwy., 90810
- Elevated Experience Inc., 6150 Cherry Ave., 90805
- George Pinto, 1319 W. 14th St., 90813
- Gold Flora Partners LLC, 5630 E. Pacific Coast Hwy., 90814
- Healing Design Collective, 1621 E. Spring St., 90807
- LBC Cannabis Club, 3730 E. Broadway, 90803

• Long Beach Wellness Center, 5900 E. Spring St., 90815

• Ryan Burns Collective, 2800 E. 4th St., 90814

• Ryan Cameron Rayburn Collective, 2115 E. 10th St., 90804

These businesses join the ranks of 22 priority applicants already approved to open medical marijuana dispensaries in the city. Measure MM, a ballot measure approved by Long Beach voters in November, repealed the city's ban on medical dispensaries, allowing a total of 32 to open in the city, along with an unidentified number of cultivators, manufacturers, distributors and laboratory testers. The application processes for the other sectors are still underway.

Two days after the lottery marked the opening of Long Beach Green Room at 1735 E. 7th St. The shop is the city's first fully licensed medical dispensary since 2012, when the city enacted the previous ban.

"Overall, it's been very good just to be open. We did start getting patients on the first day," Adam Hijazi, co-owner of Long Beach Green Room, said. "[Patients] are just happy that it's back here in the city, there is safe access and they don't have to travel so far for medical cannabis. Everyone has been very thankful."

Hijazi said regulating the cannabis in-

dustry is the safest way to ensure users, both medical and recreational, are purchasing products that have been tested and are safe. He explained that whether marijuana is banned or not, residents always find a way to procure it. So, instead of forcing them into dark alleys or drug dealers' apartments, allowing licensed shops – which lab test products, pay taxes and have security protocols – is a simple matter of public safety.

In November, California voters ap-

proved Proposition 64, which legalized recreational marijuana sales beginning in 2018. It is now up to local government officials to determine if recreational businesses are allowed to operate in their respective cities, a decision Long Beach has yet to make.

"I'll just say that we are happy that medical has taken off. Medical cannabis is a very important element of the cannabis community," Hijazi said. "We've always advocated for medical. But at the end of the day, whether it's medical or recreational, I always believe that regulation is better than no regulation."


For more information, call 562/570-5150 or visit www.longbeach.gov/finance and select the Business Info tab. ■




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Long Beach Bar Association Rings In 100 Years Of Service

■ By **ANNE ARTLEY**
Staff Writer

The Long Beach Bar Association (LBBA) will end its first 100 years the way it began, with a gathering in a hotel.

The association started out in 1917 as a small group of male lawyers coming together in the parlor of the Hotel Schuyler. Now, it will celebrate its centennial with a gala on October 26, with California Chief Justice Tani G. Cantil-Sakauye as the keynote speaker.

In the past century, LBBA has grown into an organization of 450 diverse members that provides opportunities for mentorship and community outreach.

“If we didn’t have it, I wouldn’t know many lawyers or have much collegiality with them in the Long Beach community,” Co-president David Haberbush said. “This affords me the opportunity to get to know them and work alongside them.” Haberbush is a bankruptcy attorney at Haberbush & Associates.

In 1993, the association formed the Long Beach Bar Foundation, a nonprofit organization that performs community service. One of its initiatives, Shortstop,



Pamela Swindells and David Haberbush are serving as co-presidents during the Long Beach Bar Association’s Centennial Year. The group’s Centennial Gala is set for October 26 at the Long Beach Hilton. (Photograph by the Business Journal’s Larry Duncan)

aims to intercept first-time youth offenders to keep them out of the criminal justice system, according to the association. Members can also work with youth by volunteering in moot court programs through area high schools.

“The kids are very serious when we see them,” Co-president Pamela Swindells said. “I learned how smart these kids are and how interested they are to learn. That makes it a privilege to be able to go into the schools.” Swindells’ practice, Kaiser & Swindells, handles workplace issues, including wrongful termination and sexual harassment.

The association also founded the Long Beach Legal Aid Association in 1955, a program that provides legal services to those who cannot afford to pay a lawyer. It became part of the Los Angeles Legal Aid

Foundation in 2001, according to information from the LBBA.

In addition, LBBA provides aid in the form of scholarships for exceptional high school seniors. This past May, the association dispensed \$55,000 to more than a dozen local students and set up an endowment of an equal amount to guarantee the program’s survival, according to information from the association.

But the bar association has not made it through 100 years without a few growing pains.

In the 1950s and early 1960s, it functioned more like a social club, Haberbush said, with less focus on community service and legal education and more on promoting camaraderie among its primarily male membership.

“Some of the forms of entertainment in-

cluded fan dances and belly dances,” he said. “One of our first groups of female lawyers stormed out of an event, and as the history goes, that’s how the Women Lawyers of Long Beach came into existence,” he said.

Other early forms of entertainment included illegal gambling, which resulted in a raid, but nothing came of it since it was so “embarrassing” given the status of the members present, Haberbush said.

More recently, the entertainment has kept to musical performances and skits, as well as discussions with political candidates and distinguished members of the legal community. Topics have varied from the fluoridation of water to court procedures, according to the association.

In keeping with the future, the association’s co-presidents said they would like to expand outreach among pre-law students and young lawyers.

“We’d like the younger lawyers to understand the benefits the association can give them,” Swindells said. “They don’t socialize as much as our generation used to. They’re more technologically connected.”

But the legal community’s youngest members can help the association as well by keeping it relevant and “vibrant,” Haberbush said.

Tickets to the Centennial Gala, to be held at the Long Beach Hilton, 701 W. Ocean Blvd., are \$150 and include self-parking. RSVP to the LBBA office at 562/988-6444 or erin@longbeachbar.org. For more information about the gala or the association, visit: www.longbeachbar.org. ■



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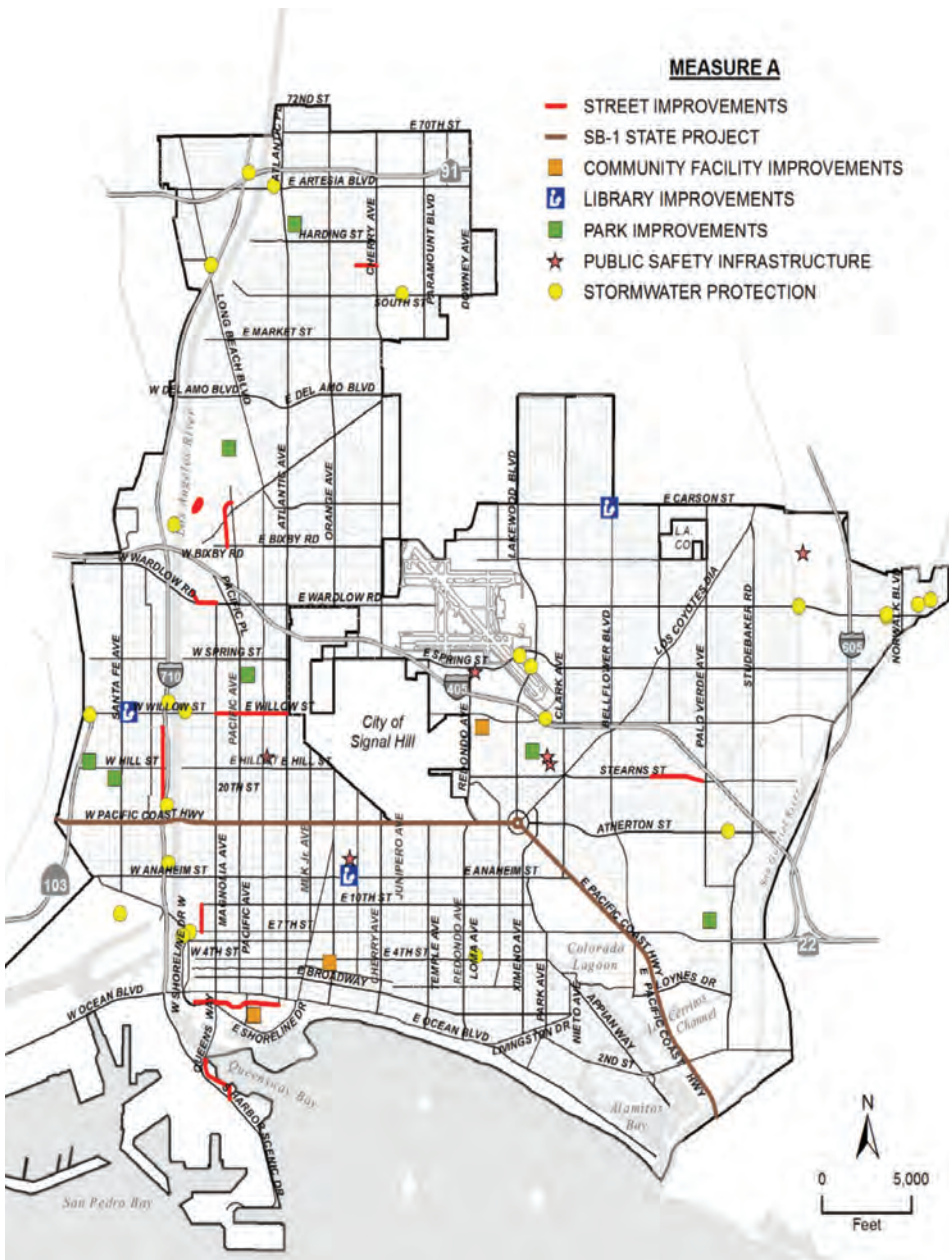
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Year Two Of Measure A Begins

The beginning of the City of Long Beach's new fiscal year also marks the start of the second year of Measure A infrastructure improvements. "Last fiscal year, we restored Fire Engine 8, Rescue 12 and reestablished the Police South Division and Police Academy staffing. We also began a historic investment in infrastructure, which has included the development of an alley management plan and slurry sealing 142 lane miles of eligible streets, to date," said Mayor Robert Garcia in a statement. "In the 2018 budget we will be able to maintain and enhance the funding of public safety personnel, and invest in a maximized number of Police Academy recruits, safety camera modernization, and infrastructure work to streets, sidewalks, parks, libraries, and other public facilities – every neighborhood in Long Beach will see the benefit." More than \$26.3 million has been allocated for infrastructure in Fiscal Year 2018, including eight park projects, library enhancements, six mobility projects and improvements to stormwater systems. This year's budget also includes more than \$20 million for public safety, including maximizing police academy recruitment and funding a Neighborhood Safe Streets Initiative. Measure A was approved by voters in 2016 and includes a 10-year sales tax increase meant to fund citywide infrastructure improvements, including public safety. (Map courtesy of the City of Long Beach)



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Dining Around The World In The International City

■ By **SAMANTHA MEHLINGER**
Assistant Editor

Long Beach has long been recognized as one of the most diverse cities in America, earning it the nickname, “The International City.” As such, it should come as no surprise that from North to South and East to West, the city is home to endless restaurants representing a wide variety of cultures and countries, many of which are operated by immigrants and families.

Locals needn’t drive to neighboring cities to experience the flavors of the world. In Long Beach, you’ll find foods from countries like Cambodia, Vietnam, Singapore, Germany, France, England, Ireland, South Africa, Mexico, Greece, Honduras, Brazil, Peru, China, Japan, and dozens of others. To highlight the wide variety of international cuisine in Long Beach, the Business Journal reached out to restaurants specializing in food from more than 30 countries. In the end, an eclectic mix of eateries from many areas of the city responded to our query to describe their best or most popular dish and how it relates to its culture of origin.

France (Alsatian)

4th and Olive

743 E. 4th St.

562/269-0731 • 4thandOlive.com

The Tarte Flambée is a dish that has many iterations in the mountainous regions in and around Alsace, France. Also known as Flammenkeuche, it is a very thin flatbread that resembles a pizza.

Back in the day, both firing up an oven and making bread dough were very expensive, families would come together in rural areas to heat up the oven with wood they’d collected. When the oven seemed hot enough, they would toss a tarte into the oven to test the heat. If it cooked fast enough, they would put their bread dough in the oven without worrying if it would burn. If it didn’t, they’d add more wood and wait. And if it cooked too quickly, they’d stop adding their wood fuel so their bread didn’t burn. Ideally, it cooked perfectly, and they’d have a tasty snack while waiting for their bread!

Toppings included that which was readily available on the farm, such as leeks, cream, and lardon (fancy word for bacon!), which is how we serve it at 4th and Olive. While we don’t have to wait for bread to bake, it’s a great way to wait for our tantalizing pork chop!

– Daniel Tapia, Owner/Operator



German

Rasselbock Kitchen & Beer Garden

4020 Atlantic Ave.,

562/912-4949 • rasselbocklb.com



Rasselbock Kitchen & Beer Garden’s main goal is to bring to Long Beach fresh and authentic German cuisine with a modern twist – plus a lengthy list of freshly-tapped German and Belgian beers, with more than 35 on the list. During Rasselbock’s Oktoberfest stretch, celebrated this year from September 16 through October 28, the restaurant and bar’s authenticity comes into even greater focus, when the popularity of Rasselbock’s pork shank dish soars. The special menu item, a typical Bavarian Oktoberfest dish, is served at the original Oktoberfest in Munich. At Rasselbock, the pork shank is served with classic German sides of mashed potatoes and red cabbage. The pork shank, which is called ‘Schweinshaxe’ in German, is braised with mustard, apple and white wine.

Greek

Kafe Neo

2800 E. 4th St.

562/987-1210 • kafeneolb.com



Our most popular dishes are the Lamb Souvlaki and our Salmon Salad.

Our Lamb Souvlaki is a very popular dish; Lamb is a celebratory protein for Greeks, as they usually roast a whole Lamb for many special occasions. Our Lamb is cubed and marinated with olive oil, sea salt and oregano, and then its grilled and lathered in our delicious Lado Lemono Sauce (lemon sauce). We have a



big following for our Wednesday Night Lamb Special, where we offer our Lamb Souvlaki Plate for \$10. We have done this night for 10 years.

Salmon Salad is another very popular dish and although it’s not “Authentic Greek,” it is a style that we have here at Kafe Neo. We take our almost traditional Greek Salad (almost traditional because we have romaine) with plenty of tomatoes, cucumbers, Kalamata olives and a nice slab of feta and we topped it off with a thick filet of our Lemon Garlic Salmon. We have lots of fitness and healthy-conscious customers who really enjoy this meal, as do many who are looking for a healthy yet filling entree. We add a Greek yogurt and mint dressing and that adds to the fresh and simple flavors of this salad.

Honduran

Honduras’ Kitchen

1909 E. 4th St.

562/624-8849 • hkhonduraskitchen.com



Honduras offers tons of culinary dishes. The ingredients used are similar to most countries along the equator. However, the difference is all in the preparation. Two staple dishes that Honduras has to offer that we have at Honduras’ Kitchen are “The Pollo Mesapa” and “The Honduran Baleada”.

The Pollo Mesapa is a unique fried chicken dish that is plated on a bed of fried plantains covered with cabbage, then topped with our famous Honduran Tomato Sauce, drizzled with our signature dressing and a side of pickled onions and chimol.

The Honduran Baleada is a handmade fresh flour tortilla stuffed with refried beans, dry cheese and Honduran cream.

Both these dishes are authentic meals found on the streets of Honduras, that when tasted give you a feel for the rich Honduran Culture and take you on a mini vacation. So, come visit us at any of our locations and avoid the long airport line, and experience the Honduran adventure at Honduras’ Kitchen.

– Rafael Larios, Owner



Irish

The Red Leprechaun

4000 E. Anaheim St.

562/343-5560 • redleprechaun.com



The Red Leprechaun’s “House Corned Beef” is an “Irish-American/New Celtic twist” to the traditional “pink” sliced corned beef. Our best seller and point of pride is brined in-house for seven days, creating a tender and juicy product that falls apart.

We are the only Irish-American Restaurant to brine our own beef without using preservatives. The history of the Irish brining, sometimes called curing, derives from a process of adding a mixture of salts and spices to preserve meats for the ships’ crews crossing to America.

Over the year’s many newer gastropubs and chefs have taken to adding more spices to brines. The Red Leprechaun spent nine weeks mastering a recipe to create the proper balance of spices and cooking time.

Once a year, most Americans partake in the St Patrick’s Day celebrations of eating a pink-colored corned beef” where a preservative, nitrate, is added to the curing causing a pinkish shade to the beef along, with a dyed green beer.

Our “House Corn Beef” is brownish with a perfect pull apart juicy texture, served in our “Corn Beef Hash”, “Slider” appetizer or in dinner tradition, “Corn Beef and Cabbage” with garlic mashed potatoes.

– Tracy Ames, Co-owner

Italian

Domenico’s Italian Restaurant

5339 E. 2nd St.

562/439-0261, domenicosrestaurant.com

Domenico’s house-made tiramisu has quickly become the most popular dessert in the restaurant. About three years ago, my wife and I toured Italy on vacation, and I was on a mission to find the best tiramisu in Italy. As Long Beach’s oldest restaurant, I really wanted to make this our special dessert.

While dining at a small café in Florence, I ordered a tiramisu which was brought out in a footed glass dessert dish. It was topped in chocolate powder. The texture was creamy.



International Dining In Long Beach

This tiramisu was not bitter like some others, but still not overly sweet. The presentation was unique, and the flavor was perfect.

To my delight, the owner told me how they made it, as well as telling me the ingredients that were used. I furiously took notes, and hoped that I could somehow duplicate it back in Long Beach.

The first try in making the tiramisu was a disaster. But after more than a dozen tries, we found success. We found the best mascarpone cheese, and learned how to properly layer the ingredients. It has quickly become our signature dessert, and is universally loved. And I can honestly say that ours is a true Italian dessert!

— Mike Rhodes, Proprietor

Korean

Sura Korean BBQ & Tofu House

621 Atlantic Ave.

562/495-7872 • surakbbq.com



Spicy clay hot pot of tofu soup, called Soondoojoo jjigae, is a Korean traditional staple that has its roots to the Joseon Dynasty. It is enjoyed as a healthful and easy to digest meal packed full of protein. Sura Korean BBQ & Tofu House in the East Village serves soondoojoo jjigae generously filled with silken tofu, choice of protein, scallion, diced onion in beef broth, topped with an egg. Sura serves it the traditional spicy way or as mild as you choose between the spice levels 0 and 10. The level 6 has enough heat and any levels from 7-10 will leave your mouth feeling like fire. This soup has a complex flavor that comes from the beef broth, onion, and tofu. Its deep savory flavor blends perfectly with the purple rice. Banchan, which are traditional Korean small side dishes like Kimchi (fermented spicy napa cabbage), complement the meal. Also, mushroom and dumpling topping can be made totally vegan with Sura's vegan broth!

Peruvian

El Pollo Imperial

5991 Atlantic Ave. • 562/612-3315

facebook.com/elpolloimperial/

Peru is recognized for its diverse culinary selections. When asked what is one of our most famous dishes, the first one that comes to mind is our Ceviche. This dish originates in the coastal regions of the Inca Empire, where seafood cooks would marinate seafood in chicha, a liquor made of yellow corn. When the Spanish conquistadors arrived, a mixture of cooking from the Old World and New World took place as the Incas were introduced to new ingredients such as cilantro, onions, and lemons that became signature ingredients in many dishes.

Ceviche, which involves marinating raw

fish in citrus juices and selective spices, is an innovative way to slowly cook the fresh fish. By adding rocoto, as Peruvians call their chile, it gives a spicy kick to the dish. A mixture of red onions, Peruvian corn and corn nuts and some pieces of sweet potatoes gives the ceviche the perfect balance between sweet and sour. As a result, we have that unique Peruvian signature ceviche taste. Over time, many ceviche recipes have emerged from the different parts of Peru, thereby becoming a signature dish of any great Peruvian restaurant.

Now that you know more about the interesting history and evolution of ceviche, it is time for you to taste this authentic Peruvian seafood delicacy at El Pollo Imperial in the City of Long Beach where it is made fresh when ordered and it is well paired with an ice-cold Cristal or Cusqueña Signature Peruvian Beers.

Spanish

Cafe Sevilla

140 Pine Ave.

562/495-1111 • cafesevilla.com

Cafe Sevilla is best known for their flagship dish, Paella Valenciana, made with mussels, clams, calamari, shrimp, prawns, chicken and grilled sausages over authentic saffron bomba rice. Paella, named after the pan it is cooked in, has ancient roots in Spain and most historians agree that the dish originated in Valencia.

There are many variations of paella and they are as assorted as the families that prepare them. But there is one thing that all paella purists can agree on: socarrat. When the bottom layer of rice yields a golden caramelized crust, called socarrat, you know you've reached the pinnacle of paella greatness.

Sevilla's recipe comes from a family recipe from the founders, Rogelio and Janet Huidobro, who are from Sevilla, Spain. Not much about this special family recipe has changed since they founded Cafe Sevilla in 1987. We invite you to come enjoy our famous award-winning paella valenciana.

Thai

Manaow

3618 E. Broadway

562/433-2574 • manaowthai.com

In Bangkok, follow the smell from the white-hot charcoal grill at 8am in the morning and you'll likely find yourself at a stall serving Moo Ping. You can also find this beloved street food at Manaow, right here in Long Beach. Enjoyed by aficionados and noobs, Moo Ping is our most popular dish on the menu.

Moo Ping is a tender grilled pork skewer that's breakfast for many Thais. After marinating in a rich blend of spices including garlic, cilantro, and peppercorns, the pork is cooked to perfection on a charcoal grill. Its sweet and salty taste is accompanied by a spicy tamarind based sauce called Jaew and fresh steamed sticky rice. Traditional Thai food is eaten with your hands and this dish is no exception. The right way to eat this is to hold a skewer in one hand and roll a ball of sticky rice in the other and enjoy! ■



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2800 E 4TH ST, LONG BEACH
KAFENEOLB.COM



Small Business Showcase – 4th Street's Retro Row



Past & Present

For the past two and a half years, Long Beach native Gary Oda has owned and operated Past & Present at 2001 E. 4th St. Oda first entered the world of vintage and antiques in 2010 when he formed retroda, a business that grew to have space in four antique malls, including space at Urban Americana that Oda still occupies. "I started doing a little bit of vintage on my free time. I had time to hunt and sell," Oda said. "I started selling at the Long Beach Flea Market at Veterans Stadium once per month." He explained that his first love of anything vintage was Christmas ornaments. From there, he focused on vintage kitchen and home decor from between the 1950s and 1970s. Today, the shop is far more eclectic, including everything from industrial and man cave sections to vintage men's and women's clothing. According to Oda, Long Beach is known as a destination for all things vintage, which is why being located on 4th Street's Retro Row was so important to him. "I call myself a matchmaker. I go out and find all these things that I think are great from the past, and we can pair these things with somebody who is going to love and appreciate them in a new life. We like to see things repurposed beyond the literal use." For more information, call 562/434-6464.

Moxi Roller Skate Shop

Michelle Steilen opened Moxi Roller Skate Shop at 2132 E. 4th St. nine years ago. In 2013, in order to focus her attention on marketing the Moxi brand, Steilen sold the shop to former science teacher Shayna "Pigeon" Meikle who has been running it with her husband ever since. "There were people offering her three times as much as what I could pay her. But she didn't want it because she saw me in the shop. She knew I was going to be the one," Meikle said. "So she took a little cut of what the shop was worth so I could afford it." Since taking over the shop, Meikle said sales have quadrupled and the roller skating community is stronger than ever. According to Meikle, Moxi is the only roller skating shop in Long Beach and the South Bay area, which is important for the league she also owns and operates, Beach City Roller Derby. "My favorite aspect is seeing how roller skating positively influences people's lives. We see them walk by the shop a couple times and look in and dream," Meikle said. "Then they finally make the jump to having the skates, and you see them living their life and having the best time with the wind in their hair." For more information, call 562/434-8488 or visit www.moxilongbeach.com.



Anandamide Psychedelicatessen

Located at 2040 E. 4th St., Anandamide Psychedelicatessen has been serving up organic, raw, vegan chocolates to Long Beach residents since January 2013. "We don't want to just be selling a product without people being at least mildly interested in what it's made out of and where it comes from," co-owner Justin Hansohn said. "We encourage people to ask us questions and engage in conversation with us about the food we make and what we're doing here." Hansohn said the city is still witnessing a burgeoning interest in food quality that is not yet fully expressed and is very elementary. He explained that bringing the philosophy of paying attention to what is in food and asking questions is an important role of the shop. The original chocolate and dessert recipes are made with unconventional, high-quality ingredients imported from Ecuador and Peru. The two main ingredients are cacao (the purest form of chocolate a person can consume, from which the more common cocoa is derived) and coconut. "I've had lots of bakers and other chocolatiers come in here, look at my ingredient set, and they are completely baffled at how we are able to do this," Hansohn said. "We're constantly getting questions about how this is even possible. That's also a fun part of the recipe creation and also just using the high-quality sources as the inspiration to even make these things." For more information, call 562/438-1427 or visit www.anandamide.us.

Seventh Wave Surf Shop

Kelli Koller began surfing at age 12, taught by her father in the Seal Beach area where she grew up. In 2013, Koller opened Seventh Wave Surf Shop, Long Beach's only surf shop, which is also the only woman-owned surf shop in Los Angeles County. "Even though we don't have any waves, we have one of the richest surf histories in the United States. The first ever surf contest on mainland U.S. was held here in 1938 before the breakwater," Koller said. "A lot of surfers live here. A lot of surfers and a lot of people in the industry were born here." Located at 2714 E. 4th St., Seventh Wave is owned and operated solely by Koller, who also designs and helps build her own line of boards. Mike Minchinton, head shaper for Robert August ("Endless Summer") Surfboards, hand shapes Koller's line. Occasionally, Koller said groms (young surfers) will help her around the shop if things get too hectic for her to handle alone. The shop also sells custom and used boards, as well as Seventh Wave apparel, and does board repairs. Koller prides herself on being community oriented. "I meet a lot of people in the community, and I know their needs," Koller said. "A lot of shops won't let you do layaway for a used board that's like \$200. But if it's some kid that's coming in that's trying to make money doing chores, I'm going to try to help him out." For more information, call 562/433-6500 or visit www.seventhwavesurfshop.com.



Articles by Senior Writer Brandon Richardson.
Photographs by the Business Journal's Larry Duncan

Support Local Small Businesses



We Love Yoga

The nonprofit organization New Being Project has had a yoga and healing studio presence in Long Beach since 1999. The group's latest business, We Love Yoga, opened at 2038 E. 4th St. in 2012 with Murshida Kadre serving as director. "I think yoga is really important to have in a community in order to help people address personal issues," Kadre said. "It's a safe space to start dealing with those things, transforming obstacles that hold them back in life, and to be able to learn how to use stillness in order to restore in the midst of turmoil and this very busy and fast-paced world." The studio has 10 teachers and six healers that work as independent contractors within the space. Kadre said the studio focuses on the healing aspects of yoga utilizing various techniques, including the Feldenkrais Method, Hatha, Kundalini, foundation and restorative. Improving the quality of life for special needs children and the elderly is another focus within the studio. "When people walk by, they can glance inside and see what we're doing. They can even come in and sit on our green couch and observe a class," Kadre said. "I really like to expose those kinds of activities rather than keeping them behind closed doors. I think yoga should be more open, available and directly in the community activity." For more information, call 562/396-4230 or visit www.weloveyogalb.com. Pictured from left: Instructors Susan Jones and Nickels Sunshine; Director Murshida Kadre; and instructors Vanessa Renee and Premdev Kaur.

Third Eye Records

In 2002, Gary Farley began pursuing his dream of owning a record store. He opened up shop in Costa Mesa but ultimately closed down. Farley began selling records in the back of a Long Beach women's boutique clothing store owned by a friend in 2012. After over a year, he got his own space on 4th Street near Temple Avenue, where he stayed for almost three years until the building was sold. "As luck would have it, I happened upon my current location, which has been great," Farley said. "I've always wanted to have a shop, and I knew that if I found the right location I could make it work. It took a while and some patience, but it's all come together in the spot I'm at now." Third Eye Records has been located at 2234 E. 4th St. for more than one year. Farley said he focuses on underground music – '60s and '70s psych, garage, punk, jazz and anything else not stocked at a typical record store. He said the atmosphere of his shop is that of an old school record shop, right down to the smell, which is in line with 4th Street's Retro Row. "The fact that a lot of younger people are getting into records has been really great to see," Farley said. "People here just embrace music in such a way that we need record stores." For more information, call 562/472-4366 or visit www.thirdeyerecordshop.com.



Lil Devils Boutique

Over drinks at the Queen Mary's Observation Bar, longtime friends and Long Beach natives Sarah Benton and Pete Toullos conceived a store concept, which would become Lil Devils Boutique. Located at 2218 E. 4th St., the partners opened their children's apparel and gift store in August 2008. "We were talking about all our friends having kids and how it was hard to find unique things that were good quality," Benton said. "If you buy something blindly off the Internet, you don't really know what you'd get until it was in your hands." In 2010, Toullos passed due to heart issues. Being in their 20s at the time, Benton said the loss was completely unexpected and left her in shock and unsure if she could continue the store on her own. Fortunately, Toullos' brother, John, stepped in to help run the shop and continue his brother's legacy. Benton said the store always has Long Beach apparel in stock – shirts, onesies and hats – as well as "Star Wars," music and other eclectic items. "I think we're really fortunate. We have a really amazing and loyal customer base, which has been great for us," Benton said. "People in Long Beach love to shop independent. They love handmade and unique things. They like to give gifts that are interesting and different." For more information, call 562/439-0555 or visit www.lildevilsboutique.com.



Land Use Element Of The General Plan

Amy Bodek

(Continued From Page 1)

opposes the maps – but as two recent community meetings have revealed, the loudest voices are often the opposition.

Bodek came by the Business Journal's offices with Interim Public Affairs Officer Kevin Lee on October 3, a few days after she and her staff attempted to run an open-house style meeting on the Land Use Element, only to have it commandeered by local community groups and forced into a town hall-style format.

Bodek acknowledged that negative reactions from residents were in part due to a comment she made at a planning commission meeting in August when, despite the commission's decision to send the Land Use Element back out for further community input, she said she would be bringing it to the Long Beach City Council, anyway. The mayor was quick to send out a statement assuring residents that the element would, in fact, be going back out for more community meetings, and it since has.

In retrospect, Bodek said she would take back her comment. "Because while the unintended consequence is positive in that more people are paying attention, it did cause a lot of undue angst and that was never the intention," she said. "The intention was to get the city council's involvement at the appropriate time."

After the September 30 community meeting at Veterans Park went off the rails when local community activists essentially took control of it, Bodek said city staff would allow for both one-on-one input and a town hall session at future meetings. This was the set up on October 4 at Whaley Park, but as Business Journal staff in attendance witnessed, the majority of the meeting was spent on a town hall-style question and answer session.

Bodek said some residents left the Veterans Park meeting because they were uncomfortable with the situation. "We are trying to create an environment where all voices can be heard. We are actually trying to reach people who we don't normally reach," she said. "We are trying to get a diversity of voices and a diversity of opinions. And loud chanting and whistleblowing does not encourage that. So we are going to give people choices."

Since 2016, city staff has held 46 community meetings. Eighteen of those were held in 2016, and 28 in 2017, according to Bodek. These included varying types of interactions, from pop-up events at libraries to neighborhood association meetings, to study sessions of the Long Beach City Council and Long Beach Planning Commission, she explained.

The City of Long Beach has been working on revising the Land Use Element of its General Plan for the last 11 years. The effort was derailed by the Great Recession, but put back on track in 2010 when Long Beach Development Services' revenue sources were restructured and Bodek came on as the department's director, she explained. In those 11 years, as many as 100 community meetings have been held, according to Bodek.

The department re-emerged on the other side of the recession as an enterprise fund, with revenues generated mainly by fees. No longer reliant upon the city's General Fund, staffing could be better allocated to focus on updating its core General Plan elements – a



The city's director of development services, Amy Bodek, addresses a crowd gathered at the Whaley Park Community Center to hear about the proposed Land Use Element of the General Plan. (Photograph by the Business Journal's Brandon Richardson)

requirement by the state, according to Bodek.

The current Land Use Element has been in place since 1989, and its guidelines were based upon projections that extended through 2000.

"Every year, I get a nastygram from the state housing and community development department that lists all of our General Plan elements and how out of date they are. And then they quote the state law that says we're supposed to keep our elements current," Bodek said.

"The Land Use Element is really the city's constitution for land use decision making. It sets up the framework for all sorts of decisions that get made on individual projects for the next 30, 40 years," Bodek explained. "It really is meant to be a guiding document for the city. It's not supposed to be a rigid document to where we don't have future flexibility to deviate."

To determine best future land uses within the city, Bodek and her staff, as well as outside consultants, have conducted in-depth analyses of demographic and economic data and projections. "We have to figure out what our population growth is going to be, what our employment numbers are, where our employment is, where do our residents work, what the bleeding pattern is for retail and sales tax dollars," Bodek said. "And we have to figure out how to balance all of the needs of the city as best we can."

The Land Use Element's guidelines must allow for the construction of 7,048 residential units by 2021 and factor in a estimated population growth of 18,230 by 2040. These are state projections and requirements.

Asked if the state mandates population growth or if communities can decide how they would like to grow on their own, Bodek responded, "That brings us to an interesting perspective on the state and their current push on housing bills. They are taking away local authority." She elaborated, "There are a number of steps that the state has taken over the years as a legislature to take away some of the local control that does not allow us to make those decisions independently."

Bodek's department is about to release an analysis of rental rates in the city that will include other key housing statistics, some of which she provided in advance to the Business Journal.

"Fifty-nine percent of [residents in] our city are not homeowners. That's a huge percentage. Countrywide, the average is 35% renters," she said. "So the other issue we have is overcrowding . . . We still do not have enough housing stock to deal with the people who already live here."

In recent years, about 12% of homes in Long Beach were overcrowded, with more

than one to a room, and 5% were overcrowded with 1.5 or more persons per room, Bodek reported. About 16.2% of renters reported experiencing overcrowding, while 6.1% of homeowners reported it.

"We have to look at housing choice for everyone. And this idea that everyone wants a single-family home as an ownership option is not the trend," she said. "We have nothing against single-family homes or neighborhoods. I mean, we just permitted two single-family neighborhoods in the last year, despite lawsuits," she noted, referring to new communities moving forward in Northwest and Northeast Long Beach.

One of the common misconceptions about the document is that it outlines future developments and planned projects, according to Bodek. "So we have said, and that's one of our facts or misconceptions – is that we are not bulldozing neighborhoods. Or churches," she said.

While land use maps show increased heights allowed, for example, at retail centers adjacent to neighborhoods, Bodek explained that these represent maximum allowed heights for a total area, not a future planned building.

"I will use Los Altos as an example. Even though I think Los Altos is showing a five-story height limit for where the Target center is, that doesn't mean that the five stories would go right to the edge," Bodek said. "Those [decisions] come when actual [project] submissions occur. And then we look at edge conditions and we say, first of all, what's your land use. If it's going to stay retail, there is never going to be a five-story retail project there," she explained. "But if you're going to allow housing . . . again, we won't put five-story housing next to a single family neighborhood. But we might put a three-story next to it and a five-story in the middle [of the area]."

While Bodek attributed some of the angst of residents to misconceptions about the element, she also noted that some societal changes could be at play. She reflected, "I think that society is in a period of great change and we are confronting that on all levels: locally, state, nationally and on the world stage. And I think that change is very difficult. And people handle it in different ways."

Mayor Robert Garcia has come out against the Land Use Element as proposed, as have councilmembers Stacy Mungo and Daryl Supernaw. Prior to the September 30 community meeting at Veterans Park, Garcia sent out an emailed statement that in part said, "There's too much density, especially adjacent to neighborhoods that are suburban and residential."

Bodek said the mayor was "hoping to diffuse angst" by sending out the statement.

"We have said these maps are subject to change. But the real place that that change is going to happen ultimately is at the city council level. And so the mayor put that statement . . . with our full knowledge that that statement was going out in order to reduce any angst that may occur," she said.

The current Land Use Element includes revisions and updates based on feedback from the public and from the planning commission. Bodek said the document may be revised further based on feedback gathered at community meetings. "The more specific you can be, the more helpful it will be to us," she said of public comment on the document. "What we have been hearing is, 'We don't like height and density.' OK, well what does that mean to you? . . . Can you write that down for us? That's all we want. Just write it down. 'I would be comfortable with Los Altos being three stories.' 'I would not be comfortable with Los Altos being anything but retail.' Whatever that statement is, that's what we need."

Based upon major trends in comments, the map will be revised and then sent back to the planning commission, Bodek explained. Eventually, the city council will make the final decision on the document. ■

Veteran's Park Meeting

(Continued From Page 1)

mation from the City of Long Beach.

The meeting, which was organized in response to residents' concerns regarding proposed building heights and increased density in certain neighborhoods, took place on Saturday, September 30, at the Veterans Park Community Center. Infor-



Robert Fox addresses the crowd at Veteran's Park as Amy Bodek looks on. Fox claimed his group represents 124 neighborhood associations. (Business Journal photograph by Anne Artley)

mation about the Land Use Element and General Plan was displayed on posters around the room. Maps of each city council district outlined the proposed changes, and city representatives were on hand to answer questions.

About 20 minutes into the meeting, a series of sharp whistles came from the back of the room. Fox and others from his organization shouted into the crowd, demanding a town hall format. He accused Amy Bodek, the city's director of development services, of organizing the meeting as a series of stations to "spread us out and conquer us."

"It's so we don't hear each other asking questions that we haven't thought of asking," he told a packed room of about 200 (between 50 and 100 other people were not able to enter the room due to fire codes). "This is how the city treats residents. As residents, we need to stand together and let them know how you feel about this. The city wants to divide and conquer us. What they ought to do is have the city up front. If the city has something good to sell us, they would be up there, but they're not."

Members of the crowd began clamoring for Bodek to step up to the stage, which she did, amidst chants of "AM-Y, AM-Y," "Chicken!" and "You're on the payroll!"

Bodek took to the stage to address the crowd. "The purpose of today's meeting was to spend time in different areas of the city so we could answer very specific questions that individuals might have over concerns that they're hearing or very specific questions related to the neighborhoods they live in," Bodek explained. "The format of this meeting is to talk about what the General Plan is, what economic development is, what housing requirements are placed on us, and then spend some time focusing on the individual districts within the city."

"I care about all the districts!" an audience member shouted.

"Exactly!" another replied.

Bodek clarified that the city does not plan to change any single-family residential areas but rather aims to explore increasing the density and building heights in certain commercial corridors.

"When I say density, it could range from two to three stories or four to five stories," she said.

She also told the audience that the maps are subject to change based on resident input, which was the purpose of the meeting.

"If you can tell us very specifically if you want your corridor or your shopping center – if it ever gets redeveloped in 20, 30 or 40 years – to be kept at two or three stories, please let us know that," Bodek said.

Bodek said though the development department would consider holding a town hall or a question-and-answer style meeting, the other three land use meetings planned for October would take the same workshop format to allow one-on-one interactions with city staff.

Audience members shouted "No!" and Bodek exited the meeting to attend what she said was a previous obligation.

From there, Fox began serving as a self-appointed moderator, fielding questions from attendees for the three development services representatives who replaced Bodek on the stage: Oscar Orci, Carrie Tai and Christopher Koontz.

One concern regarded the proximity of

the commercial centers to the neighborhoods with single-family homes. Tai aimed to reassure audience members that the city would consider instating "transition areas" as a buffer between redeveloped commercial centers and residential areas.

She cited the Urban Design Element, a policy guide that focuses on "the stuff in between" building units, according to information from the city. This includes open and pedestrian space, building design and the spacing between projects.

The meeting continued in this impromptu question-and-answer format, with Fox serving as an intermediary, until about 15 minutes before its scheduled ending time.

Fox said he started CONO in 1993 as a response to the economic downturn that followed the military downsizing in Long

Beach. At first, he said he was part of the Bluff Park Neighborhood Association until they re-drew the district lines in 1992. He said he then went on to form another neighborhood association in Alamitos Beach.

"There were neighborhood associations springing up all over the place," Fox said. "We had a lot of common interests."

Fox said he established CONO as a forum for the leaders of these associations to meet and address their concerns with the city. The group died down at the turn of the millennium, but Fox said he decided to re-activate it nine months ago when friends began expressing concerns about the Land Use Element.

At the meeting, Fox said CONO represents 124 neighborhood associations. However, he later admitted to the Business Journal that he does not have bylaws

nor a board of directors, and said he has purposely stayed away from obtaining nonprofit status.

The Business Journal reached out to eight neighborhood organizations to verify their involvement with CONO. The presidents of the Wrigley Association, Belmont Heights Community Association, Bluff Heights Neighborhood Association and Willmore City Heritage Association responded and said CONO does not represent them.

Belmont Heights Community Association President Maureen Neely said she "supports the public process" and that her organization currently has no need for CONO.

Willmore City Heritage Association President Kathleen Irvine wrote a letter to

(Please Continue To Page 20)

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Land Use Element Of The General Plan

Veteran's Park Meeting

(Continued From Page 19)

the city denouncing the conduct of Fox and his organization at the Veterans Park meeting. An excerpt of the letter, which she shared with the Business Journal, stated:

"As I was looking for a space to see the boards and maps more clearly, someone began blowing a whistle and a person began speaking. Assuming that the meeting had started (although I thought more time should be given to look at those boards), I went toward the center of the room, where all the chairs (apparently not a planned staging) were, and much to my surprise, instead of city staff speaking and answering questions, Robert Fox, of the Council of Neighborhood Organizations (CONO), was talking as though it was HIS meeting – to the point where it had to be explained to some of the residents that he was not employed by the City! There were many half-truths and outright misrepresentations being spoken. The hostility of the folks in the room towards staff and other opinions was palpable, and there was so much yelling and turmoil that I did not see it being a productive event. Perhaps things calmed down later. But I, and a few others were not willing to be subjected to the vitriol, and left."

She also wrote that, "CONO does not represent Willmore City Heritage Association, and we will be sending an email to the organization stating this."

Wrigley Association President Adam Wolven said that although his organization shares some of the same values as CONO,

"we just weren't comfortable joining."

He said these commonalities extend to "considering density and the negative ways it could affect the community of Wrigley," such as a lack of parking.

The next community meeting will take place on Saturday, October 14, at 11 a.m. at Best Western Golden Sails Hotel, 6285 E. Pacific Coast Hwy. A final meeting is scheduled for Wednesday, October 18, 6 p.m. at Expo Arts Center in Bixby Knolls. For more information, visit: www.long-beach.gov/pages/city-news/long-beach-general-plan-update-is-here/. ■

Whaley Park Meeting

(Continued From Page 1)

and tent seating were full, with more people standing outside and in the foyer.

"I think it's been executed very poorly in communicating with citizens," Jane Nadeau, an 8th District resident, said. "Now that there's enough social media out there saying five-story buildings are going to go up in residential neighborhoods, they've got everyone angry."

On September 30, the city held the first of four community meetings to inform residents about and get feedback on the proposed maps for the Land Use Element of the city's General Plan. The first meeting was a workshop style setup, with booths dedicated to particular topics so that residents could ask more specific questions. Community organizers were not pleased with the setup and quickly hijacked the meeting, calling for a town hall-style discussion.

Learning from the experience, city staff altered the October 4 meeting from a workshop to a town hall – microphones and all. After 4th District Councilmember Daryl Supernaw gave brief comments asking for the crowd, which gave him a standing ovation, to remain civil, Bodek gave a brief PowerPoint presentation. From there, Bodek, along with Advance Planning Officer Christopher Koontz and Planning Bureau Manager Linda Tatum, fielded questions and an onslaught of criticism – and some personal attacks – for nearly four hours.

"Nobody in that room believes the crap that the planning people are coming up with. They don't believe them or agree with them, and they don't have confidence that they are going to wrap people's concerns into the next set of maps," Steve Pond, 5th District resident, said. "I did like that they are letting everyone say what they want. Some good things, some bad things."

Like the majority of those in attendance, Pond is a longtime resident of East Long Beach and vehemently opposes the proposed building heights in his suburban, residential area. Pond lives in the Stratford Square neighborhood across the street from a Kmart. This large, fully built-out retail center on the corner of Bellflower Boulevard and Spring Street is designated for five-story development under the current Land Use Element maps, while current buildings stand around two stories tall.

Echoing similar concerns as many others throughout the evening, Pond said he fears the commercial center would be replaced by housing, particularly low-income housing, which would detract from the residents' quality of life by increasing already excessive traffic, noise and air pollution and removing amenities.

Nadeau said she opposed the maps because taller buildings across the city, particularly in East Long Beach, would take away from its small-town vibe, which is a major part of its charm and appeal. However, she noted that residents in attendance at the meeting should recognize that the maps are a work in progress, still to be amended, as Bodek pointed out and that people should give constructive feedback rather than attack the messenger.

The foundation for the building height increase is based on state estimates for population growth in Long Beach, as well as state-mandated goals for housing construction. According to Bodek, the state mandate for Long Beach was to create 7,000 new residential units between 2013 and 2021. She explained that the city has fallen short every year so far to stay on track to reach that goal.

This information spurred shouts from the audience about not wanting outsiders moving into Long Beach, keeping it locals only and focusing on existing communities first – not unlike comments from President Donald Trump on immigration.

"I've lived here 63 years, and Long Beach has changed so much. And it's just going to get worse," Lou Smith, a 5th District resident, said. "If they wouldn't have made this a sanctuary city, maybe the people wouldn't have come."

A follow-up question asked what would happen if Long Beach did not adhere to the development of state-mandated housing.

Bodek responded that the city would be deemed ineligible for state grant funding, which many departments rely on. Many residents did not think this a price too steep to pay, as shouts of "So what?" and "Lake-wood did it!" rang through the center accompanied with cheers.

California Senate Bill 35 also was a hot topic of the night, with residents asking what it meant for the city. Tatum went over the key points of the bill, much to the displeasure of the crowd upon learning some of the finer details.

Amidst shouted complaints of potential impacts to Long Beach, Bodek reiterated that SB 35 is a state bill, which Long Beach officials had no part in creating. Former Harbor Commissioner Rich Dines then asked why the city council's state legislation committee did not take a stand against the bill as some surrounding cities did, which garnered shouts of agreement. The committee consists of Councilmembers Al Austin as chair, Lena Gonzalez as vice chair and Stacy Mungo as member. It hasn't had a meeting since January 10.

While the overwhelming majority of those in attendance oppose the proposal, a couple of members of the crowd saw value and welcomed the change.

"I'm generally supportive of creating higher density in the city. You look at where the city needs to be in 2040, and that's a higher-density city," Mike Clemson, a 35-year-old 4th District resident, said. "The city needs more transit, less parking. The city needs more biking options. The city needs more walking options."

Clemson acknowledged that most of the 4th District and 5th District are not built out to be highly walkable areas and that they remain car dependent. However, he said a certain level of compromise is necessary to advance the city in a positive direction rather than remain stagnant. He explained that he understands why residents in such areas would oppose any increase in density but that the city must begin to figure out how to adapt those neighborhoods for inevitable population growth by examining robust transit systems citywide.

In September, councilmembers Supernaw and Mungo came out against the proposed maps, as did Mayor Robert Garcia. Each made it clear that increased height and density were not welcome additions to the single-family residential areas of East Long Beach.

"This is a planning commission item, and we typically do not comment on something prior to it coming to council. I broke with protocol on this issue because of the sentiment and just how upset my constituents were," Supernaw said. "It's an emotional item. People have a lot of passion about this. That's a good thing. They are very protective of their neighborhoods. I don't think you can really avoid the passion, so that I don't mind. But I would like to keep it civil at all times."

The final two community meetings are scheduled for 11 a.m. Saturday, October 14, at the Best Western Golden Sails Hotel near Marina Pacifica, and 6 p.m. Wednesday, October 18, at the Expo Arts Center in Bixby Knolls.

For more information on the City of Long Beach General Plan Land Use and Urban Design Elements, visit www.long-beach.gov/pages/city-news/long-beach-general-plan-update-is-here/. ■

Who's Who WOMEN IN BUSINESS

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Clean Air Action Plan

(Continued From Page 1)

Mayor Eric Garcetti and Long Beach Mayor Robert Garcia, who in June signed a commitment stating that both ports would achieve zero-emissions operations for cargo handling equipment by 2030 and for trucks by 2035.

Main points of concern among the 900 pages of public comments received on the draft CAAP included the timeline for transitioning to near-zero and zero emissions technologies, the cost-effectiveness of proposed guidelines and whether the ports would be able to retain their market share, according to Tomley.

“A lot of the things that we have been hearing from the community stakeholders, the environmental groups, the technology vendors and the business port operators about costs, timeline and all of these different things can be summed up in the debate between transitioning to near zero [emissions] or transforming to zero [emissions],” she said.

Some respondents want to see implementation dates for the use of near-zero emission technologies required sooner than is outlined in the draft CAAP. The document would require new trucks entering the ports’ truck registry to comply with the state’s near-zero emission standard beginning in 2023. Trucks already on the registry that do not meet the standard would be charged a fee to enter the port. The California Air Resources Board is currently in the process of creating this standard. In 2035, trucks would have to meet a zero-emission standard to avoid the fee.

Cargo-handling equipment would have to operate at zero emissions by 2030. The document states that technology feasibility assessments, which would be conducted every three years beginning in 2018, would guide the implementation of new technologies in the interim.

“Some folks think that they need to happen sooner because we have critical community health needs – that we have to get these reductions as soon as possible,” Tomley said of these timelines. “And then on the other side, we’re hearing from folks that these technologies don’t exist yet and, in many cases, there are not even prototypes available.”

The CAAP’s reliance upon the development of near-zero and zero emission technologies that do not yet exist is one of the primary concerns of the Pacific Merchant Shipping Association (PMSA), which represents terminal operators and shipping lines doing business at West Coast ports. “It assumes a variety of things. Its cost estimates are based on technology that doesn’t exist,” John McLaurin, PMSA president, told the Business Journal in an interview with PMSA vice presidents Michele Grubbs and Thomas Jelenic.

“We are slowly seeing manufacturing from China move to Vietnam, move to India. And eventually, people think it will move to Africa.

And so, the West Coast ports then become more at a disadvantage given the proximity of those manufacturing sites vis-a-vis the Suez Canal.”

John McLaurin, President, Pacific Merchant Shipping Association

The ports’ cost estimate for the cost to implement the CAAP’s goals is between \$7 billion and \$14 billion. These estimates rely upon an assumption of one-for-one replacement – that one piece of near-zero or zero emission equipment would be sufficient to replace existing technology, according to Tomley.

“That’s all part of what we think it’s going to take to be feasible. For these technologies to be incorporated into actual operations, the technologies need to be able to do the same work that the existing technologies can,” Tomley said of why the one-for-one assumption was made in the draft document.

“We have had a lot of outreach to manufacturers and technology developers. We have done research about these types of technologies and what the anticipated price points are,” Tomley said of how the ports arrived at their cost conclusions.

Jelenic, who was previously employed at the Port of Long Beach and was a

principal author on the original 2006 CAAP, took issue with the draft document’s reliance upon technology that is not yet commercially available. Asked if the original version relied upon such an assumption, he said, “The simple answer is no, because everything in the CAAP relied on existing technology backed by existing regulation.” He added, “When you look at the original CAAP, the original clean trucks program and the clean cargo handling equipment, all that was based on regulations that have already been passed.”

Jelenic noted that the California Air Resources Board is currently crafting regulations for zero-emission equipment at marine terminals and emissions rules for ships at berth. The board is also developing a near-zero emission engine standard.

“The problem for us as an industry and for the rest of the ports in California is that once the port commissions adopt this on November 2, assuming that they do that,

CARB will then in turn probably look at it and say, ‘Well, the two largest ports in the nation have done this, so let’s make it a statewide rule,’” Jelenic said. Smaller ports in California would not be able to afford the cost of CAAP-like regulations, he argued. “We are talking about billions here to implement these measures. . . . Some of these ports make a couple million a year. How do they pay for it?”

McLaurin noted that many of the PMSA’s members are expanding their services to the Gulf and East Coasts and that global manufacturing trends may eventually put the San Pedro Bay ports at a disadvantage. “We are slowly seeing manufacturing from China move to Vietnam, move to India. And eventually, people think it will move to Africa,” he said. “And so, the West Coast ports then become more at a disadvantage given the proximity of those manufacturing sites vis-a-vis the Suez Canal.”

These pressures, combined with the CAAP, have PMSA members considering making major changes. “This is the first time in my career where I have heard people in the industry actually talk about being worried about whether they can continue to do business at the ports from a terminal standpoint and that one option that they may explore is giving up their leases,” McLaurin said.

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(Continued From Page 21)

The California Air Resources Board has already made some indications as to how its regulations will pan out, and these are reflected in the draft CAAP. For example, the CAAP states that in March 2017, the board directed its staff to develop a regulation requiring cargo handling equipment to “achieve up to 100% compliance with zero-emission vehicles by 2030” in the San Pedro Bay ports and “other ports near environmental justice communities.” The board’s near-zero nitrogen oxide (NOx) emission standard is expected to fall somewhere between 0.02 and 0.05 grams per brake horsepower hour (g/bhp-hr).

The California Natural Gas Vehicle Coalition is advocating for the 0.02 g/bhp-hr NOx standard because it contends that the technology to operate natural gas powered heavy-duty trucks at this standard al-

“We have had a lot of success over the last 11 years, but we can’t rest on our laurels. We have to keep pushing to reduce emissions further, to reduce impacts on the community, especially the environmental justice communities that are located in areas around the ports. And we take all of this work very seriously.”

Christopher Cannon, Director of Environmental Management, Port of Los Angeles

ready exists today. Greg Roche, vice president at Clean Energy Fuels and a member of the coalition, speculated that the more relaxed standard would only be put in place to allow diesel-powered trucks to continue operating.

“When you think about it that way, the CAAP would be designed around what diesel engines can do rather than what ultimately should be the gold standard of clean emissions,” Roche said.

The only near-zero engines currently available are powered by natural gas, ac-

cording to the CAAP. However, near-zero emission diesel powered engines are expected to become available by 2020, the document states.

Roche and the coalition believe near-zero emission trucks should be required sooner than the CAAP’s 2023 implementation date, which was structured to align with CARB’s rulemaking timeline. He would like to see a fee implemented on non-near-zero emission compliant trucks by 2018. “You can actually total up to about \$1 billion of transportation incen-

tive funding throughout the state that is available over this next year to help replace vehicles,” he said.

The Diesel Technology Forum, a non-profit group dedicated to educating the public about diesel technology, is advocating that the draft CAAP require 2010 or newer model year engines beginning in 2018, rather than its suggested 2014 model year requirement.

“For the truck sector, anything that is newer than 2010 is the newest generation of diesel technology,” Allen Schaeffer, the group’s executive director, told the Business Journal. In 2007, standards were put in place that manufacturers must reduce the amount of NOx and particulate matter (PM) emissions in diesel truck engines. Schaeffer argued that 2014 model year trucks do not meet a cleaner standard but have a better fuel economy, which translates to fewer greenhouse gas emissions. “But that’s a separate standard. That doesn’t deal with NOx and PM,” he said.

Schaeffer noted that emissions reductions achieved by the ports since the first iteration of the CAAP was passed in 2006 are largely due to cleaner diesel trucks visiting the ports.

“The success that they have achieved to date has largely not been because of electric trucks – and not even because of alternative fuel and natural gas trucks – but because of the turnover from old technology diesel to new technology diesel,” Schaeffer said. He also noted that new diesel trucks are the cheapest, while also offering emissions reductions.

The CAAP explains that a portion of trucks manufactured in 2010 to 2014 do not actually meet emissions requirements set by the U.S. Environmental Protection Agency due to cap-and-trade credits manufacturers received to make those engines. Additionally, 2014 model year trucks “are equipped with on-board diagnostics that will assist with engine testing and maintenance compliance going forward,” the document states.

Technology Development

Although there are no zero-emission heavy-duty trucks available that can perform the same duties as existing truck technologies for a similar cost, there are zero-emission trucks currently available – and the technology is advancing.

“The technology is advancing really quickly. Battery technology is coming along really rapidly,” Tomley said, specifically referencing electric-powered cargo handling equipment. “We’re already seeing through some of these prototype demonstrations really significant progress for these types of technologies to be able to do the work.” She added, “We need to evaluate how these new technologies can be integrated into operations and what their limitations are, what their strengths are, and assess all of that as we are mak-

Poll Reveals Support For Clean Air Action Plan’s Goals, More Aggressive Rules

■ BY **SAMANTHA MEHLINGER**
Assistant Editor

In a poll of 400 “likely voters” in Long Beach, San Pedro and Wilmington, more than 70% reported that they were supportive of the San Pedro Bay Ports Clean Air Action Plan draft update. The policy document lays out proposed regulations and goals for converting trucks and equipment to near-zero and zero emission technology.

Funded by the California Natural Gas Vehicle Coalition, the phone poll was conducted from August 15 to 17 by Los Angeles-based research firm Fairbank, Maslin, Maullin, Metz & Associates (FM3). Those polled were selected at random, and the margin of error is 4.9% in either direction, according to the survey results.

The draft Clean Air Action Plan (CAAP) would require that all trucks entering the ports meet a near-zero emission standard by 2023 and a zero-emission standard by 2035 or face a fee. It also would require cargo handling equipment to operate at zero emissions by 2030. The Long Beach and Los Angeles harbor commissions are scheduled to vote on a final version of the document on November 2.

A 90% majority of those surveyed supported the overall zero-emissions goal of 2035. Only 6% opposed the proposal, with 4% unsure.

An 84% majority supported creating guidelines beyond what state and federal regulations require.

The California Natural Gas Vehicle Coalition has advocated for implementing near-zero emission requirements as soon as 2018, rather than the 2023 date included in the draft CAAP. The poll included questions proposing three different trucking regulations, with more than 70% of respondents supporting each of them.

The first proposal, which received 78% support, suggests that beginning in 2023, all trucks that do not meet a new diesel emission standard that would reduce emissions by 50% to 75% should pay a fee. Another proposal suggests allowing diesel trucks to operate in the ports until 2035 and requiring them to pay a fee if they do not meet a standard to reduce emissions by 50% to 75%. This received 73% approval from respondents.

The third proposal suggests accelerating the plan to require trucks to pay a fee if they do not meet a standard that would require a 90% reduction in emissions in comparison to existing diesel truck engines. This received 72% support.

Additionally, 68% of those called supported proposals to immediately implement a fee on trucks that do not meet a low-emissions standard and to create a regional coalition “to secure existing local, state, and federal funding to help drivers purchase non-diesel technology that meets the low emissions standards.”

The California Natural Gas Vehicle Coalition is a statewide organization that advocates for the inclusion of natural gas vehicles in efforts to reach the state’s climate goals.

“Sometimes we get insulated, where we are dealing with this stuff every day, but you’re not really sure how the public is feeling about it,” Thomas Lawson, president of the coalition, told the Business Journal. “The poll showed quite a few interesting points to me. And one of the most interesting data points is that 60% strongly favored but 84% totally supported reducing the air pollution beyond what the state and federal guidelines require.”

Lawson continued, “To me, that opens up a huge doorway for the ports to be able to be aggressive with the Clean Air Action Plan. As well, that they don’t have to fear backlash from the public because they want action and they want action right now, which is what our Act Now Plan hopes to recommend to the joint ports. So, for me, that was one of the biggest takeaways.”

The coalition submitted its Advanced Clean Trucks (ACT) Now Plan to the ports as a public comment on the CAAP. This plan advocates for a near-zero emission standard that would require engines to meet 0.02 g/bhp-hr NOx emissions and a 40% reduction in greenhouse gas emissions using renewable fuels and energy. Fees on trucks that do not meet these standards would be imposed sooner.

“We view the fees as an important tool to help guide the market and making the transition earlier,” Greg Roche, vice president of fuel natural gas fuel supplier Clean Energy and a member of the coalition, said. “Without the fees being put in place earlier, you don’t have the market incentive to make that change.”

Roche and Lawson pointed out that there are natural gas powered trucks available now that meet near-zero emission standards.

“The poll suggests that folks don’t want to wait. They don’t want to wait for a future far-off date when we’re going to be cleaner,” Lawson said. “The longer you space that out, you basically are allowing other diesel trucks to stay on the road longer. And, you know, in this day and age, that should be unacceptable to just about everybody – especially those concerned with air quality, those concerned with the public health impacts of diesel trucks. There should be a sense of urgency among us all.”

Lawson argued that “clean diesel” technology is a “losing strategy” for achieving lower emissions. While natural gas trucks exist today that meet the near-zero emission standard, according to the CAAP, there are indications that diesel technology may advance to meet a near-zero emission standard by 2020. ■



There are currently a number of battery-powered, zero-emission yard trucks manufactured by BYD in operation on local terminals. (Photograph provided by BYD)

ing the determination about the transition into bringing them in and [if] they are feasible to do the work.”

The Diesel Technology Forum represents manufacturers that also produce engines powered by other fuel sources. One such manufacturer, Mack Trucks, has created a truck that blends zero-emission technology with diesel, according to Schaeffer. The truck combines battery with a downsized diesel engine. Geofencing technology automatically switches between the power sources depending on where the truck is located. “So when it is . . . on the grounds of the port property moving containers, it is

able to operate for a limited distance and time on full electric,” Schaeffer explained. When it leaves the port area, its engine power could switch to diesel.

BYD is one of the leading manufacturers of battery-powered vehicles. The firm has built a fleet of electric buses for Long Beach Transit at its plant in Lancaster and is now expanding that plant in part to accommodate manufacturing zero-emission heavy-duty trucks, according to Andy Swanton, vice president of sales for BYD’s trucking division.

Swanton said he believes the timelines laid out in the CAAP are feasible. “I think

“A lot of the things that we have been hearing from the community stakeholders, the environmental groups, the technology vendors and the business port operators about costs, timeline and all of these different things can be summed up in the debate between transitioning to near zero [emissions] or transforming to zero [emissions].”

Heather Tomley, Director of Environmental Planning, Port of Long Beach

they could be even more pressing, but I think that as currently laid out it is a sensible plan that on the long-term horizon sends a strong signal to the manufacturers to develop the technology,” he said. “And from a manufacturer level, we believe we could achieve those even earlier. That’s not to say it’s going to be easy.”

BYD currently offers an all-electric powered heavy-duty truck capable of handling a payload similar to existing diesel and natural gas trucks, according to Swanton. However, its range is only about 100 miles. “That’s the state of the technology for us today. There are other providers who either have more battery on board and can travel farther distances or who use a different fuel source to achieve zero emission with fuel cells that are closer to about 200 miles of range today,” he noted.

“We are fully cognizant of the fact that that does not address all of the needs for drayage at the ports,” Swanton said of existing electric truck technology. However, he estimated that in three to five years,

BYD will have developed a cost-effective truck with a 200-mile range on one charge, with the ability to charge quickly or swap out batteries to travel as many as 400 miles. “That would satisfy the vast majority of the drayage routes,” he said.

As it stands today, existing electric technology both for trucks and cargo handling equipment is expensive, according to Swanton. “There is a long list of reasons for that. One is that the batteries constitute about two-thirds of the cost of the vehicle. But batteries are coming down in price very rapidly,” he said. “And then the other reason that they are really expensive is that we are not making large volumes of vehicles right now. You know, most of our orders are for one to five vehicles.” Manufacturing in larger, commercial-scale volumes would bring the cost down, he explained.

BYD also currently produces a zero-emission yard truck – a piece of equipment that transports containers around on termi-

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BYD offers an electric, zero-emission heavy duty truck capable of handling payloads similar to those of traditionally-fueled trucks calling the port. BYD's truck only has a range of about 100 miles, but the company is working on another model that would double this range. (Photograph provided by BYD)

(Continued From Page 23)

nals. These battery-powered trucks are able to charge between terminal shifts to accommodate the operational needs of terminals, according to Swanton.

“And then the other kind of lynchpin technology that’s really critical are the top handlers. The top handlers are what grab the containers from the yard trucks and from the drayage trucks and basically stack them,” Swanton said. BYD has partnered with Taylor Machine Works, a well-known provider of cargo handling equipment, to create an electric top handler. “We will provide the actual batteries, the electric motors and all the high-voltage components, and then Taylor is going to integrate them into their standard shell top handler,” he explained. “We will be demonstrating a couple of those in Los Angeles in 2018. If we can solve that vehicle, then we basically have the critical vehicles between the drayage trucks, the yard trucks and the top handlers to meet the Clean Air Action Plan goals,” Swanton said.

“You know, down the line, there will come a day when battery electric vehicles are less expensive to purchase and significantly less expensive to operate than diesel and natural gas,” Swanton said. “And for that reason, it is important that we are advancing the market and helping work towards that future state.”

Swanton acknowledged that the current cost of zero-emission technology is significantly more than technologies currently in use on a widespread level and that it might be difficult to sway all parties toward the CAAP’s goals due to corresponding concerns about the ports’ competitiveness. “Because you don’t want to see a drop in any of the freight that is coming through L.A./Long Beach,” he said. “I think this is a nice balance for both sides to be working towards this. And we think it certainly can be done.”

Next Steps

During a September 25 meeting of the Long Beach Board of Harbor Commissioners, Board Secretary Lori Ann Guzman

“I don’t want zero emissions at all costs if I can get zero emissions for cheaper. . . . Costs matter and the industry is struggling.”

Lori Ann Guzman, Long Beach Harbor Commissioner

said she was not comfortable moving forward with the CAAP without “meaningful dialogue” about maintaining the ports’ market share. “I don’t want zero emissions at all costs if I can get zero emissions for cheaper. . . . Costs matter and the industry is struggling,” she said. She indicated that she would like some dialogue and analysis regarding the ports’ competitiveness as it related to the draft CAAP to take place on a parallel track as the document is being finalized. She also asked staff to provide her with information about the ports’ success in obtaining grants and incentives for the previous iteration of the CAAP.

Public comment at the harbor commission meeting reflected two sides – those seeking more aggressive timelines for implementing near-zero and zero emission technologies and those concerned about the impact to business.

Christopher Cannon, director of environmental management for the Port of Los Angeles, said that the two ports’ staffs talk at least three times a week as they work on the document. “The key thing I think that I wanted to mention . . . is that the CAAP is a high-level document that establishes goals and direction for what we want to do with the Clean Air Action Plan. But the details will be worked out as part of CAAP implementation in the coming year,” he told the Business Journal.

Following the anticipated passage of the CAAP on November 2, the ports intend to

form an advisory committee of industry, environmental and community stakeholders as they create details of programs, such as a trucking program, around the CAAP’s goals. “We will actually be getting into the details about how those programs would be implemented, what particular steps needs to be taken, what kind of actions need to be brought before our board,” Cannon said.

“We’re very excited about taking the next steps in furthering our success with the Clean Air Action Plan,” Cannon said. “We have had a lot of success over the last 11 years, but we can’t rest on our laurels. We have to keep pushing to reduce emissions further, to reduce impacts on the community, especially the environmental justice communities that are located in areas around the ports. And we take all of this work very seriously.”

Tomley said port staff is reviewing comments on the CAAP to determine where changes are “appropriate and necessary.”

“We recognize that what we’re laying out here, these strategies, will be challenging,” Tomley said. “But we also recognize that there is a need to continue to move forward with this effort. I know from discussions that we had . . . everybody takes what we’re doing very seriously, and the comments that we have received have been really valuable for us to understand where everyone’s concerns are. And what we are trying to do is balance all of that right now as we come up with the final document.” ■

Keeping Up With The Jones Act

■ BY TOM O'BRIEN AND TYLER REEB

In late September, President Donald Trump waived the Jones Act – a nearly century-old law that restricts the transport of goods between U.S. ports exclusively to ships built in the United States and owned by U.S. citizens or corporations. The Jones Act is an example of legislation designed to protect cabotage, or trade within a country’s border.

Officially the Merchant Marine Act of 1920, the more popular and colloquial “Jones Act” is used in acknowledgement of Senator Wesley R. Jones, who sponsored the legislation. In the years after World War I, lawmakers were eager to ensure that the United States maintained a robust merchant marine fleet. By requiring a fleet of ships capable of delivering goods throughout the nation’s major ports and waterways, lawmakers sought to shore up national security.

The recent waiver was not a case of POTUS 45’s action contradicting his “America First” campaign promise to restrict international trade to boost the domestic economy. Instead, President Trump temporarily waived the law in an attempt to make it easier to get critical supplies to Puerto Rico in the wake of the devastation caused by Hurricane Maria.

President George W. Bush waived the Jones Act in the aftermath of hurricanes Katrina and Rita in 2005 and

Trump similarly waived the law after Harvey and Irma earlier this year. Those actions spurred a renewed debate in media and policy circles about the relevance of the maritime legislation.

According to The Economist, “building a cargo ship in America can cost five times as much” as those built in China or Korea with twice the operating costs of foreign ships. A widely cited 2010 study conducted by the University of Puerto Rico found that the Jones Act costs the U.S. island economy \$537 million per year. Like the U.S. territory, Alaska and Hawaii also claim considerable financial burdens for import transport costs due to the Jones Act.

Other reports indicated that temporary waivers of the Jones Act were providing scant relief to Puerto Rico because hurricane-related disasters had badly hobbled transportation networks on the island. The PBS News Hour reported that more than 9,000 containers had accumulated at the Port of San Juan with other ships still waiting to enter the port, a reminder that maritime transport is part of a broader supply chain.

For a brief moment, because of the attention paid to the devastation in Puerto Rico, the debate surrounding the relevance of the Jones Act in today’s economy took place in the public arena on media outlets and not just in trade circles. As hurricane season wanes, so too will the public debate over the Jones Act. But the issue will not go away for goods movement leaders or U.S. states and territories most impacted by cabotage law. A new awareness however may spur a wider set of lawmakers to ask questions about the real benefits and costs of national trade policy.

The same thing could be said for the North American

Free Trade Agreement (NAFTA), which took effect in 1994. Over the last 27 years, a little thing called the Internet was invented and global trade patterns and financial systems today are markedly different.

Like the Jones Act, the President also has played a role in shining a more intense spotlight on this and other trade agreements. NAFTA was a hot topic during the 2016 presidential campaign and President Trump now seeks to renegotiate certain of its aspects to create more favorable trade terms for the U.S.

The renewed attention to both NAFTA and the Jones Act has not necessarily resulted in a more nuanced debate. In some cases it has led to even greater divisions based upon overly simplistic arguments that gloss over the fact that trade policy can have different impacts in places as close as Long Beach and Bakersfield. But it is good to question policy and honestly assess its impacts. The good news is that even when the spotlight fades, the trade community will continue the dialogue. NAFTA alone has been renegotiated more than ten times since its inception, something that has been lost in the current debate. The regular back and forth is healthy and necessary if we are to ensure that our response to challenges and crises is more about policy than politics.

(Dr. Thomas O'Brien is the executive director of the Center for International Trade and Transportation (CITT) at CSULB and an associate director for the METRANS Transportation Center, a partnership of USC and CSULB. Dr. Tyler Reeb is director of research at CITT and associate director of the Southwest Transportation Workforce Center.)

San Pedro Bay Ports Work Toward Higher Efficiency Through Collaboration, Communication And Investment



In 2015, the San Pedro Bay ports began an initiative to optimize supply chains to address “massive congestion,” according to Noel Hacegaba, managing director of commercial operations at the Port of Long Beach. Efforts continue today with an emphasis on increasing communication between supply chain partners. (Photograph by the Business Journal’s Larry Duncan)

■ By **BRANDON RICHARDSON**
Senior Writer

Comprised of the ports of Long Beach and Los Angeles, the San Pedro Bay port complex is the busiest in the United States, bringing in around 40% of the nation’s incoming cargo each year. Such massive volume requires many industry partners working together to get goods where they need to be, and the Southern California ports are working together to optimize supply chain efficiency.

“Supply chain optimization was an initiative that was launched in 2015 in response to massive congestion that hit the Southern California ports,” Noel Hacegaba, managing director of commercial operations at the Port of Long Beach, said. “It’s an effort by the ports to look beyond our terminals and our complex into the entire supply chain and identify with our industry partners opportunities to enhance efficiencies and improve speed and ensure reliability for our shippers.”

The first step to ease congestion at the port complex was to tackle the issue of chassis imbalance between terminals.

Hacegaba noted that an artificial shortage was created when certain terminals had excessive truck chassis available and others were short, causing delays in container throughput. To combat the issue, the ports worked with the three major chassis providers and helped establish the pool of pools, allowing the companies to combine their assets to be used interchangeably and seamlessly from terminal to terminal.

Another major advancement in supply chain optimization is the reservation appointment system, which allows for terminals to inject predictability to truckers as to when containers are available for pickup. As a result of the pool of pools and the reservation system, Hacegaba said Long Beach has seen the average truck turn times drop to 84 minutes.

“A key element of optimizing the supply chain requires closer collaboration and tighter communication,” Hacegaba said. “A lot of the initiatives that grew out of supply chain optimization are actual solutions. These are real solutions that are moving the needle when it comes to efficiencies and reliability. These would not have happened without that collaboration.”

In the area of information, Hacegaba said the port is noticing supply chain partners – such as shipping lines, railroads and trucking companies – are all making a concerted effort to improve their individual information systems. By upgrading systems, Hacegaba explained that historically isolated segments of the supply chain are able to connect through information sharing, which increases velocity and ensures reliability.

In addition to programs and initiatives for supply chain optimization, the Port of Long Beach has an aggressive capital expenditure program underway, investing \$4 billion over a 10-year period.

The replacement of the Gerald Desmond Bridge is already underway, which Hacegaba said is strategically critical for velocity in the supply chain. He explained that the bridge carries 15% of the nation’s goods, so the new, wider bridge (three lanes in each direction, rather than two) will alleviate traffic delays. The new bridge is also going to be taller than the current bridge, which will allow for larger ships to pass underneath.

“The other big piece of it is our Mid-

dle Harbor project. This project essentially combines two aging piers into one mega terminal,” Hacegaba said. It’s posting remarkable truck turn times, averaging 34 minutes, which is significantly better than the average for the complex in general.”

Upon completion at the end of the decade, Middle Harbor will have the annual throughput capacity for 3.3 million twenty-foot equivalent units (TEU), which Hacegaba said is equal to the fourth largest port in America. In addition, the project is the greenest port terminal in North America, while being able to handle the larger 22,000 TEU ships and increasing on-dock rail operations. The terminal also has a dual appointment system, allowing a single truck to drop off and pick up a container in the same trip.

The last piece of major infrastructure improvement is optimizing the rail network and expanding rail capacity to move more containers through the complex. Hacegaba said currently, 30% of all Long Beach cargo leaves terminals on rail. However, he noted that the board of harbor commission-

(Please Continue To Page 26)



Mark Hirzel, former president of the board of directors of the Los Angeles Customs Brokers & Freight Forwarders Association, said reliability is paramount to beneficial cargo owners, which is why further supply chain optimization is necessary at the San Pedro Bay ports. (Photograph by the Business Journal's Larry Duncan)



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ers envisions significant rail movement in the coming years.

“We estimate that one train can replace up to 750 truck trips. It’s a lot more efficient to move goods out of the terminal,” Hacegaba said. “Our latest long-term cargo forecast puts us at 40 million TEU by the year 2040. Last year, L.A. and Long Beach combined, we did about 15.5 million TEU. So the rail is critical to be able to handle that volume that we anticipate coming to our complex.”

The major rail project proposed by the port is the Pier B On-Dock Rail Support Facility, for which a draft environmental impact report (EIR) has been released. After alterations and comments, Hacegaba

said a full EIR would be released for further consideration. The Pier B project has gotten the attention of many Westside businesses and community activists, who claim the project would be extremely detrimental to quality of life and business.

With the Port of Long Beach making such large investments in infrastructure, Hacegaba said the need for continued and additional supply chain optimization has never been more prevalent. He compared it to owning a \$4 billion computer but operating it using Windows 95. While the hardware (infrastructure) is important, the software (supply chain optimization) is necessary to utilize the complex to its full potential.

“We see supply chain optimization as

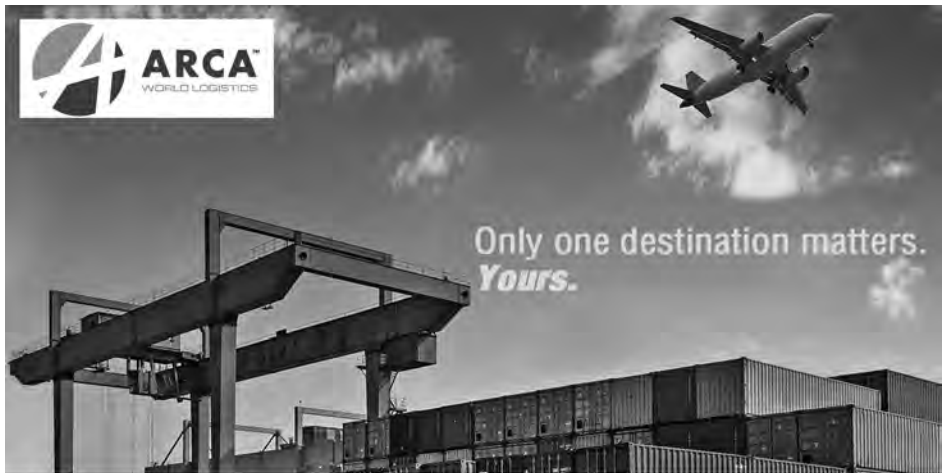

critical to ensure our competitiveness in the years ahead,” Hacegaba said. “We look at the market, and we see how competition has intensified over the last 10 years. And in order for us to maintain our competitiveness, we have to work with our partners to optimize the supply chain and ensure that the port users have a very, very positive service experience.”

Kenneth O'Brien, chief operating officer of Gemini Shippers Group, said his company works with around 250 importers in the United States, with the Southern California gateway being the most critical entry point for the U.S. market.

“Moving things through the port and the velocity to get through the port is critical,” O'Brien said. “Typically, the port becomes one of the bottlenecks in the chain, in which there are many. So anything the port authorities can do to ease that and aid some of the velocity of that is hugely critical.”

Beyond velocity, O'Brien noted that predictability and reliability are probably more important. He explained that his company can work with its member companies to plan their supply chain around any given time frame. However, he said they cannot assist their clients when they build a plan around one time frame and then cargo is delayed. O'Brien said in many instances, clients will pay a little more and sacrifice a little speed to ensure reliability.

In order to accomplish desired velocity and reliability, O'Brien said Gemini advocates for its member companies to actively



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communicate with port authorities and supply chain partners to build relationships and keep one another informed in this complex industry of goods movement.

The Port of Long Beach is making smart moves for the future by investing in infrastructure and working to optimize its supply chain, O'Brien said. He explained that Gemini's member companies, as well as other importers, are looking for ports that are making positive moves for the future and will continue doing business with those ports.

"We've got a direct line to [the ports], and they are listening. It's not that way with every port. They have been a very good partner to hear what shippers have to say about what's not working or what could be better and try and action it," O'Brien said. "We don't expect instant gratification. No problem is going to be solved in a vacuum by one party. It's going to take all of us communicating on the issues and trying to find a solution."

Mark Hirzel, former president of the board of directors of the Los Angeles Customs Brokers & Freight Forwarders Association, agreed, saying beneficial cargo owners thrive on reliability, which was lacking before the ports' supply chain optimization efforts began. He said the most important thing the ports have done is simply starting the conversation among supply chain partners.

Historically, Hirzel said each sector has worked in the same area but never worked together. He said each group, from trucking to shipping to labor and down the line, was focused on its individual success rather than the entire port system, not thinking about the effects it had on other partners when changes were made.

When the San Pedro Bay ports began discussions of supply chain optimization, Hirzel said it gained the attention of the Federal Maritime Commission, bringing the issues to the national stage rather than just regional. According to Hirzel, this national attention is beneficial because San Pedro Bay supply chain issues are not unique but experienced by ports nationwide.

Though he acknowledges the efforts already made, he said reliability has a long way to go. He said he envisions anticipatory appointments where ship unloading schedules are more precise and relayed to trucking companies. Such a system would make trucking companies aware of exactly when a specific container is to be unloaded rather than being notified after the fact when trucks are already dispatched, delaying pickup another day.

The Port of Los Angeles has partnered with General Electric (GE) to tackle the issue of supply chain information sharing between the various sectors, according to Marketing Manager Chris Chase.

"Obviously, the challenge here in the harbor is you have many different modes of transportation meeting. Them talking to each other, especially electronically, is not as advanced as other parts of the supply chain are," Chase said. "That's an area we are concentrating on, and we're in the midst of this project. We did a pilot earlier this year, saw some success. But the value really is getting more partners involved, and that's what we're working on right now."

The port's work with GE is centered around the idea of advanced notification and visibility between the various supply chain partners to create as efficient a port as possible. Through the system, Chase said all supply chain partners would be aware of how many containers are on a given ship, the size of the containers, which ones are leaving by rail and which ones are leaving by truck. The goal is the maximum amount of inter-port communication.

There is not a hard timeline for when the entire system will be up and running, due to the fact that the port has to get all its partners on board in order to have as much information as possible. Chase said the hope is for the program to fully take effect in the next year. He said there has been a tremendous amount of interest in the program.

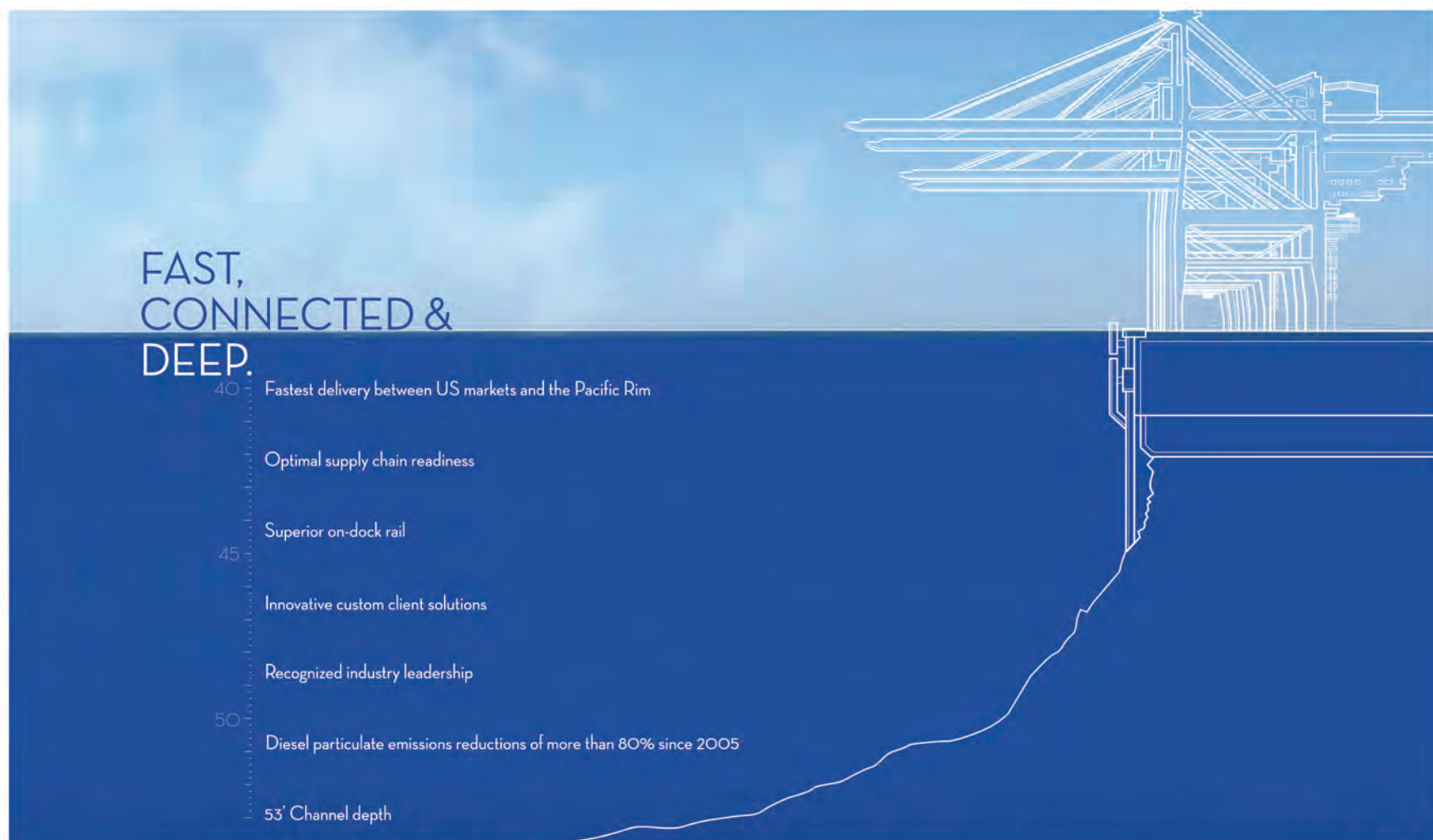
"We're making some good headway. People are very supportive, and now it's

just getting the actual connections done and building it out to handle the volumes we see here," Chase said. "We're very optimistic. Many of our partners are very excited about this and willing to try something different."

Based on the pilot program and running models, Chase said the port estimates efficiency could improve 8%-12% overall once the full program takes effect. He explained that the full benefits of information sharing would likely not be seen for several years, after the program is fully built out.

Chase said he hopes the Port of Long Beach gets involved with the program early and that preliminary discussions have occurred, though no commitment has been made at this point. Based on the success of the project, Chase said GE would be able to work with other ports around the country, and even the world, potentially making it the standard for port supply chain operations.

"In my opinion, it seems to be going not quite as quickly as we all had hoped it would. For this to really work as it needs to, it has to integrate the entire port complex of the San Pedro Bay. It's all interrelated," Hirzel said. "The sooner we can make that visibility open to all the players and they can see what's coming down the pipe, the better they can plan and the more efficient the whole supply chain can be." ■



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John Cushing, president and CEO of PierPass, feels that the ports of Los Angeles and Long Beach should allow his organization to continue analyzing two alternative models to the OffPeak program. The ports have included a proposal for a universal truck appointment system alternative in their Clean Air Action Plan draft update. (Photograph by the Business Journal's Larry Duncan)

Revisiting PierPass

■ BY **SAMANTHA MEHLINGER**
Assistant Editor

It has been 12 years since the non-profit organization PierPass Inc. was formed through the West Coast Marine Terminal Operator Agreement (WCMTOA), which includes terminals at the San Pedro Bay ports, to create and oversee an off-peak terminal gate program designed to combat congestion and improve air quality. In the years since, some challenges have emerged for supply chain stakeholders related to the cost and efficiency of moving cargo into and out of the ports.

To address industry concerns, PierPass is in the process of retaining a third-party consultant to evaluate two alternative models to its OffPeak program, which currently functions by charging a traffic mitigation fee for draying cargo into or out of the port during terminal daytime shifts. This is meant to encourage beneficial cargo owners to direct the truckers they have contracted with to pick up their cargo during night shifts. According to John Cushing, president and CEO of PierPass, the fee funds terminal night shifts.

"The program as it is structured currently has been in place for 12 years, and it has successfully diverted more than 40 million trucks away from the busy daytime traffic commute to the night side," Cushing said. "Before we began the OffPeak program, about 88% of the containers were picked up and delivered during the day. Over the past 12 years, that number has consistently hovered around the 50% day, 50% night. So it's doing a very good job of mitigating traffic."

Still, there are issues with the program. "I think the biggest issue that comes to

mind is that the day shift works from 8 a.m. till 5 p.m. and the night shift begins at 6 p.m. and goes till 3 a.m.," Cushing said. Trucks seeking to avoid the daytime fee queue up between 5-6 p.m. to take advantage of the night shift. Some say the queues are creating congestion.

PierPass is working on a potential solution to the issue. "We have gone both to the Port of Long Beach and the Port of Los Angeles. And we have been working with them to identify land available within the ports where the trucks can go and park and wait for the night shift, the second shift, to start," Cushing said.

Alex Cherin, executive director of the California Trucking Association (CTA) Intermodal Conference, said the gap between shifts creates a bottleneck.

"Given that this industry as a whole operates on pretty thin margins and is pretty competitive, most of the large importers adapted to the PierPass structure and changed their delivery hours, or their operational hours, from daytime to night," Cherin said. "And what that resulted in is congestion and really sort of a choke point at 5 or 6 o'clock when the PierPass fee goes away. . . . That has created an enormous amount of stress on the system."

Robert Loya, chair of the California Trucking Association Southern California Intermodal Conference, said that each terminal has different operating schedules, with some choosing to be open three nights a week, every other day, and so on. "It has really created an additional challenge for us to try to work with independent contractors to come on Saturdays and work nights," Loya said.

To incentivize independent contractors to work off hours, trucking companies have to increase their payment rates, Loya explained. That cost is ultimately passed on to the beneficial cargo owner that contracts with the trucking firm. So, although the PierPass fee is being avoided by taking advantage of the night shift, other costs are

incurred, Loya explained. He argued that the PierPass fee should take this operating cost differential into account.

"The biggest challenge . . . is you've got three or four different parties that are impacted by the PierPass fee. You have got the terminal operators, the steamship line, the cargo owner and the trucking company," Cherin said. "And each of those four entities has their own metrics on how they are successful and how they measure success. The challenge is that PierPass is governed by one of those four parties that has a vested financial interest in the outcome of how that transaction goes. . . . What we have really been advocating for is sort of an independent joint powers authority or third party to come in and administer the PierPass program or PierPass-like program in a way that is fair for everyone and recognizes efficiencies across the board."

METRANS Transportation Center, a joint partnership of the University of Southern California and California State University, Long Beach dedicated to solving transportation problems through research, education and outreach, conducted a study of PierPass in 2008. The study concluded that while PierPass was effective in mitigating traffic, there were winners and losers in the program.

The drayage trucking industry was not consulted in the OffPeak program's development, according to the study. Fewer dock workers were employed for night shifts following the program's implementation, which created delays for truckers. Truckers and the warehousing industry absorbed some costs of the program due to such challenges but do not receive any benefit from the PierPass fee, the study explained.

Genevieve Giuliano, one of the principal authors of the study and director of METRANS, said that such challenges still apply today. There have been many questions posed throughout the supply chain about the effectiveness of PierPass in re-

spect to its fee structure and off-peak format, she explained.

Giuliano said that METRANS attempted to pursue a follow-up study of PierPass but was unable to get funding for it. "It has been basically a decade since we did our research. And I don't think anybody has done anything since," she said. "Things have changed. We went through a recession. . . . The ocean shipping industry has changed astronomically. . . . And the drayage trucking industry is somewhat different after the CAAP and the turnover of the fleet and so on. So nobody knows, really, how things are affecting who at this point."

Cushing explained that over the years, supply chain stakeholders who sit on the PierPass Advisory Committee have requested that the program be revisited. Last October, PierPass convened the advisory committee with the marine terminals comprising WCMTOA and more than 70 representatives of importers, exporters, trucking companies, logistics firms, government agencies and more to discuss the issue. Since then, a series of meetings were held to identify OffPeak program alternatives.

In May, two alternative programs were selected for further analysis, and PierPass is now in the process of hiring a third-party consultant to lead the effort, according to Cushing. The two alternatives to be studied are a universal appointment system model and a peel-off model.

In a portwide appointment system model, all terminals would use a common system for truckers to arrange pickup or drop-off of a container. Each appointment would carry a fee, according to Cushing. "The fees would be assessed on all containers, whether they are picked up in the day or the night. So that's one alternative," he said.

Cherin and Loya are supportive of a universal appointment system. "We have been advocates of a universal appointment system. Get rid of the PierPass program. Con-

trol the 50/50 cargo [shift distribution] with appointments,” Loya said.

Giuliano, too, has advocated for the universal appointment model. When ME-TRANS submitted recommendations on the state’s Sustainable Freight Action Plan, a universal appointment system was included, she said.

“If you’re really going to get mileage out of an appointment system, it has to be universal so that the truckers have enough information to be able to schedule as efficiently as possible,” she said. Having appointments for cargo pickup and drop-off would help terminals increase productivity by optimizing the use of their space, she explained.

Still, it would not be a simple process to implement. “The appointment system is complicated when you go across the entire port because every single terminal does something slightly different. They have different loads. They have different time patterns of demand,” Giuliano said. “And of course, the software is different. So right now, if a truck driver wants to use an appointment system of multiple terminals, they have to have multiple sets of software because [the terminals] are all doing their own thing,” she explained.

“We have to go beyond that and develop a common software and a common communication system,” Giuliano continued. “And then you’d have to figure out how you coordinate across the terminals. It’s not that

it’s not technologically feasible. It really is. But it would require adjusting practices at different terminals.”

The other model to be studied is a peel-off program. “In the portwide peel-off, all containers would come off the ships and they would be sorted as to whether they would be going local delivery or Inland Empire or over the road or to the railyards, for example,” Cushing explained. “The terminals would say how many trucks they could handle per hour. Trucks would come down . . . to the terminal, and they would be given the next container as it comes off and be told where to deliver it on their way out the gate.”

Loya was critical of this concept. “The peel-off program does not work for several reasons,” he said. Beneficial cargo owners (BCO) typically contract with trucking companies for their services directly or through a third party – such a program would completely change this system.

“Right now, I get to negotiate with my BCOs what my trucking rate is. If I am now dealing with 7,000 BCOs, how do I know what rate I can negotiate?” Loya queried.

Such a system would also take control away from BCOs. “If I am, for example, a big BCO like Target, well, they go through a vetting process of all trucking companies,” Loya said. “They will no longer have control of which trucker picks up their cargo because it’s whatever comes off the top of that pile is what’s given to the next trucker.”

A system in which a destination would not be predetermined would also likely force trucking companies to adopt employee models instead of using independent contractors, according to Loya. “It goes into a situation where now we’re into a federal issue, where now . . . dictating how we should be doing business,” he said.

Giuliano noted that a peel-off system would likely benefit terminal operations. “You can imagine that on the dockside, that would be quite efficient, because then I don’t have to organize my containers in order of who is going to pick them up,” she said. “But it is difficult on the landside because then the cargo owner doesn’t really know when the container is going to arrive. . . . And the truck driver doesn’t really know where he has to go until he picks up the container.”

The Clean Air Action Plan draft update includes a proposal to implement a universal appointment system for Los Angeles and Long Beach terminals by January 1, 2019. The document notes that of the 13 terminals, eight already use appointment systems, and two more are in the planning stages to adopt such systems. A universal system “could improve traffic flow and reduce truck turn times, vehicle miles traveled and associated truck emissions,” the document states.

Cherin and Loya said they advocated for the proposal to be included in the plan but that they still would like PierPass to continue on with its study of alternative mod-

els. “I think the Clean Air Action Plan is really more advisory language when it comes to the appointment system and the metrics,” Cherin said. “And the PierPass consultant [analysis] is really more of a revision to the program itself.”

Loya added, “Irrespective of what needs to happen, there needs to be an oversight committee as a joint powers authority to ensure that we are looking at things fairly – all solutions. So you can do the study, but it’s probably going to be more tailored to what the terminals want.”

Cushing said he submitted a comment on the Clean Air Action Plan explaining PierPass’s upcoming analysis of the alternative models. “It’s not clear why the ports are pushing for one model over another. We would rather have the ports stay engaged in the analysis of the two alternatives,” he said.

“One of the things I am not sure anybody outside of Southern California knows is that Long Beach/L.A. is the only place where we have a PierPass program with actual fees,” Giuliano noted. “And that definitely affects business at the port. Nobody knows how much. And it would take a real genius to figure that out. But nevertheless, it is one thing that adds to the price of doing business in Southern California. So it’s really important to make that fee as efficient as possible, and in other words, can we get something out of it to make the system work even better.” ■

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Improving Freight Efficiency And Emissions Requires Broad Skill Set

■ By **ANNE ARTLEY**
Staff Writer

As the state takes steps toward establishing a cleaner and more efficient freight system, it opens the door for employment opportunities in fields that range from management and public policy to engineering and computer science, according to Center for International Trade and Transportation Executive Director Tom O'Brien.

O'Brien is conducting a study on the workforce implications of the California Sustainable Freight Action Plan, a widespread policy effort to address the state's economic, environmental and transportation needs. It was developed in response to a 2015 executive order from Gov. Jerry Brown, according to the state's website for the plan.

The plan sets forth goals to meet by the year 2030. These include engaging more than 100,000 freight vehicles capable of running without emissions, improving freight system efficiency by 25%, and establishing benchmarks for competitiveness and economic growth.



Dr. Thomas O'Brien, left, is the executive director of the Center for International Trade and Transportation (CITT) at CSULB and an associate director for the METRANS Transportation Center, a partnership of USC and CSULB. Dr. Tyler Reeb is director of research at CITT and associate director of the Southwest Transportation Workforce Center. (Photograph by the Business Journal's Larry Duncan)

"We hear a lot from employers that there's a need for people with critical and analytical thinking skills that take a wide approach to problems," O'Brien said regarding what it will take to make the plan's goals a reality.

O'Brien envisions opportunities for graduates from supply-chain programs whose expertise ranges from the economics of freight movement to the engineering of electrical systems.

The South Bay Workforce Investment Board (SBWIB), a social service and employment agency, is helping to develop a program that will incorporate apprenticeships into training for aerospace engineers.

"It's unique because you don't usually think of engineers as being apprentices," SBWIB Executive Director Jan Vogel said. "But we think it will be a good template for other occupations and other employers who would like to do similar things." He added that it is a "short jump" from aerospace to civil engineering,

which would directly benefit the California Sustainable Freight Action Plan.

The intention, Vogel said, is to give employers the opportunity to customize the apprenticeships based on the skills they need to create a "career pathway."

Vogel said his organization is in the process of submitting the program application to federal and state officials. Partners include the manufacturing training program Tooling U-SME, West Los Angeles College and El Camino College.

Trucking is another trade that may undergo some modifications as more jobs utilize automation and technology.

"The drivers of the trucks could potentially go away if there's a demand for more autonomous vehicles," O'Brien said. "It won't happen in the short term, but it is something the industry is looking at."

He said a potential solution is to broaden the base of training for truck drivers so they are more adaptable in the future.

"What if the people who operated the vehicles got additional training in maintenance, robotics or information systems? Because the vehicles are going to rely on advanced communications. There's ways to develop skills, but you have to be able to look beyond traditional career pathways. If you're pursuing a commercial driver's license, you're limited in what you can do because the training is so specialized."

O'Brien clarified that this is a long-range consideration since truck drivers are the biggest lead for employment according to short-term labor market data, he said.

Chris Shimoda, director of policy for the California Trucking Association, expressed a similar viewpoint. "A 21-year-old, at the minimum age to obtain a commercial driver's license, is very unlikely to lose their job in their career lifetime."

Shimoda said the current stage of development for automated technology in trucks is at the same level as that in cars, the driver-assist level.

"The most likely outcome of progressively automated functions is the need to have a driver behind the wheel to operate the system," Shimoda said.

O'Brien said any trepidation from certain industries regarding environmental regulations stems from uncertainty rather than the changes themselves.

He reflected, "Everybody wants clean water and air. The question is, how are the changes implemented over the time period. Does the industry have some opportunity to adjust? Is the technology feasible but commercially viable? What's the true cost of the regulations over time?" ■

Long Beach City College To Launch E-Commerce Assistance Program

■ By **BRANDON RICHARDSON**
Senior Writer

Business-to-business (B2B) e-commerce sales are expected to grow from \$780 billion in 2015 to \$1.1 trillion in 2020 in the United States, according to the Los Angeles County Center for International Trade Development (CITD). Globally, B2B e-commerce sales are expected to total \$6.7 trillion in 2020, more than double the total of business-to-customer sales.

In light of these trends, Long Beach City College (LBCC) has partnered with CITD to create the new B2B E-commerce for Advanced Manufacturing (BEAM) program through the Small Business Development Center (SBDC).

"What we're trying to do is assist our manufacturers, and that also includes branded manufacturers, in utilizing e-commerce for B2B sales in cross-border trade," Leah Goold-Haws, director of Global Trade & Logistics at LBCC, said.

Elements of the program include building marketing strategies for overseas customers, payment solutions in the rapidly changing industry, building necessary sup-

ply and distribution relationships, and legal information such as customer rights, data protection and issues unique to e-commerce sales.

One key service provided through BEAM is an analysis of a business's e-com-

merce platform to provide an assessment of the existing site. A program representative would then review the assessment with the business owner to help them better understand areas of weakness that should be addressed.

BEAM also includes curated course content developed by e-commerce experts, which are presented in online modules that business owners can utilize at their leisure, also free of charge.

"That's the opportunity to take a deep dive into those areas of weakness and understand what they need to do to upgrade their e-commerce site for foreign market entry,"



Leah Goold-Haws, director of Global Trade & Logistics at Long Beach City College (Photograph courtesy of LBCC)

Goold-Haws said. "Alongside of that, we will have access to e-commerce consultants. So if at any time a company hits an obstacle or has a question or anything else, we will make those services available."

Participants of the program gain access to the Global To Global website, a collaboration with the U.S. Department of Commerce. The site offers businesses access to resources such as interviews with other manufacturers currently operating in cross-border e-commerce, blog posts, event listings, as well as service providers, tools and resources.

The program has also partnered with the Global Retail Insights Network (GRIN), which hosts leadership labs worldwide. Labs convene e-commerce leaders alongside small business owners to allow them to ask questions and get a deeper look at areas of interest. BEAM participants will be eligible to attend two leadership labs as they move through the program.

Additionally, participants have an opportunity for assistance in accessing State Trade Export Promotion grant funding up to \$3,000, according to Goold-Haws. These monies can be used for export trade activities, such as translating websites and mar-

keting materials and sending samples overseas.

"For right now, this is our initial phase, and we are opening this up to the business community free of charge. We will be rolling out additional course content in year two (2018), and there will likely be a fee associated with that," Goold-Haws said. "And then there are add-on services that are fee based. For example, if a business wanted a more robust market research report on market entry into France, we could certainly provide that. It's a fee-based service, but it is an offering that would augment this program."

To celebrate the kickoff of the BEAM program, Getting to Global is hosting an interactive two-hour conference featuring guest speaker Carl Miller, managing director of GRIN and executive producer of the Getting to Global series. The event is scheduled for October 24 beginning at 8:30 a.m. in the Port of Long Beach interim administrative offices at 4801 Airport Plaza Dr. To register for the event, visit www.nvite.com/GettingtoGlobal/692z39.

For more information about e-commerce and the BEAM program, call 562/938-3240 or visit www.citdlb.org. ■



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