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# Acura Grand Prix Of Long Beach Begins A New Era Of Racing

■ By **PIERCE NAHIGYAN**  
Staff Writer

Spring has arrived and, with it, the distant roar of engines. An institution that dates back nearly half a century, the 2019 Acura Grand Prix of Long Beach runs April 12 through 14 – and for the first time in 39

years, with a new title sponsor. Honda luxury and performance brand Acura has succeeded Toyota to become the leading partner with the Grand Prix Association of Long Beach, the organization that puts on the

event. When association President and CEO Jim Michaelian announced the title sponsorship in early February, he declared 2019 to be the start of a “new era” for the United States’ lon-

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The staff of the Grand Prix Association of Long Beach (GPALB) gather around one of eight Acura NSX pace cars to appear during Grand Prix weekend. Clockwise from left: Association President and CEO Jim Michaelian, Richard Martinez, Sandy Hendrix, Edmund Vaivao, Mike McElroy, Steven Halley, Chris Esslinger, Gordon Morris, Martin Bannon, Linda White, Kourtney Brandt, Kurrin Kastelan, Tammy Johnson, Cindy Forster, Cecelia Ruebel, Gemma Bannon, Aileen McBride, Allison Wilson. Association staff not pictured: Christopher Allen, David Carrillo, Crandall Dickinson, Sigifredo Contreras, Pablo Martin, Dwight Tanaka, Jake Tanaka. (Photograph by Brandon Richardson.)

## Can Community Paramedicine Provide Relief To Crowded Emergency Rooms?

■ By **ALENA MASCHKE**  
Staff Writer

In light of Community Hospital’s closing in 2018 and subsequent plans to reopen the facility through a public-private partnership between the City of Long Beach and for-profit health care company Molina, Wu, Network LLC, members of

the Long Beach City Council have proposed options to take pressure off the city’s strained emergency departments.

During the council’s March 19 meeting, 5th District Councilmember Stacy Mungo proposed the city look into com-

munity paramedicine concepts, a request that was forwarded to the council’s public safety committee for further review.

“There are a lot of community paramedicine programs taking place all over the state,

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## Ports Weigh Alternatives To Diesel Trucks

■ By **PIERCE NAHIGYAN**  
Staff Writer

As part of their shared goal to transition to zero-emission trucks, the ports of Long Beach and Los Angeles have released a short-term feasibility assessment for replacing diesel-powered drayage trucks with available low- and zero-emission alternatives by 2021. Of the five alternative fuels evaluated, natural gas and battery electric platforms are the closest to reaching commercial viability to “provide similar or better overall performance” than current Class 8 (heavy duty) diesel trucks. The platforms were further analyzed for their operational and economic feasibility

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## Assemblymember O'Donnell Talks Current Issues And Changes in Sacramento

■ By **ALENA MASCHKE**  
Staff Writer


Representing an assembly district that includes the busy ports of Long Beach and San Pedro, the tourism hotspot Catalina Island and large parts of the densely-populated City of Long Beach, Patrick O'Donnell represents a diversity of interests. In Sacramento, O'Donnell chairs the State Assembly Committee on Education. He's also a member of the budget

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## MILLENNIAL PULSE

■ By Editor **SAMANTHA MEHLINGER**

I think we can all agree that there is an unending cavalcade of issues that are unnerving about 2019, regardless of where you live, what you do for a living or which side of the fence you land on politically (or if you're a despondent moderate like me, perched on the fence, looking down at the tempestuous sea of division below).

Obviously some are dealing with more perturbing circumstances than others. But there seems to be a general consensus in America that, to some degree, the following things



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PortSide: Keeping Up With The Port Of Long Beach

■ By SAMANTHA MEHLINGER  
Editor



Stacey Rebaza, a third generation Long Beach local, has been working on the executive floor of the Port of Long Beach’s offices for 17 years. In 2002, she joined the port as a senior secretary in what was then called the trade division, now known as business development. When Chris Lytle became the port’s executive director in 2011, Rebaza was promoted to become his executive assistant. She has served in this role ever since, and has worked with three executive directors and two interim executive directors. “Every executive director has their own style and way they want to lead the organization. You definitely need to get on board with the next executive director’s vision and goals for the organization. It’s a learning curve,” she said. “In a nutshell, I am responsible for making sure the executive director at the nation’s second largest seaport has everything he needs to be successful.” Rebaza’s phone is on 24/7 – and her job is different every day. “If he [the executive director] needs to meet with certain customers for a certain amount of time, then I have to make sure that that happens. If he needs to talk to Mayor Garcia right now about something, I need to make sure that that happens,” she explained. “Every day is different, and that’s why I love my job.” The people who work at and with the port, as well as those who live in the City of Long Beach, are Rebaza’s favorite part of her work. “This city is full of amazing people,” she said. ■



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# Moffatt & Nichol Moves Into New Douglas Park Headquarters

■ By **SAMANTHA MEHLINGER**  
Editor

Founded in 1941 in Long Beach, engineering firm Moffatt & Nichol, now a global company with 40 offices in seven countries, is doubling down on its commitment to its hometown by purchasing new headquarters at The Terminal at Douglas Park.

About 100 of the firm's employees moved from the company's previous offices at Kilroy Airport Center to their new digs last week, according to President and CEO Eric Nichol. Another 100 employees who previously worked in Long Beach have been moved to a new office in Orange County, closer to their homes.

"I want to make sure it doesn't sound like we're moving out of Long Beach, because our headquarters are here," Nichol said. "It's just the quality of life – we want to have people spend more time with their families than on the freeway," he said of the Orange County facility. Additional offices are also planned for Downtown Los Angeles and the Inland Empire in order to have resources in closer proximity to clients in those areas, he explained.

"This will always be our headquarters – that's one of the reasons why we bought a building, is because it just makes more sense for us. We've been here 75 years; this is our home," Nichol emphasized.

The new Long Beach headquarters is a two-story, 25,000-square-foot building with an interior designed by local firm Retail Design Collaborative. It is one of four buildings within The Terminal development, with the remaining three housing a mixture of tenants. Nichol explained that the building offers a number of benefits for employees, including work stations that are adjacent to windows for natural lighting, an open floorplan to allow for more collaboration, and amenities such as a kitchen and courtyard.

"Long Beach seems like it's getting more and more business friendly. It's also in a great location," Nichol, who lives in Long Beach, said of why the city is still a good fit for the company. "We're halfway between Orange County and Los Angeles . . . We've got the best port facilities in the nation here. There are other things that aren't related to business, but Long Beach is just a fun place too, and I think people like that."

Nichol is the third generation within his family to lead the company, which was founded by his grandfather, Frank Nichol, and his partner John Moffatt.

The firm's reputation for specializing in maritime projects stretches back to the very beginning, when the founders took on contracts to design naval facilities in Long Beach and Port Hueneme. "We do Navy facilities all over the world. That's one of our biggest clients, and that's actually how we got our start, with the Long Beach Naval Shipyard here," Nichol said.

Moffatt & Nichol has had a hand in the engineering of many Long Beach icons – from the moorings of the Queen Mary to the original Gerald Desmond Bridge (soon to be replaced with an even larger structure) and even work to improve water flow in the Colorado Lagoon. Recently, the largest local infrastructure project Moffatt & Nichol has been involved in is the redesign of the Port of Long Beach's Middle Harbor, which involves combining two aging terminals into one, state-of-the-art, mostly automated facility. "That's a very big project for the city and the port, and we're very proud of our involvement in that whole process," Nichol said, noting that the company is the lead designer.

The firm's international offices in the United Kingdom, Brazil, Canada, Chile, Colombia and Panama are strategically located due to its maritime work in those regions, according to Nichol. For example, "We started out there in Latin America with a lot of our shipping clients, port clients that are going through the [Panama] Canal," Nichol said. When it comes to maritime work, Moffatt & Nichol specializes in ports, harbors, cruise terminals and more, he noted.

Moffatt & Nichol's other key areas of concertation are transportation, coastal engineering and environmental remediation. When it comes to transportation, the company is often sought for its work engineering bridges, roadways and rail. Currently, Moffatt & Nichol is the lead designer on the 405 Freeway widening project in Orange County. "We're doing 17 bridges as a team between the 605 [Freeway] and [State Route] 73," Nichol said. "We're adding four lanes total to the roadway, and that is going to help people's commutes," he added.

"Transportation is a very large growth sector for us, and [so is] some of the environmental work we're doing. We see a lot of growth potential in that," Nichol said. He noted that the company is gaining more work along the Gulf Coast to assist with environmental cleanups related to oil spills.



Eric Nichol, president and CEO of Moffatt & Nichol, is pictured at the firm's new headquarters at The Terminal, a brand-new office complex in Douglas Park. His grandfather Frank Nichol co-founded the company in Long Beach with John Moffatt in 1941. (Photograph by Brandon Richardson.)

Climate change is also driving some business for Moffatt & Nichol. "We've got a lot of stuff we're working on now along the California coast for different municipalities on sea level rise and water elevation change," he noted.

One of the challenges Moffatt & Nichol faces is finding new talent, according to its chief executive. "We're trying to hire 50 people as a company, globally," Nichol said, noting that the job market is tight right now. Just finding and retaining talent, it's a very difficult time. There need to be more people going into engineering school because there are not as many as what the country needs." He added, "We want to hire someone out of college, and so do five other firms. It's a really competitive market right now."

Nichol said he supports an increasing emphasis on STEM (science, tech-

nology, engineering and mathematics) in high schools and middle schools to help people understand those fields at a younger age. "It's not all people with pocket protectors and tape on their glasses. It's actually a wonderful profession," he said.

Moffatt & Nichol has always grown organically, and Nichol intends to keep it that way. "We're going to continue doing what we're doing. Keep innovating, keep challenging yourselves and never rest on your successes," Nichol said of his future focus. "We're going to continue doing what we've always been doing for the last 75 years, which is trying to keep getting better and being more creative for our clients. . . . But we believe it's not about getting bigger for growth's sake. If you find great people, hire them. The business is all about people." ■



# Business Beautification Program Brings Fresh Coat Of Paint To Anaheim Street

■ By **PIERCE NAHIGYAN**  
Staff Writer

As part of its continuing efforts to support new and existing businesses in Long Beach, the city's economic development department is carrying out a pilot program to refresh storefronts along Anaheim Street, Carson Street and Pacific Avenue. Approved in 2018 and now underway, the Business Corridor Improvement and Property Beautification Partnership Program has a long name but a simple purpose: making businesses look good.

Last February, the Long Beach City Council designated \$450,000 to be split evenly among the corridors of Carson, Anaheim and Pacific. The one-time funding precludes major infrastructure changes but allows for painting, awning repair and the replacement of windows and light fixtures, Economic Development Officer Seyed Jalali said. "First and foremost, painting is what we focus on. Most buildings, that's probably the first thing you notice – cracked stucco, old paint," he went on. "And then if funding is available, we focus on other elements of the building."

With the Carson Street improvements completed in December, the department has begun work on Anaheim Street. The first business owner on the receiving end of these renovations praised the program. "It's absolutely great," Joe Santoro, co-owner of The Bed Post at 3143 E. Anaheim St., told the Business Journal. Santoro's furniture store occupies the first floor of the building, which was completely repainted in about a week's time. Santoro said the expense was out of reach for his small business, which has leased the space for two years. "Obviously, money's tight," he said. "To have that ability [to repaint] with a program like this . . . was awesome. I can't say enough about it."

The property owner, Paul Forman,



Furniture store The Bed Post got a fresh coat of paint thanks to assistance from the City of Long Beach. From left: Kristine Hammond, executive director of the Zaferia Business Association; Paul Forman, property owner; Joe Santoro and Derek Llewellyn, co-owners of The Bed Post. (Photograph by Brandon Richardson.)

also expressed his satisfaction with the new paint job. He added that the two residential tenants who rent the second story of the building were pleased by the change as well.

Jalali said that, when possible, economic development partners with other municipal departments to carry out more advanced renovations. Tree removal in the Norse Village area off of Carson Street was completed in collaboration with the public works department, for example. To help stretch the limited funding of the pilot program, Jalali said that the department encourages property owners to contribute financially to renovations if they are able. In the case of 3143 E. Anaheim St., Forman paid to have the rear section of the building painted.

The economic development department plans to repaint three more properties in the Anaheim corridor, includ-

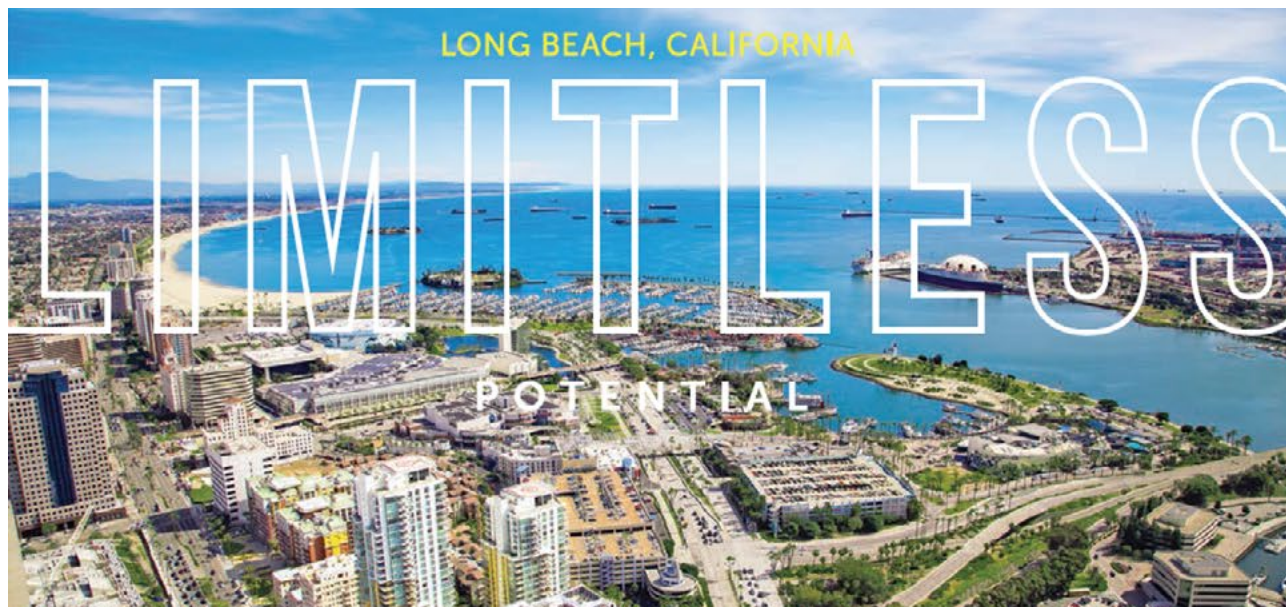
ing two in Cambodia Town and one at the corner of Anaheim Street and Pacific Avenue. The property owner at 200 W. Anaheim St. is investing a "substantial" amount of money to help with restoration, Jalali said. "Those are the kind of scenarios we like: the partnership, the contribution from the private property owner."

The business corridor improvement program was created to help fulfill the city's Blueprint for Economic Development, a 10-year plan to "create economic opportunities for workers, investors and entrepreneurs," Jalali explained. "It is a program that involves city investment, cooperation from property owners and, to the extent that we can leverage them, the business associations or business improvement districts."

Kristine Hammond, executive director of the Zaferia Business Associa-

tion, said that she worked closely with the economic development department to make property owners aware of the pilot program. "We welcome it with open arms to happen again," she said.

Both Jalali and Hammond expressed a desire to see initial improvements on Anaheim Street spur improvements at neighboring businesses. "We're really hoping for the domino effect where one business will see what improvements are done visually to that area, and then they'll want to do the same," Hammond said. In the meantime, she is encouraging Zaferia businesses to look into using other city programs to raise renovation funds, such as Kiva, a crowdfunding platform for obtaining microloans, and the city's commercial improvement rebate, which offers up to \$2,000 to business owners and commercial property owners for exterior improvements. ■



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Community Paramedicine

(Continued from Page 1)

and I feel that Long Beach is a model city; and I think that it's important for all our residents, experts and leaders to have the opportunity to weigh in on what's going on," Mungo said.

What Is Community Paramedicine?

Currently, there are 12 active community paramedicine pilot projects across California, with four more projects set to kick off this spring. Spanning the state from Shasta County to the City of San Diego, the projects all have one thing in common: they give paramedics more authority.

"The old paradigm is basically: you call, we haul," Dr. David Ghilarducci, president-elect of the Emergency Medical Directors Association of California, said of the traditional role of paramedics responding to a 911 call. Once picked up, patients are transported to the closest emergency department. "They're often crowded with patients who probably could get better health care in other settings," he said.

That's where community paramedicine comes in. One concept, coined "al-

ternate destination" seeks to expand the authority of paramedics to make a call on the spot: does the patient need to be treated in an emergency department, or would they be better served in a different environment, like a sobering center or an urgent care facility?

"We generally believe that health care is very fragmented in the United States, and that a lot of people don't have access or know how to access the health care system. And so, they often use 911, probably inappropriately," Ghirardelli explained. "Obviously, it has to be done safely, and a lot of patients need to go directly to the ER. There's no doubt about that. But we think we can safely select out the few that don't need to go there. We think ultimately it's a more sustainable model for health care delivery."

Alternate destination concepts, which are broken into three categories (sobering center, mental health and urgent care) are just three of the seven community paramedicine concepts that have been tested in pilot projects across California. Short-term check-ups on patients who were recently discharged from an emergency department are another concept in trial. So is linking frequent users of emergency medical services (EMS) to providers of non-emergency services that care for underlying physical, psychological and social needs.

Because these paramedicine projects are in the pilot phase, every year the California Emergency Medical Services Authority (EMSA) has to re-apply for a waiver that allows the programs to continue. This is because the "scope of practice" for medical professions is enshrined in state law and cannot be expanded without permission from the Office of Statewide Health Planning and Development (OSHPD).

"California is one of three states that has the ability to create these pilot projects," Sandra Shewry, vice president for external engagement at the California Healthcare Foundation (CHF), noted. "In most states, if you want to change the scope of practice for a health professional, you have to just take it into the political process immediately. California has this ability to create this safe harbor, where you can do these pilot projects, have them independently evaluated, look at the data." According to Shewry, the other two states with similar options are Iowa and Minnesota.

**Have The Pilot Projects Been Successful?**

Because of their pilot status, community paramedicine projects are subject to more scrutiny than other health care services, according to Janet Coff-

man, a professor at the University of California, San Francisco's School of Medicine and the lead evaluator of the community paramedicine programs under EMSA's oversight.

"There's 100% review of all community paramedicine visits [and] transports to alternate destinations," Coffman said. "Each of the sites is very committed to reviewing and learning and ensuring that the care that's provided is of high quality."

Coffman's research group has repeatedly reviewed data produced by each individual program to determine which have been a success, which need improvement and which haven't worked out. "I think they've been pretty successful overall, with the exception of urgent care," Coffman said.

One of the seven community paramedicine concepts that have been tested in California involves transporting patients to urgent care centers rather than emergency departments if paramedics on the scene determine their medical needs to be acute, but not life-threatening.

For example, a patient who twisted their ankle during soccer practice may still call 911, especially in the evening, when their family doctor's practice is closed. "Urgent care can be really great for that," Coffman pointed out. "Because you need attention pretty quickly,

CITY OF LONG BEACH

BID OPPORTUNITIES

TITLE	BID NUMBER	DATE
Belmont Veterans Memorial Pier Aqualink Landing Facility Repair	R-7151	04/10/2019
Chevy/GM Parts & Service (REBID)	ITB F519-087	04/10/2019
FY17-18 Sanitary Sewer Manhole Rehab/Repl. Proj.	WD-17-17	04/11/2019
Furnish & Deliver Ductile Iron Pipe, Fittings for Ductile Iron Pipe, & Related Materials	WD-24-19	04/11/2019
Canon Digital Cameras	ITB PD19-067	04/15/2019
Tire Casings, Retreading and Repair Services	ITB F519-086	04/16/2019
RFP for Physical Access Consultation Services		04/23/2019
Citywide User Fee and Cost Recovery Studies	RFP FM19-082	04/26/2019
Redact. Svcs – Audio/Video/Doc - PRA Compliance	RFP PD19-057	04/26/2019
RFP for Multi-Family Building Water & Energy Efficient Device Installation Services		04/29/2019
Installation of Fuel Tanks WD2	RFP F519-060	05/01/2019
Concessions & Rentals Opportunities at the Beach	RFP PW19-018	05/02/2019
Cannabis Business Tax & Compliance Auditing Svc.	RFP FM19-076	05/09/2019
Workers' Compensation Med Provider Network Svc.	RFP LW19-090	05/09/2019
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\*\*

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but you don't need all of the more sophisticated equipment that you have in emergency departments."

Coffman noted this is especially true for low-income patients, who may have limited access to transportation – making an ambulance the only way to access care – or a job that doesn't allow them to take time off for doctor's appointments. "Lower income folks do tend to end up in the emergency department a bit more," Coffman said.

Despite the benefits of urgent care outlined by Coffman, all three projects that focused on urgent care centers as alternate destinations have concluded. "They didn't have a lot of patients that met the eligibility criteria to be treated at the urgent care centers with whom they were partnering," Coffman explained. As a result, only a small percentage of patients could be diverted to urgent care centers and, of those who did, many were declined or eventually rerouted to an emergency department.

The pilot project also identified a larger issue with urgent care centers as an alternative to emergency departments: they're not licensed by the state. "So it's not like a hospital, where you can say: if you're licensed by the State of California as a hospital, you have to provide these certain services and any hospital should be able to provide them. Urgent care, it's not regulated, so there's

a lot of variation," Coffman said.

Still, she thinks urgent care centers provide necessary access to health care, especially in communities that are underserved by more traditional medical providers, like hospitals or physicians' offices. However, to be an effective alternative, urgent care centers must offer extended hours, she explained. "For urgent care to be successful, particularly in low-income communities, you have to have night and weekend hours so that people who can't take time off work during the day – without losing pay – still have access."

During a Long Beach City Council meeting on April 2, 9th District Councilmember Rex Richardson asked city staff to look into incentives that could bring more urgent care services to neighborhoods with limited access to acute care facilities.

"Urgent care centers are traditionally located somewhere near emergency rooms," Richardson pointed out. "If you look at a map of our city and where our urgent care centers exist, there are some large glaring gaps." In an effort to close those gaps, Richardson asked city staff to come up with incentives for urgent care providers to open centers in these underserved communities and keep them open after hours to maximize utilization. "We would take a lot of pressure off our emergency rooms, if

we utilized wellness preventative care and urgent care centers."


## Has There Been Opposition?

Rerouting patients to urgent care centers is not the only community paramedicine concept that has struggled in the pilot phase. A project providing short-term care to patients recently released from emergency rooms in Butte County saw the rate of hospital readmissions increase among heart failure patients, according to a February 2019

update on the pilot projects conducted by Coffman and her team. In response, the project – which is the largest of its kind in enrollment numbers – changed its protocol to provide at least one home visit per patient, the report stated. Under the previous protocol, some patients only received a phone call to follow up on their discharge from the ED.

Butte County's increased rate of readmissions among certain patients is one reason the California Nurses Association (CNA) objects to community

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paramedicine, according to Stephanie Roberson, the association’s director of government affairs. “With respect to the post-discharge pilot, it hasn’t gone well,” she said. “The point of the post-discharge pilot is to reduce the rate of rehospitalization. That has not happened.”

According to Coffman’s February 2019 update, patients with chronic conditions enrolled in all five post-discharge, short-term follow-up programs showed lower 30-day readmission rates than historically recorded at participating hospitals. The report further stated that the project saved approximately \$1.3 million in potential medical costs, most of which would accrue to Medicare, as well as potentially saving hospitals fees on excessive readmissions.

More broadly, Roberson said, members of CNA are concerned about the safety of their patients, mainly because they aren’t confident in paramedics’ ability to correctly assess medical needs on the spot. “No disrespect to the profession – that is paramedics and EMT– we do not believe that they have the education and training necessary to perform what we believe are primary care functions,” she explained.

Instead of rerouting patients to alternate destinations that might not be suited to treat the full scope of a patient’s

emergency needs, Roberson said CNA supports efforts to set up rapid medical evaluation systems and add drug and alcohol counselors to emergency departments. “Our members obviously feel the pressure too,” she said. “But there’s got to be a way for us to institute policy that balances the health and welfare of the patient, and making sure that hospitals run in a more efficient manner. We’re all for that, but not at the detriment of our patients.”

As for community paramedicine, Roberson said CNA will continue to oppose any bill that aims to implement some or all of the concepts currently tested in California. “We oppose this across the board,” she said. “OSHPD has extended these pilots over and over again. To what end? When do we call it and say: this should not be implemented statewide?”

What’s The Future Of The Project?

If legislators did decide to implement the new scope of practice for paramedics statewide, there would still be plenty of work to do, Shewry said. “Once the scope of practice is embraced by the legislature as appropriate, there will be a whole series of policy questions that need to be resolved,” she noted. Questions would include funding sources for additional hours worked by paramedics, staffing

requirements for alternate destinations and new emergency response protocols. “In terms of overcoming opposition or concern, I think it’s really [about] shining a spotlight on the data and sitting and talking with people,” she said.

For Long Beach to implement a pilot program, city staff would have to select one or several community paramedicine concepts to implement, draw up a protocol for the responding agencies and submit an application to EMSA. The application may take several months to be approved, and EMSA’s current waiver runs out in November.

Additionally, legislative efforts to move community paramedicine out of the pilot phase and change the state law on paramedic’s scope of practice are underway. “For Long Beach to file an application today, without knowing what the outcome of regulations or legislation is going to be, is a risk,” Lou Meyer, who manages the community paramedicine pilot program for EMSA, told the Business Journal.

According to Long Beach Fire Chief Xavier Espino and Health and Human Services Director Kelly Colopy, both agencies are interested in exploring their options, but have not arrived at any recommendation yet. “Community paramedicine for us is an interesting alternative, but we still need to research it quite a bit,” Espino said.

Councilmember Mungo requested a

report within 120 days and said she will be meeting with residents and stakeholder on the issue in the coming weeks. “The more efficiently we can provide services and program linkages, the more we can assure tax dollars are being spent most effectively,” Mungo noted. “I’m just asking for a review of the possibilities, not necessarily proposing any one of them at this time.” ■

Assemblymember O'Donnell Discusses

(Continued from Page 1)

committee, a subcommittee on education funding, the committee on transportation and the committee on public employment and retirement.

Informed by over 20 years of experience in the classroom, O'Donnell is outspoken about his views on education and what California should do to make sure the next generation is prepared for the future. But as a long-term political leader on the state and local level – O'Donnell served on the Long Beach City Council before he was elected to represent Assembly District 70 – the California legislator has also spearheaded projects such as the San Pedro Bay Ecosystem Restoration Study (commonly referred to as the “break-



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water study”) and efforts to increase sustainability around the nation’s busiest ports. O’Donnell intends to run for re-election in March 2020.

In late March, the halfway point of his current term, Long Beach Business Journal Publisher George Economides, Editor Samantha Mehlinger and Staff Writer Alena Maschke interviewed O’Donnell about the region’s most pressing issues.

**LBBJ:** Now that an interim deal has been reached for Community Hospital, are you working on legislation to extend the deadline for seismic compliance?

**O’Donnell:** We’re working on two things. There’s AB [Assembly Bill] 1014, which speaks to hospital closure notice requirements. Because in this scenario, if we had more notice that they were going to close I think we could have done something sooner on a much tighter timeline. Basically, Memorial[Care Health System] said: “Hey, we’re going to leave.” They gave a very short notice and they left. They were allowed to do that under state law, but I think there should be a more protracted time period.

Now, there’s the potential for another assembly bill that will speak specifically to the Community Hospital site. It may speak to extending the seismic timeline. . . . It would increase the timeline for them to develop their hospital plan and then put it in the hands of the state. There was a law passed last year that spoke to about 200 hospitals across the State of California . . . but Long Beach is likely not included in that bill. So it may require a separate bill this year. And if there is a need, I will push for it.

**LBBJ:** That’s got to be done pretty quickly, doesn’t it?

**O’Donnell:** Correct. We’re talking to the city. We’re waiting for the information we need to move on this, if in fact we do need to move. They’ve got to seal their deal before we push through with a bill, because it’s going to be tough for me to push a bill through without knowing that there is a deal.

**LBBJ:** So you’re waiting for a long-term agreement rather than just the interim deal?

**O’Donnell:** Correct. And that may change. We’re watching this. This is like an evolving, daily event, where we check in with the city [and ask], what do we need to do? In fact, I do need to check in with the Molinas [partners in Molina, Wu, Network LLC, the new hospital operator] to see where they are on this as well.

**LBBJ:** We wrote an article a few months back about the breakwater study that the U.S. Army Corps of Engineers is working on. Apparently, the Navy thinks if you reconfigure it at all, it’s going to make it impossible for them to continue their operations. I wanted to know what your thoughts are. Do you support reconfiguring the breakwater?

**O’Donnell:** I support studying breakwater reconfiguration. I’m not a “sink the breakwater” guy as much as I am a “study the breakwater” guy, to

see what changes we can make to facilitate cleaner water and potentially wave activity. We need to make sure that maritime trade is protected, the homes on the peninsula are protected – and there’s also oil operations out there that we can’t put in danger. I’m fully cognizant of that. I haven’t been involved in this study for the last five years. This is in the hands of the city. . . .The Navy should be part of this exercise. It should be in conversations with all these folks too. . . .

Let me be clear: I wouldn’t spend a bunch of money on this effort if I already knew it’s not going to happen. So it’s my hope that the city leaders are in direct communication with the Army Corps. . . . Some of the reports of how they communicated, I found curious. I’ll be honest with you. . . .

**LBBJ:** A lot of people tie you to the project.

**O’Donnell:** I understand that, and they probably should, because I was the one who kicked it off. I did the kick-off, and now the ball is in their hands. I hope that they’re going to be responsible. . . . If the city knows that this isn’t going to happen, I would hope that they wouldn’t spend more money. If they know this project isn’t going to happen, they need to be public with that. Don’t just say things to make us happy and kick the can down the road. Deal with it today. If they have information that speaks to them not being able to reconfigure the breakwater, they need to come public with that information now.

**LBBJ:** What do you think about Governor Newsom’s approach to housing so far?

**O’Donnell:** Well, first of all, I appreciate his acknowledgement that housing is a huge concern in the State of California. I know he’s suing the City of Huntington Beach. I don’t know the particulars on that lawsuit. My assumption is they didn’t hit their RHNA [Regional Housing Needs Assessment] numbers, their regional allocation numbers that they need to hit. What I will say is, in Huntington Beach they have been building a lot more multi-family housing. . . . What I want to make sure we do is we support cities as they try to provide more housing, not micromanage cities. We shouldn’t be zoning from the Sacramento level. My votes reflect that. I’m supportive of a reasonable amount of money to support cities to build affordable housing. We can’t fund it all from the state level; we don’t have that kind of money. Ultimately, the market is going to drive the solution. So we need to create the conditions where the market can provide the solutions. A lot of this is going to have to happen at the city level. Quite frankly, the cities should be looking at what pieces of property they have available to build housing on and what can they do to facilitate the construction of housing across our cities.

There’s a lot of pieces that created this problem, but first and foremost, it’s the amount of people we have in this region. It’s a simple supply and demand equation. Redevelopment going away is

part of that. We’re looking at reviving it in some form. But we have to be very fiscally prudent about how we do that because we’re a day closer to our next recession. The state can’t just go out and spend all this money on housing. . . . Everybody points at the state. I’m pointing the finger at the cities. We’ve got a city council – they can rezone property where appropriate. We went through that exercise recently, about a year-and-a-half ago, to facilitate the construction of more housing. They can break down the barriers, the red tape.

**LBBJ:** Do you think that overall, housing is an issue that can be tackled just by legislating and regulating?

**O’Donnell:** There’s a lot of things that need to happen. Remember, when we talk about housing, there’s a couple of things going on. We’ve got homelessness – that’s part of our housing issue. We’ve got . . . individuals that also have substance abuse problems or mental problems. And then there’s the affordability issue. That’s where I’m looking at my kids. This is a two-part issue: there’s the homelessness side and there’s the affordability side. We need to focus on those two fronts. And we’ve done a lot on homelessness.

The State of California gives the City of Long Beach a lot of money every year. We gave them \$12 million more this budget year to address homelessness. I’m watching closely to see what they do

with that money, because I want to make sure it is used effectively. . . . [Building] a homeless center in North Long Beach – actually almost in the City of Paramount above the 91 [Freeway] – in three-and-a-half years, that’s not an immediate response to a homelessness problem. We need more beds. We can’t enforce our overnight camping laws because we don’t have the beds. But other cities in the region need to do their part, too. Seal Beach can’t be pushing their folks into Long Beach – we need to watch that.

Now, the folks from San Francisco, the assemblymembers, the senate members, come up with some pretty radical ideas. I don’t want to San Francisco-ize the State of California. We need to be careful. I don’t think we should allow every homeowner in the City of Long Beach, by right, to bulldoze their home and build a five-story apartment building in neighborhoods. That’s not an approach I favor. What I’d like to see the state do is set the bar and then assist cities in meeting that bar – but not necessarily micromanaging how cities meet that bar.

On, homelessness. I do have a bill. AB 1384 . . . allows mortgage brokers to compile up to \$4.5 million of non-bank money to build or rehabilitate housing. Right now, state law caps it, I believe, at \$2.5 million. This is a no-brainer. Right now we have no opposition.

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**LBBJ:** What are your thoughts on the proposed carbon sales tax on retail business?

**O'Donnell:** I think cap-and-trade is adequate. If operated responsibly, and it continues to be funded adequately and allocated properly, it is the right tool. Cap-and-trade should not be used as a handout gift to people. Cap-and-trade is designed to lower greenhouse gas emissions, and the dollars associated with that effort should be doled out as such. In other words, cap-and-trade shouldn't be for me to build a park in my assembly district and put my name on it. Cap-and-trade should be directed down at the port, which continues to be our largest single source of pollution – that, by the way, has done great work in going greener. But I will say we should make green while we go green.

**LBBJ:** We talked about that maybe two years ago and you were saying that there was too much money going to these community projects or to people buying Priuses. Are more of the dollars being allocated where they need to go?

**O'Donnell:** I think we're getting there. We're not exactly where we need to be. The place that is the largest source of pollution in Southern California is the port complex – that's where those dollars should go. They should go to goods movement, because that's the driver of greenhouse gas and carbon emissions. . . . I'm the voice of the ports up in Sacramento. When we talk about transportation, everybody in the room talks about moving people. I'm the guy that raises his hand and says, "I want to move containers." That's my job. So again, cap-and-trade is working. Is it the perfect animal? No. But am I willing to support a carbon tax today? No. Let cap-and-trade mature and saturate, and I'm supportive of it.

. . . I'm ok with electric [vehicles and technology as a solution to move towards zero-emissions]. As long as it

is the cleanest way to go, one. And two, it's readily available. We do not have a viable electric truck at this point. . . . So we need to make sure that we're fuel-neutral. Maybe hydrogen is the way. Maybe it's some other form. What I want to make sure is if we're going to regulate, we should innovate. And my job is to make sure that we don't have green poverty – that we don't regulate industry out of this area. That's what cap-and-trade is for. It is designed to partner with the industry to go green.

**LBBJ:** So you're saying, let's not hyper-focus on electric technology – let's make sure we're innovating?

**O'Donnell:** Right. Let's hyper-focus on the goal as opposed to how we get to the goal. One of the problems with the carbon tax is they try to micromanage how we get to that goal. . . . The point is, these dollars should be associated with meeting a specific regulation. . . . I wouldn't just hand somebody a bag of money and say, "spend it how you want." There has to be regulations and metrics associated with that. One of my biggest challenges with the California Air Resources Board is they get a big bucket of money, and what they can't do is associate each regulation with a metric. Some of this stuff is experimental. It's not always going to work. I'm okay with it not working. I just think that if we're going to spend money on this effort, we should have a metric associated with that effort. And we can't do that. That's one of my major criticisms of that agency. . . .

What I'm seeking to do is get a continuous appropriation from cap-and-trade to the goods movement community. . . . We need to be wise about how we regulate these guys. These are good jobs. We want to keep them here. It's an economic driver. What I've proposed is AB 1262. The goal there is to create a continuous appropriation from cap-and-trade for clean goods movement. And then I've got AB 821, which seeks to draw down an existing bucket of money

for a port efficiency program to reduce truck times at the terminal level. And [it] incentivizes terminals to further reduce their turn times at the gate, because isn't just about clean trucks; it's about efficiency, about volumes, about velocity. . . . It's an economic issue, but it's also an environmental issue.

**LBBJ:** Governor Newsom announced that he wants to get rid of the death penalty. What are your thoughts on that, considering that the voters just said three years ago that they wanted to keep it?

**O'Donnell:** I've always been torn on the death penalty. I don't hide that. I see why the governor did it – because it's going to come time very soon when he would have to make such a decision as to whether or not to use the death penalty in the State of California. I also see why families in the State of California who have been victims would be very frustrated. And I also see that the people of California just voted, in essence, to support the death penalty. This is a tough question the governor was faced with. Given where the politics of the country are going, I don't think the death penalty is as popular as it once was. It's a tough call for him to make. I don't have the perfect answer on the death penalty, but I can tell you this: if I had a loved one murdered, I'd want the death penalty.

**LBBJ:** But isn't there a difference between what your opinion is about the death penalty and what the voters said?

**O'Donnell:** Let me speak to that. California needs to be very careful that we don't do what we're accusing Trump of doing. You don't fight Trump by being Trump. You never win. I think there is a little bit of irony that California would say Donald Trump is overusing the executive order, yet it appears that the governor has just done something very similar. I suspect that there will be lawsuits that speak to this very question. . . . The real question is: is this going to happen again? That's what I as a

legislator need to be very careful of. I'm very protective of the state legislature. I council a lot of members about the role of the legislative branch and not handing over too much authority to the executive branch. . . . I hope going forward that the governor doesn't think that using the executive order is a way to outrun the will of the people or the role of the state legislature. So I'm watching it closely.

**LBBJ:** Democrats have a supermajority in the state legislature. What's your impression about the attitude of working across the aisle with the minority?

**O'Donnell:** I'm always willing to work across the aisle, as are many of my colleagues. In this environment, we're going to see. It's the beginning of the session still. There haven't been a lot of votes on the floor. I hope that we will work with the other side in a responsible fashion when we can come to some kind of compromise or agreement. But there's no doubt that it's going to be tough in a two-thirds [majority] environment. Remember, many of these bills don't require a two-thirds vote. So, we'll see how that dynamic unfolds as the year moves forward.

**LBBJ:** What would you say are the biggest challenges faced by state legislature at the moment?

**O'Donnell:** Also those that are faced by the State of California. I would say making sure that we have a balanced and responsible budget [and] making sure that we're not building ongoing expenditures that we can't afford as we get closer to the next recession. The California budget is different than local government budgets or the federal budget in that we're very reflective of about 20 people's incomes . . . because there's a ZIP code in Palo Alto that feeds the State of California \$1 billion a year. What happens when capital gains go down, when the economy goes down, is those moneys dry up overnight. . . . I think [Gov.] Jerry Brown did a decent job of controlling the ongoing expenditures. What we've been doing. . . . [is to] fund multi-year efforts on a one-time basis. We say, "we'll give this much money for three years of this program," so that when the next budget downturn comes, it's easier to cut back on those programs.

Number two is closing the achievement gap within our school system. California students are doing better than they ever have; don't let anyone fool you. . . . At the same time, we have some students who have more challenges. We know that those are typically associated with income status, language capacity and other family dynamics. We need to figure out how to close that achievement gap. What I found as a teacher in the classroom who lived the achievement gap is there's no switch you can flip. We're trying to figure this out, and we haven't figured it out. We tried a number of different things that haven't worked. But slowly, too slowly, we're closing it.

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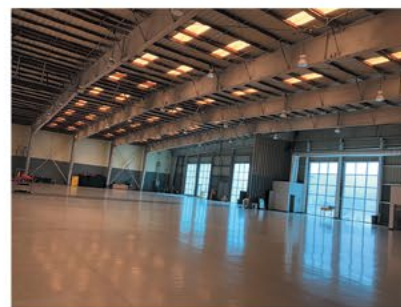
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(Continued from Page 10)

At the same time, we need to offer more opportunity for kids. I'm a firm believer that we need multiple paths to success. Career technical education is a big deal to me. I was in a high school where I saw kids fall off the path of high school success because they didn't have something to engage them there. Typically, it was career technical education. I'm a huge voice for that in Sacramento. We need more money to rebuild those programs. . . . Also, when I talk about education, I mean higher education. How do we keep it affordable? . . . What we've done is create a dynamic, too, where a teacher's responsible for the students' success. And often there are many dynamics that go into a student being successful.

**LBBJ:** Going down to the local level, what do you think are some of the most pressing issues of the Long Beach community at the moment, and how do you plan to address these issues?

**O'Donnell:** Certainly, housing is a key issue. Clean air is a key issue. Transportation is an issue. The health of the ports is an issue. I come from local government. I was born in this city. I bring the Long Beach perspective to Sacramento, and it's my job to be the voice of Long Beach up in Sacramento. I think I do a good job of that.

**LBBJ:** Long Beach doesn't have its own state senator. It stretches all the

way up to cities that none of us have ever been to. . . . Shouldn't a city this size have its own representative up there?

**O'Donnell:** In a perfect case scenario, Long Beach would have one state senator. And as we move into the redistricting process – which is starting to begin, because right after the Census, they hand it off to the commission – the lines will be redrawn for 2022. So in 2020, they'll stay the same, 2022 they'll change.

**LBBJ:** What would you say have been some of your bigger successes as a legislator?

**O'Donnell:** I'd say it's increasing funding for public education as well as promoting more career technical education/vocational education. We're rebooting that effort. It's just going to take some time. There's a lot of capacity that has to be built up in a lot of different schools across the state for different programs. I would say that's my key issue, key success thus far.

**LBBJ:** You've also crossed party lines.

**O'Donnell:** I'm not a guaranteed vote.

**LBBJ:** What was the big issue about a year ago that you were opposed to?

**O'Donnell:** [A pilot program to keep Long Beach bars open until] 4 a.m.? I'm voting no again.. . . It's just not a well thought-out, responsible approach to public policy.

**LBBJ:** Well, some people in Long

Beach are for it. Some councilmembers are for it.

**O'Donnell:** No one has been able to compel me to take a second look at that.

**LBBJ:** Do you like the fact that Long Beach now is going to follow the state election system, where we have our city council primaries in March and then, eight months later, runoffs if there are runoffs?

**O'Donnell:** No, I voted against that bill. Why? Because I think having city elections off-cycle brings a certain focus on what's going on in the city, and my worry is that this is going to be lost. That primary is way too long.

**LBBJ:** It's going to be fundraising for eight months.

**O'Donnell:** That's the problem: the fundraising component. Long Beach doesn't need to be a mini-Sacramento. My fear is with all the fundraising going on at the city council level over the past couple of years, it is becoming a mini-Sacramento. . . . They changed the rules with regards to fundraising, the timelines. You can now fundraise much earlier. The approach we had in the past was much more responsible. . . .

**LBBJ:** What do you think about the Belmont Pool?

**O'Donnell:** I don't know why it hasn't been built. It should be done. . . . It's all about priorities. If the city council finds the pool to be a priority, they will find the money. There's a variety of financial mechanisms they can use. . . . If

you can build a new city hall within the span of two-and-a-half years, why is it taking you six years to build a new pool?

**LBBJ:** Is there anything that you would like to add?

**O'Donnell:** I think I bring a balanced perspective to Sacramento. I represent a district that has a lot of people [and] a lot of industry, and I think I bring a balance to make sure we go green, but people make green. And people care about their kids' schools – I bring that focus.

By the way, there are a lot of bad public safety bills that are up this year. People want to blame everything on the cop. . . . A real bad bill passed last year. There's another one that's before us this year that I suspect will get through too, that I think is unfortunate.

**LBBJ:** What bill was that?

**O'Donnell:** Last year, it was SB 1421. This year it's a bill by Shirley Weber, which has to do with use of force. It basically requires the police officer to go through a checklist of options before they use their weapon. These scenarios typically happen in a very quick fashion. . . . To charge an officer because they sought to save their life is unfortunate.

**LBBJ:** You support body cameras for all officers?

**O'Donnell:** I think it should be the local department's policy to have body cameras. Do I think the state should mandate that every department has cameras? No. But at least say we give money to cities to buy cameras. ■

# Divided City Council Votes To Create Tenancy Regulations

■ By **ALENA MASCHKE**  
Staff Writer

When the Long Beach City Council met to discuss a staff proposal on tenant assistance policies during its regular April 2 meeting, a line of public speakers snaked out of the council chamber doors and audience seating was packed to the brim. The long-awaited report summarized staff engagement efforts with tenant and landlord advocates following a city council request to draft rental policies that would improve housing security in Long Beach.

During the six-hour meeting, jeers and cheers hailed down on public speakers from both sides of the debate. Supporters of the proposed ordinance argued that it would help curb homelessness and create a more equitable relationship between landlords and their tenants. Those opposing city staff recommendations argued that requirements to provide tenants with relocation assistance payments would equate to rent control and put an undue burden on property owners.

A landlord who introduced herself as Judith Elizabeth and said she came

to the council to represent owners of small properties, noted that voters had rejected measures to expand rent control at the state level. While the staff recommendations did not explicitly include rent control provisions, rent increases of 10% or more would trigger monetary relocation assistance for tenants within certain income parameters. "These programs. . . will greatly affect our business and the ability for us to continue to provide low-income housing to our renters," she said.

Evan Hromadka, assistant vice president of investments at Equity Residential, a real estate investment trust that he said owns "a few hundred units in Long Beach," urged the city council not to rush into a decision on the proposal. "Although Equity Residential supports the city's endeavor to alleviate pressures created by the regional housing shortage, we must take more time before advancing policies that will be counterproductive," he said. "The scope of this proposed

ordinance is too broad and needs to be more focused on the identified issue."

National Short Term Rental Founder and CEO Johanna Cunningham also spoke out against the proposed ordinance. "While I can empathize with renters in the context that moving is hard, that burden should not be placed on the owner's back to supplement that move," Cunningham said. Additionally, she argued, the ordinance may end up hurting one of the groups it set out to protect: seniors, who rely on rental income to fund their retirement. "Those owners, when they purchased the units, were and still are relying on that income to supplement their own security, health care and retirement," she told the city council.

Many landlords argued that they had no motivation to evict good tenants and only increased rents to cover their costs. Peter Madsen, an organizer with the tenant advocacy group Long Beach Residents Empowered (LiBRE), argued that the proposed regulations wouldn't stand in the way of that.

Madsen, along with other tenant advocates, spoke out in favor of relocation payments starting at \$4,500 for all units and tenants of all income levels, one option laid out in the report. City staff had recommended a different option: payments equal to two months' rent for a similar unit size within the tenants' ZIP code for households earning up to 120% of the area median income (AMI).

"The flat fee is the most equitable way to provide assistance to displaced tenants," Madsen argued. "It's broad and simple applicability compared to the other options, reduces the burden of monitoring and enforcement on the city staff, and does the most to achieve what renter protection policies should do: prevent homelessness by keeping people in their homes and preserve the community that makes up our beloved, diverse city."

Christine Petit, executive director of Long Beach Forward and a member of the city's Everyone Home Long Beach task force set up to combat homelessness, agreed with Madsen. Petit said she was confident that the ordinance would help prevent homelessness. "For our communities, time is of the essence. We urge you to pass a strong policy tonight," she said. After Tuesday's 6-3 vote in favor of the item, however, the city council is still several steps away from passing an actual ordinance. The vote only acknowledged that the report has been received and directed staff to create an ordinance.



# Bodell's Family Shoes Celebrates 60th Anniversary



Lewis Bodell opened Bodell's Family Shoes in what is now called Parkview Village on March 1, 1959. "We have been on the street for 60 years," Lewis's son and current owner of the business, Richard Bodell, pictured, said. Although originally located down the street, Bodell's moved to its current location at 4190 N. Viking Way a half a block away in the early 1970s. In all the years it has served East Long Beach, Bodell's has prided itself on selling comfortable footwear. "I try to emphasize products either from the U.S., Europe or Israel. We're old school sit-and-fit, so we sit down and measure feet and ask questions regarding issues with feet." He added, "We've had to stick with that niche in order to differentiate ourselves from the competition." To learn more about Bodell's, visit [shoesrx.com](http://shoesrx.com).

Councilmembers Lena Gonzalez, Jeannine Pearce, Dee Andrews, Roberto Uranga, Al Austin and Rex Richardson voted to follow staff recommendations, with some amendments. Staff recommended the amount of relocation payments be based on the Long Beach Housing Authority's payment standards for a similar-sized unit in the tenant's current ZIP code. The city council motion asked for payments to be based on the average "small area fair market rent" across all Long Beach ZIP codes, with a cap of \$4,500.

The council also asked staff to draft regulations that would entitle all qualifying tenants to relocation payments, regardless of their income. Other amendments included: a minimum tenancy of one year to qualify for assistance, an exemption for live-in landlords and landlords owning one four-unit building or fewer, and a

scheduled revision of the ordinance within three years of implementation.

Suzie Price, one of the three councilmembers who voted against the item, said she received 155 emails from constituents urging her to oppose the proposal. Price said she supported some aspects of the proposed ordinance, including the controversial rent increase trigger point for relocation payments. "I think it is unfair for rents to be increased above 10%. I absolutely do," she said. One of her main concerns pertained to the general spirit of the proposal. "There's an assumption that people who own property have \$4,000 to give for relocation," she said. "That assumption is not fair. It may be true for some, but it's not true for everyone."

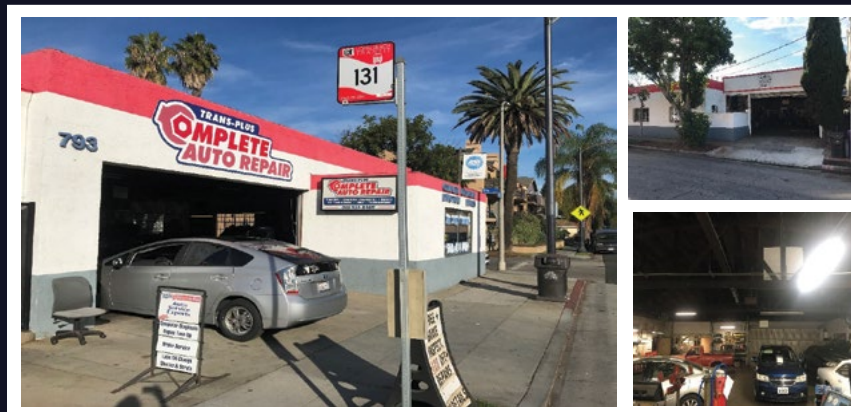
Richardson said he understood both sides. "I grew up as a renter, but I am a landlord as well. So, I understand."

Still, he argued that the city has a responsibility to remedy the results of past policies, such as redlining, that have historically excluded non-white Americans from becoming property

owners. "There is a rental class that has been systematically kept out of the ownership process," Richardson said. "This is the city's business; we have to have these conversations." ■

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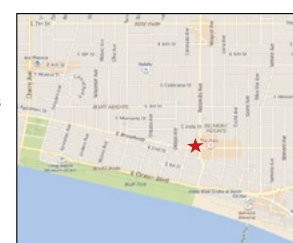
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# Real Estate & Development

■ By BRANDON RICHARDSON  
Senior Writer

## Sleep Number Announced As Future LBX Tenant



Construction has begun on the final pad at Long Beach Exchange (LBX), with Sleep Number announced as the future tenant. “We are excited to report that we have officially broken ground on the last component of LBX,” Burnham-Ward Properties Partner Steve Thorp said in an e-mail to the Business Journal. “Upon the completion of the final building, construction of Long Beach Exchange will be complete, with only minor tenant improvements remaining. We are looking forward to an official grand opening this summer.” Located on the southeastern-most corner of the East Long Beach retail center, the 2,800-square-foot building is expected to be completed in late June, with the Sleep Number store opening in August. The approved site plan for the pad includes a drive-through, which Burnham-Ward is constructing for future use, despite the lane going unused by Sleep Number. (Photograph by Brandon Richardson.)

## \$14.7M Science Building Renovation Completed At LBCC



Long Beach City College staff, trustees and faculty celebrated the completion of more than \$14 million in renovations to Building D at the college’s Liberal Arts Campus. Building D is home to new health and science laboratories, including for anatomy, radiology, medical assisting and microbiology. The renovation was funded with Measure E Bond dollars, \$616 million of which was allocated for capital improvement projects on both of the college’s campuses. Pictured from left: LBCC Superintendent-President Reagan Ferrragamo Romali; LBCC Executive Vice President of Academic Affairs Dr. Kathy Scott; LBCC Vice President of Business Services Marlene Drinkwine; LBCC Board of Trustees President Sunny Zia; and LBCC Board of Trustees Vice President Vivian Malauulu. (Photograph by Brandon Richardson.)

## Largest Marijuana Dispensary In The City Opens Its Doors



The Circle, Long Beach’s newest and largest marijuana dispensary, opened its doors on March 1 and has seen consistent business ever since, according to co-owners Justin Sutor, left, and Cliff Harrison. “We saw well over a thousand people on the first day and then about 700 people the second day,” Harrison said. “That was very impressive, and it’s been a steady flow of people coming through the door since. We’ve been very well received by the neighborhood.” Located at 1755 Ximeno Ave. near the traffic circle, the dispensary will soon double as a cultivation facility, with plants visible to shoppers in the retail store. The total footprint of the building is about 11,000 square feet, according to Sutor and Harrison. The addition of a mezzanine on the retail side and multi-tiered growing capabilities on the cultivation side bring the total amount of usable space closer to 22,000 square feet, they explained. The City of Long Beach has specific zoning laws for marijuana businesses that vary depending on the type of use – dispensary, cultivation, distribution or testing. According to Sutor and Harrison, on maps denoting where each use is permitted, their location was a “tiny little speck” that allowed for both the cultivation and sale of marijuana. Due to strict regulations requiring marijuana products to be tested prior to being sold, Sutor explained that marijuana grown at The Circle would be sent to an offsite testing facility before returning to the store for sale. As cultivation has not begun, The Circle currently sells products from numerous growers. In the future, Harrison said it is likely the dispensary would continue selling some products from other sources, but that it would also focus on in-house products to ultimately build a brand that could be sold in other dispensaries. Sutor and Harrison noted that they have gone above and beyond required security. During operating hours, The Circle has an armed security guard; after hours, private security periodically checks on the facility, and camera surveillance is monitored around-the-clock by an outside agency. (Photograph by Brandon Richardson.)

## Credit Union Receives Warm Long Beach Welcome



Los Alamitos-based Southland Credit Union celebrated the grand opening of its first Long Beach branch on April 6. Located at 2250 N. Bellflower Blvd., the credit union opened its doors on December 31, according to manager Herman Lopez, pictured at the Long Beach branch. “It has been really good for our members. It’s such a beautiful, brand new space, as soon as they walk in it’s like a whole experience and they love it,” Lopez told the Business Journal, noting that Southland has many members residing in Long Beach. The Long Beach branch is the sixth location Southland has opened since it was founded in 1936. The new branch has already embraced the community by becoming the official credit union for the athletics department of California State University, Long Beach. According to Angela Ratzlaff, public relations specialist for Southland, the branch will continue to engage with and be an active member of the Long Beach community. (Photograph by Brandon Richardson.) ■



# Building A Better Long Beach

■ By **BRANDON RICHARDSON**  
Senior Writer

For the second time last month, the Long Beach community gathered to celebrate the groundbreaking of an affordable-housing development in Midtown – Clifford Beers Housing’s (CBH) Vistas del Puerto.

“We are committed to supporting more projects that are affordable . . . that support residents who may have special needs, and that help us achieve our goal of eliminating street homelessness,” Mayor Robert Garcia said during the ceremony. “This is a shining example of projects that we welcome in the City of Long Beach. What’s exciting about this project is its mission to assist people experiencing homelessness and to provide a platform for families to rebuild their lives.”

Located at 1850 Locust Ave. just north of Pacific Coast Highway, the affordable housing project is transit-oriented near the Metro Blue Line on Long Beach Boulevard. The development consists of 47 units reserved for house-

holds earning between 30% and 50% of the area’s median income, as well as one manager’s apartment.

Half of the units are reserved for persons with chronic health conditions who have experienced homelessness, while the other half are for large families. Combined, the two-building development includes 22 one-bedroom units, 13 two-bedroom units and 13 three-bedroom units on floors two through five. Apartments reserved for L.A. County Department of Health Services clients with chronic health conditions will be fully furnished.

“We are basically providing everything that clients need individually,” CBH Communications Manager Claire Okeke told the Business Journal. “There

will be a tenant council and a resident services coordinator to plan resident social activities like movie nights, classes and parties – things to help build community among the residents.”

Aside from community spaces, on-site parking, bike storage, edible garden planters, a community room with a kitchen, a courtyard and a laundry room, the development will house support services for residents on the ground floors. Mental Health America of Los Angeles is stationing full-time staff on site to assist residents with case management to meet their individualized needs, Okeke said. Services include, but are not limited to: therapy, job and life skills development, transportation and health treatments. ■



Vistas del Puerto was one of two affordable housing developments to break ground in Midtown last month. The Clifford Beers Housing (CBH) project consists of two five-story buildings with a total of 47 affordable units and one manager’s unit located at 1850 Locust Ave. Pictured from left: John Thomas, chairman of the Long Beach Community Investment Company; Tom De Simone, president/CEO of Genesis LA; Norma Dominguez, vice president of Wells Fargo Bank; Christina Miller, president/CEO of Mental Health America of Los Angeles; Mayor Robert Garcia; Herlinda Chico, field deputy for L.A. County Supervisor Janice Hahn; Kathleen Blesser, CBH resident; Isabel Arvea, chief of staff for Vice Mayor Dee Andrews; Cristian Ahumada, executive director of CBH; Mark Rasmussen, chairman of CBH. (Photograph by Brandon Richardson, rendering courtesy of CBH.)

# Realty Views: Is Bigger Better When It Comes To Homes?

■ By **TERRY ROSS**

Bigger is not necessarily better when it comes to selling a home in these times, as a definite shift in tastes, economics and lifestyles have combined to alter the demand from larger residences to more affordable – and practical – purchases than we were seeing a decade or two ago.

There are several factors that go into this trend that are very different from even 15 years ago, when financing was easier, the cost of everything was lower, and before the housing and banking meltdown that has really played a major role in shaping today’s situation.

In the early 2000’s, Baby Boomers built and/or bought larger, elaborate homes – especially in the Southern sunshine states. Now, many of those same people are looking to downsize, possibly move and go smaller as well – and find that the market is not as strong for larger homes. On the other hand, the younger home-buying generation – mostly Millennials – are many times looking for smaller homes, lower prices and more modern designs, and shy away from the dated and ornate styles of the larger homes of a generation ago.

Design trends that are no longer as popular today are homes with crown moldings, Mediterranean or Tuscan-style architecture. Younger buyers tend to favor clean lines and more open floor plans – not to mention the newly-built houses that include built-in, tech-ready features and energy efficiency lights and appliances already built-in.

“You had this wave of homes built that now just don’t make sense for a lot of the people who bought them,” noted Rick Palacios, Jr. of John Burns Real Estate Consulting in Irvine.

Another harsh economic reality is that Millennials purchasing their first home today are paying on-average 39% more than Baby Boomers who bought their first home in the 1980’s – and their income hasn’t increased accordingly to make up for that. This demographic is also facing a record-level of student debt that takes away

from their purchasing power as well. And buying a larger home and having to renovate would even get more expensive.

Reports also indicate that these new, younger homeowners would rather drive longer distances to work rather than pay exorbitant prices in the cities for these larger, older homes. This has revitalized some suburban communities. Many Millennials are even moving to or near suburban locations for lower rents and to save money for a down payment on a home. But that can also be a struggle, since rents have increased by 46% from the 1960s to 2000, when adjusted for inflation, according to Student Loan Hero. The current median U.S. rent, according to Zillow, is \$1,650.

So, what has happened is that an entire class of homes has fallen out of favor for the two largest home-buying demographics – the Baby Boomers and the Millennials – for different reasons. The Baby Boomers have outgrown the need (and in some cases no longer have the income) for the larger homes, while the Millennials many times have different needs and tastes and are looking for smaller and many times more practical homes.

This problem is expected to worsen in the 2020s, as more Baby Boomers across the country advance into their 70s and 80s and exit or change homeownership due to poor health or death, according to a 2018 Fannie Mae report, “The Coming Exodus of Older Homeowners.” Baby Boomers currently own 32 million homes and account for two out of five homeowners in the country.

This trend of an older generation moving from a larger home and downsizing is not new, but the shifting desires, wants and needs of the newer generation of homebuyers is likely going to create a significant change to the housing market.

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](mailto:terryross1@cs.com) or call (949) 457-4922. ■



# Long Beach Celebrates Earth Month 2019

■ By **PIERCE NAHIGYAN**  
Staff Writer



Dr. Jennifer Lentz, education coordinator at the Aquarium of the Pacific, stands before the Aquarium's interactive watershed exhibit. To celebrate Earth Day, the Aquarium of the Pacific is participating in the City Nature Challenge, an international contest to see which cities can identify the most local species. (Photograph by Brandon Richardson.)

Though observed on April 22, Earth Day has grown beyond a single-day celebration. In the City of Long Beach and throughout the world, the entire month of April is devoted to acts of environmental veneration: from cleaning up streets to planting trees and networking with sustainable businesses. The Long Beach government has created an entire events calendar for Earth Month 2019. It began on April 5, with the Longview Litter Patrol at 2755 Orange Ave., and ends April 27-28 with the Earth Day Festival at the Aquarium of the Pacific.

There is no shortage of neighborhoods, nonprofits, city departments or businesses doing their part to keep Long Beach clean and green. As Kathleen Rogers, president of the nonprofit Earth Day Network, told the Business Journal, "Nobody sits around on Earth Day. It's not a self-congratulatory event. It's a work day. People do Earth Day not by taking a day off but actually doing something to help their community." Earth Day Network works globally to recruit volunteers for Earth Day initiatives. More than 1 billion people now participate each year, according to the organization.

In the spirit of Earth Month, the City of Long Beach has created the #GoGreenPledge, which encourages residents to make a personal commitment to conserve resources and reduce waste during the month of April. Residents can commit to as many as six pledges outlined by the city's office of sustainability. "We're asking people to replace

car trips, volunteer at some events, plant native plants, refuse to use plastics, take shorter showers or contribute to the [city's] climate action and adaptation plan," Courtney Chatterson, communications specialist for the office of sustainability, said.

Residents who sign up for a pledge on the sustainability office's website, [longbeach.gov/sustainability](http://longbeach.gov/sustainability), are entered into a raffle to win weekly prizes, including reusable items to help cut down on disposable plastic, hats and bike lights contributed by the public works department, and plant seeds from the El Dorado Nature Center.

As part of its continuing effort to restore Willow Springs Park, the office of sustainability is also holding a special event on April 20 called "Mulch the Gulch." From 9 a.m. to noon at 2755 Orange Ave., volunteers are sought to help spread mulch to fight weeds and beautify the park. Chatterson said April is a great time to welcome new volunteers and highlight the projects her office works on throughout the year, including an edible garden and native plant workshops.

"Since it's a long-standing and essentially national recognition, it's our opportunity to take advantage of people paying more attention to this stuff," Sustainability Coordinator Larry Rich said of Earth Month. "We get them to participate in more things and raise their awareness about small things that they can be doing. It's a busy month for us."

On April 20, Algalita Marine Research and Education, a local nonprofit,

is participating in a large beach clean-up called the TrashBlitz. "We're partnering with one of our colleague organizations, the 5 Gyres Institute, which is launching a month-long project in the [Los Angeles] watershed," Algalita Executive Director Katie Allen said. "5 Gyres" refers to clusters of trash floating in the world's oceans. The project, which runs from April to May, intends to collect data on how much plastic is buried or floating in the coastal environment, as well as what brands and types are most represented.

Two more nonprofits, Friends of the L.A. River and the Surfrider Foundation, are also participating in the project at other beach locations, Allen said. "People are always looking for ways to contribute and volunteer beyond just cleaning up, so this is an opportunity for them to actually collect data that will hopefully back some policy."

At the end of the clean-up, Allen said Algalita plans to do an educational demonstration illustrating how much plastic has infiltrated the beach. "We bring these huge sand sifters out. . . . What we do with these is extract the microplastics out of the sand to show people," she said. The lesson, she explained, is no matter how many larger pieces of plastic are removed from the beach, little pieces continue to accumulate.

"Last year when we did this, we had Congressman Alan Lowenthal come out, and he was just floored by the amount of microplastics," Allen said. "His question was, 'How do we clean this up?' And

it's just impossible." She clarified that Algalita and other organizations can improve the environment by picking up the plastic they find on beaches, but as long as the material continues to be used, it will find its way into the watershed.

This year marks the 19th annual Earth Day Festival at the Aquarium of the Pacific. On the weekend of the 27th, the Aquarium's Great Hall will be filled with vendors putting on demonstrations and information sessions about the environment, the ocean and climate change. This is the sixth year that Aquarium Education Coordinator Dr. Jennifer Lentz has managed the festival. "I do my best to vary the vendors so we get a variety of environmental booths representing," she said.

Honda is exhibiting its Clarity Fuel Cell, a hydrogen-powered sedan, in the Aquarium's front plaza. The mid-sized vehicle contains a hydrogen battery cell capable of refueling in five minutes. It has a range of over 300 miles, requires no electric charging and emits nothing but water, according to company specifications.

During the festival, visitors who drop off their electronic waste at the Aquarium receive \$10 off adult admissions. Accepted items include computer monitors, cameras, laptops and cell phones. Batteries are not accepted, as they are classified as hazardous waste. Lentz also prefers that visitors refrain from bringing oversized items such as refrigerators or dishwashers. "That's a little outside our purview," she said.



“Basically, anything people can easily carry in from their car that won’t take a forklift to move [is acceptable].”

Aquarium President and CEO Dr. Jerry Schubel said that the annual festival helps people understand how their actions affect the planet. “Earth Day is an important opportunity for us all to reflect on our relationship with our planet and the species we share it with,” he said.

When asked if Earth Day is about politics, Kathleen Rogers said that, by definition, it is political. “Yes, it’s about policy, it’s about politicians, it’s about getting things done, but it is not partisan,” she said. “In the United States, we have Republicans, Democrats, Independents and everybody in the middle of that, all doing Earth Day. It’s not relegated to a political party.”

Earth Day can be about protesting and signing petitions, Rogers said, but it’s also about “making commitments, cleaning up, planting trees [and] educating your kids.” Earth Day, ultimately, is about optimism, she went on. “[It’s about] being forward-thinking and creating the kind of world we want to live in, not the one we spent 150 years of industrial development trashing. Industrial development was good, but the green revolution will dwarf it. Green energy and green living will make a lot of money for a lot of people if we do it right.” ■

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# Earth Day

## April 27-28

Learn what you can do to help our ocean planet while visiting the Aquarium of the Pacific for its annual Earth Day Celebration on Saturday and Sunday, April 27-28. Families can journey through the Aquarium to celebrate Earth Day by learning everyday tips to protect our environment. Visitors will have the chance to visit booths from various Earth-friendly organizations and to participate in hands-on learning demonstrations for people of all ages.

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Aquarium of the Pacific

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# Helping Businesses And Residents Build A Foam Free Long Beach

■ By **PIERCE NAHIGYAN**  
Staff Writer

The Long Beach Environmental Services Bureau is helping local businesses transition away from using food and beverage containers made of expanded polystyrene (EPS) foam – a non-recyclable, non-compostable material – with its Foam Free LB campaign.

The campaign followed the passage of a June 2018 ordinance that banned EPS packaging as well as polystyrene filler and coolers. Separated into three phases, the ban established an 18-month timeline for businesses to make the change. “Most cities across California and other jurisdictions tend to just have a deadline date and everybody has to be on board,” Erin Rowland, waste diversion and recycling officer for the environmental services bureau, told the Business Journal. “Long Beach took a unique approach in an effort to make the switch easier for the business community.”

The first phase of the ban, occurring

between June and September 2018, affected Long Beach government departments, city-owned and leased properties, and businesses that contract with the city. Prior to the Phase 1 deadline, environmental services staff visited the city’s busiest facilities, such as the Aquarium of the Pacific, the Queen Mary, the convention center, the airport and parks, to help eliminate foam containers and replace them with recyclable alternatives. “Our city council felt it was important for us to lead by example, which is also part of the phased-in approach. It allowed our city facilities to get in compliance before we asked the rest of the business community,” Rowland said.

Environmental services went beyond the requirements of the ordinance by replacing the Styrofoam coffee cup lids offered in government buildings with recyclable plastic lids. “That’s a

really easy switch and there isn’t a cost difference,” Rowland said. “It’s one of those low-hanging fruit we prioritized with our city facilities and with the foam free recognition as well.”

In March 2019, the next phase of the EPS ban extended to large food providers such as franchise restaurants, grocery and convenience stores, food trucks and the Long Beach Unified School District. “In July 2018, we did a direct mail to all of the food service restaurants in the city telling them about the ordinance,” Rowland said. A postcard was mailed to all fast food businesses in the city in February 2019, which will be followed by another mailing this summer, she added.

The EPS ordinance will take full effect on December 3, 2019, to encompass restaurants with 100 seats or fewer. By the end of this third phase, the ordinance also prohibits retailers from selling toys with polystyrene filling. “That’s a pretty unique component to our expanded polystyrene ordinance compared to other cities,” Rowland said. “A lot of toys have expanded polystyrene in them. It’s not always obvious, nor is it labeled.” Rowland’s bureau has been fielding calls from toy manufacturers to help them understand how to bring their products into compliance by the end of the year.

About 80% of restaurants affected by the EPS ban have 100 seats or fewer,

which is why they were given the full 18 months to make their transition, Rowland said. “Our team has gone to over 150 restaurants in the last few months, just talking to them about the ordinance, getting them engaged, asking them questions.”

The foam free program recognized owners and establishments that made the transition ahead of the December 3 deadline. These businesses became eligible for financial reimbursement for purchasing non-EPS packaging and were promoted by the bureau through its website, social media and some paid advertising. As of this writing, 45 businesses have met the requirements for reimbursement, Rowland said.

The response to the EPS ban has been varied in the business community, but many businesses have embraced it as part of the city’s larger goal to reduce waste and encourage sustainability, Rowland said. “In the City of Long Beach, we’re lucky that we have a lot of businesses that have always been foam free or made the switch five years ago,” she continued. “Some restaurants are really excited about it. They see the health benefits for their patrons. They see the reduction of litter as a really positive thing.”

The industrial chemical used to make polystyrene and other plastics, styrene, is recognized by the National Institute of Environmental Health Sciences (NIE-

## IS YOUR BUSINESS FOAM FREE?

Apply for a FREE #FoamFreeLB kit to show your customers you made the switch to sustainable containers and for FREE online promotion.

### #FOAMFREELB KIT



Check the Compliant Product Guide online to verify your packaging materials are compliant with the ordinance.



Fill out the online application at [Longbeach.gov/FFLB](http://Longbeach.gov/FFLB)



Once approved, you will get your kit and your restaurant will be featured on our website and social media.



## EPS (Expanded Polystyrene) Ordinance

### What is the ordinance about?

The City of Long Beach passed an ordinance prohibiting the use of polystyrene and other non-compostable single-use, take-out food containers.

### When do restaurants need to comply?

>100 seats - March 3, 2019  
<100 seats - December 3, 2019

### What materials are allowed under the ordinance?

Recyclable or compostable materials such as plastic #1, #2, #5, aluminum, or compostable paper. Check [LongBeach.gov/FFLB](http://LongBeach.gov/FFLB) for the “Compliant Product Guide.”

More information and resources, including the #FoamFree Kit can be found at [LongBeach.gov/FFLB](http://LongBeach.gov/FFLB)



HS) as “reasonably anticipated to be a human carcinogen.” According to the institute, some occupational studies have shown that workers exposed to styrene have a higher risk of developing cancers such as leukemia and lymphoma. In animal studies, styrene caused lung tumors to develop in mice. Other U.S. cities that have banned EPS include New York City, Seattle, Portland, Miami Beach, Nantucket and Washington, D.C. “We want to have a healthy city with healthy residents,” Rowland said.

Because polystyrene does not decompose but only breaks down into smaller pieces, it easily accumulates in streets and water. “It will never degrade in our lifetime. It just becomes litter,” Rowland said. “We see it on our beaches and we see it in our streets and our parks and all these places that we like to be in. I think Long Beach sees this as a real opportunity to be a leader and recognize that there are alternatives to these products.”

Long Beach restaurants certified as foam free by the environmental services bureau receive a letter from the mayor and a decal to display on their property. The bureau has also donated paper straws to these facilities, as the EPS ordinance also mandates that restaurants should no longer provide customers plastic straws or utensils except by request. “Some businesses are definitely concerned with the cost of



One of the most recent foam free establishments in town is Claire's, a restaurant located at the Long Beach Museum of Art. The restaurant replaced its polystyrene food containers with paper ones. From left: Dalia Gonzalez, intern at the public works department; Martin Fernandez, executive chef at Claire's; Erin Rowland, waste diversion and recycling officer for the environmental services bureau; Christy Serrano, public works clerical aide. (Photograph by Brandon Richardson.)

the transition, and we've tried to work with them to make sure we have alternatives,” Rowland said.

Instead of polystyrene containers, the environmental services bureau recommends restaurants use aluminum or paper. Recyclable plastics labeled as

types 1, 2 and 5 may also be used. The bureau also actively encourages residents to bring their own to-go containers with them when they dine out through its “Choose to Reuse” campaign.

“I think we have a lot of residents and businesses, especially being on the

coastline, that really see the impact of litter on our beach – especially with the recent rains we've had,” Rowland said. “People see it and experience it and it motivates them to think about alternatives and other practices to be part of the solution every day.” ■



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# Stormwater Project Could Help Clean L.A. River And Irrigate Local Parks

■ By **PIERCE NAHIGYAN**  
Staff Writer

A major project is in the works to treat the stormwater and urban runoff diverted into the Los Angeles River, which ultimately ends up in the Long Beach harbor. Through the Long Beach Municipal Urban Stormwater Treatment (LB MUST) Project, a new facility would be built on the east side of the L.A. River near West Shoreline Drive to remove pollutants from stormwater, thereby significantly improving the water quality of the harbor. In the future, the treated water could even be used as a resource to irrigate municipal parks.

“So instead of spending funding to purchase water and use it to irrigate

our parks, we’ll be able to take that water that we’ve treated and reuse it,” Long Beach City Engineer Alvin Papa told the Business Journal. Once fully operational, LB MUST could both improve the city’s sustainability and significantly offset future irrigation costs, Papa said.

At present, the water captured by the city’s stormwater basins is conveyed directly to pump stations that line the L.A. River. According to a biological resource report prepared for LB MUST by Michael Baker International, this stormwater discharged into the river contains all the pollutants it picked up



A rendering of the planned Long Beach Municipal Urban Stormwater Treatment facility, located north of West Shoreline Drive and east of the Los Angeles River. (Image courtesy of the City of Long Beach.)

along the way: bacteria, hydrocarbons, pesticides, metal particles and trash. If instead diverted to a treatment center, the water would be stripped of these elements and could be used safely in public environments.

The city has thus far obtained \$31 million to build LB MUST, Papa said. The California Department of Transportation granted \$28 million through

its statewide stormwater program for the project, the Rivers and Mountains Conservancy awarded \$2 million to build a wetlands ecosystem in the surrounding area, and \$1 million came from the community grants program managed by the Port of Long Beach. In mid-March, the city council submitted a \$2 million grant application to the California Ocean Protection Council



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(COPC), which has \$30 million available for “multi-benefit ecosystem and watershed protection and restoration projects.” Papa said it may take up to three months to learn if Long Beach receives the grant.

Stantec Consulting is the engineering design firm overseeing LB MUST. Project Manager Ed Othmer called the facility “one of the biggest hidden secrets” being built along the L.A. River. “It’s such an amazing project,” he said. “It’s really the first state of the art project being done on the L.A. River this way. The city’s now looking to treat this water as a resource and, really, that’s the direction our industry is going in, because of the droughts.”

The location of the LB MUST facility and the ambition of its scope poses several unique challenges to Stantec. Othmer noted that, because the facility would treat an eight-mile segment of the L.A. River stretching from the harbor to the 91 Freeway, some of the water diverted into LB MUST would be salty, and some would be fresh water. “To address that, we need to develop two separate treatment trains if we want to be

able to treat that water,” Othmer said. However, it would be incredibly costly to treat the salt water to the point that it would be suitable for irrigation, Othmer explained. Following a suggestion from staff at the Aquarium of the Pacific, the salt water will instead be used to create a salt water wetlands on the LB MUST property.

Other challenges include accommodating the variation in the rate of stormwater flow and pollutant concentration that would enter the facility; coordinating facility construction with the planned replacement of Shoemaker Bridge; and fortifying the ground beneath the facility area, which is in a seismic hazard zone. “That’s going to be some interesting work,” Othmer said.

The engineer estimated that initial construction of LB MUST may begin in late 2019 or early 2020, with the first phase being devoted to the seismic improvements beneath the planned foundation. “The project is faced with a whole bunch of engineering challenges, which kind of makes it fun for us,” Othmer said. “That’s the nature of an engineer, right? We want to solve problems.” ■

## Green Trucks

(Continued from Page 1)

and the availability of refueling infrastructure.

Transitioning to near-zero and zero-emission vehicles is one of the key goals outlined by the San Pedro Bay Ports Clean Air Action Plan (CAAP), a joint strategy by the ports of Long Beach and Los Angeles to reduce emissions in the port complex. Originally created in 2006, the CAAP was updated in 2010 and 2017 to create new emissions targets. Under the latest iteration of the plan, the ports are attempting to transition to zero-emission terminal equipment by 2030 and zero-emission trucks by 2035.

The ports have committed to releasing regular feasibility assessments on the technology in order to reach the CAAP’s goals. “The plan is to release them in three-year increments, because they are quite intensive,” Matt Arms, the port’s acting director of environmental planning, said. “If there is a need, we’ll do them sooner.”

The 2018 Feasibility Assessment for Drayage Trucks, released in early April 2019, includes technology readiness level (TRL) ratings that describe the various stages of platform development. Natural gas is ranked the highest in this nine-tier system, currently at TRL 8. This means natural gas trucking technology displays technical viability in demonstrations, with the likelihood of advancing to the ranking of TRL 9, or commercial operation, by 2021.

Battery electric drayage trucks are currently in the demonstration and conditioning phase of development, ranked TRL 6-7. This technology is expected to reach TRL 8 by or before 2021. The

other three platforms assessed – hydrogen fuel cells, plug-in hybrids and the advanced diesel internal combustion engine – currently rank between TRL 5 and 6, meaning they are still under development or in the demonstration phase. The advanced diesel engine, the assessment notes, “has yet to demonstrate [near zero-emission] status.”

While battery electric trucks “outperform diesel trucks in terms of power, torque, and gradeability,” they are limited by the range they are able to travel, the weight they can carry and the time they require to recharge, according to the assessment. Natural gas trucks are determined to be “the closest direct replacement for diesel trucks in terms of operational feasibility.” Natural gas-powered trucks are on par with diesel trucks in “basic performance metrics,” and are expected to achieve greater parity in support infrastructure as they become more commonly available.

According to the report, manufacturers “have significantly accelerated their efforts to develop and commercialize ZE [zero-emission] and NZE [near zero-emission] Class 8 trucks suitable for drayage,” with both “commercial and pre-commercial demonstrations . . . now underway.”

The feasibility assessments released by the ports are intended to be unbiased, technical documents that do not offer policy suggestions, Arms said. They are meant to inform decisionmakers and serve as guideposts for the current state of green technology. “This document, incorporated with other things that we’re doing under the CAAP – they all need to be brought together in order to continually make policy decisions about our goals [and] where we should focus our efforts,” he concluded. ■

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## A New Era of Racing

(Continued from Page 1)

gest-running street race.

Acura's involvement has kicked off that new era, Michaelian told the Business Journal. "Quite frankly, we couldn't be happier with the way this thing has evolved," he said. "It really is an entirely new feeling, with regard to how we work together, how we achieve things." He called the process "invigorating" for his organization.

That Acura and its parent company Honda have participated in the Grand Prix of Long Beach, and that Honda has won more races at the event than any other automaker, were major deciding factors in obtaining their sponsorship, Michaelian said. By his estimation, the Grand Prix Association gave presentations to at least 16 different companies, both automotive and non-automotive, after Toyota ended its sponsorship in 2018. Few had either the financial capability or understanding of the event that made for a good match.

In a typical year, planning for the next Grand Prix begins in July or August, Michaelian explained. With the Acura title announcement occurring in February, just two months out from the race, the opportunities for advertising were more truncated than normal. Yet, Acura dealers began running commercials in March. "That stuff turned

around in less than 30 days," Michaelian said. "I dare say there's virtually few, if any, companies around that would have had not only the resources but the inclination to activate that quickly around a program like that. . . . They have so far turned out to be an ideal partner."

The proximity of Acura's headquarters to Long Beach was another key factor in their decision, Michaelian continued. Located in Torrance, the company is just a short drive from the Grand Prix Association's office, allowing for fast and easy communication. "You couldn't do that with a company that's located in Chicago or in New York or anyplace else," Michaelian said. And, by being positioned nearby, Acura has a unique understanding of the event's local impact. Last year, Grand Prix weekend drew 185,000 people to the Long Beach area.

Ticket sales leading up to this year's event have matched 2018's, Michaelian said. "We're just a slight bit ahead of where we were last year, so that's a good sign."

A number of community events and festivities are planned for the days leading up to the big race weekend. On April 10, "Roar in the Shore" takes place on 2nd Street in Belmont Shore, with live music and classic car displays. The Long Beach Motorsports Walk of Fame Induction Ceremony and Thursday Thunder at the Pike Outlets are

scheduled for April 11 and are free to the public. The latter features freestyle motocross and IndyCar pit stop demonstrations, among other activities.

On the first day of race weekend, Friday, April 12, practice and qualifying races are held. Six racing events are slated for Saturday and Sunday: the BUBBA Burger Sports Car Grand Prix, the Motegi Racing Super Drift Challenge, the Stadium Super Trucks Race, the Pirelli GT4 America, the Historic International Motor Sports Association (IMSA) GTO Challenge, and the featured NTT IndyCar Series event. Each race is meant to appeal to different tastes and demographics, Michaelian said.

The GTO challenge, for example, was selected to celebrate the 50th anniversary of IMSA with classic muscle cars. "Camaros, Corvettes, Mustangs, Berettas, Nissan 300ZX, all those kinds of cars," Michaelian said. "You're not going to hear anything like that all weekend long. But when you hear them, you're going to go, 'Whoa!'"

On Saturday and Sunday, Robby Gordon's 600-horsepower super trucks will launch themselves into the air from temporary ramps placed across the racetrack. "Everybody loves the trucks. Kids, women, men, doesn't matter," Michaelian said. "People just flock to the fence to watch them pirouetting over those jumps."

When it comes to the main event, Michaelian namechecked two IndyCar drivers to watch this year, rookies Patricio O'Ward and Colton Herta. "In terms of where IndyCar is nowadays, those two rookies are beginning to really draw some significant interest," he said.

Hailing from Monterrey, Mexico, O'Ward was the 2018 Indy Lights Champion and will be racing the No. 31 car for the Carlin team. Herta, driving the No. 88 car for Harding Steinbrenner Racing, is the son of IndyCar driver Bryan Herta and the grandson of Thomas Herta, one of the first investors in the Grand Prix Association of Long Beach in 1975. Colton Herta comes to the Grand Prix fresh off his March 24 win at the IndyCar Classic, which occurred just a week before his 19th birthday. "He's the youngest winner of an IndyCar race in history," Michaelian said.

Mexican rock band El Tri is returning for its third Grand Prix appearance as the headliner of the Fiesta Friday Concert. Saturday's concert features Moontower and is headlined by indie rock band Cold War Kids.

"Acura came in here and assisted us in getting Cold War Kids," Michaelian said. He added that this was the first time a title sponsor participated in the process. "It was always our deal;

(Please Continue to Page 28)

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(Continued from Page 26)

we went out and did it. But [Acura] came on and said, ‘You know, let’s talk about who we all want to attract to the event,’” he explained, referring to Saturday’s concert.

Whether a visitor prefers super trucks, drifting, muscle cars or IndyCar racing, or just the chance to grab an autograph from a favorite driver, Michaelian said that the goal of his association is to put on a great show for everyone. “As long as in the end they walk away and say, ‘You know what? I had a great time,’ that’s a winner, as far as we’re concerned.”

This year’s IndyCar series race is set for an exclusive broadcast by NBC with retired driver Danica Patrick as co-anchor, Michaelian said. The beauty of holding the race in the City of Long Beach, he went on, is the opportunity to show off the growth of the downtown area. “They have to cover the whole area with their cameras, because that’s where the race takes place. It’s an outdoor event in a very attractive venue. So, when people are viewing it and they see, year after year, the high rises that are going up . . . that’s all beneficial to us, because it says, this event is taking place in a dynamic, burgeoning city.” ■

# IndyCar’s Alexander Rossi: “It’s A Special Race For Us All ...”

■ By MICHAEL GOUGIS  
Contributing Writer



IndyCar racer Alexander Rossi rounds a corner during the 2018 Toyota Grand Prix of Long Beach. This year, Rossi is again participating in the event, now called the Acura Grand Prix of Long Beach. (Image courtesy of the Grand Prix Association of Long Beach.)

There are two truly shining gems on the NTT IndyCar Series calendar, races that can make a driver’s career. A win at the Indianapolis 500, or a win in the Grand Prix of Long Beach, puts a racer’s name on the list of the sport’s true greats, next to some of the legends of auto racing.

Alexander Rossi has won both.

Rossi shocked the American racing establishment in 2016, taking the Indianapolis 500 win as a rookie in the series. But it came as no surprise to those who had followed the young Californian’s career, as he had shown the talent to compete at the highest level of the sport, racing in Formula One, winning in the series that supported Formula One, and helping develop some of the most amazing Formula One cars to ever tear around a racing circuit.

For those who needed further proof, Rossi won again in 2017 and took the Long Beach win in 2018 en route to three wins and second in the Championship standings. After two races in 2019, Rossi sits fourth in the points and heads back to Long Beach to defend last year’s win at a track that is special to any IndyCar driver, but has particularly special meaning to him.

“It’s one of our flagship events, second only to the Indy 500. The history of Long Beach, the history of motorsport in the area, the legacy that the track has makes it a highlight event for us. And it’s even more so for me,” says Rossi, who grew up in Nevada City, California, about midway between Sacramento and Reno.

“It’s kind of a home race, being from California, so I’ve always got a lot of friends and family down. It’s a special race for us all, but particularly for me, so the fact that we were able to put on a good show last year and get the win was pretty awesome. Looking ahead to this year, we’re going to try to do it all over again.”

IndyCar races a variety circuit types, but courses like the concrete-lined streets of Long Beach provide a particular challenge. It’s a long race over difficult terrain, and small mistakes carry large consequences.

“The things you’re looking for in the car in order to go quick are pretty specialized in terms of what you need for a street circuit,” Rossi says. “There’s a lot less grip than on a permanent road course. You’re dealing with bumps and transitions that on a



IndyCar driver Alexander Rossi gives the crowd a nod at the 2018 Toyota Grand Prix of Long Beach. (Image courtesy of the Grand Prix Association of Long Beach.)

road course wouldn’t be there! There’s no margin for error. Your limits are concrete walls. You have to adjust your mindset. It’s a unique challenge. It’s one of the things that makes IndyCar so unique, the diversity of tracks we race at over a season.”

Rossi has nothing but praise for the changes made to the cars for the 2019 season. New spec bodywork means lower costs and closer racing, as all teams now have the same aerodynamic basis to work from.

“It equalized things up and down the grid, which I think has been great for the show,” Rossi says. “Last year, we set a record, I think, for on-track passes.”

Rossi is one of those drivers who has shown the talent needed to drive at the top, but as in every major sport, it’s not just about talent, it’s about opportunity. A champion and winner in several minor series, he showed enough talent to get a role in developing the BMW Sauber Formula One car for the 2010 season. That gave him a taste of one of the most capable racing cars ever built, and put him in the frame for a Formula One drive later in his career.

“Those cars were pretty spectacular. They were pretty awesome,” Rossi says. “The capabilities – this was before they were restricted as they are now. What they could do in terms of power, what they could do from an

aero[dynamic] standpoint – they were elite race cars, at the pinnacle, and they will be there for a very long time.”

Test driving roles with minor Formula One teams led to a series of five starts with the now-defunct Manor Marussia F1 Team in 2015, which took 12th at the United States Grand Prix that year. But with no ride available for 2016 in Formula One, Rossi came back to the States and the Andretti Motorsports operation threw him a lifeline. He repaid them in spectacular fashion, taking the win at Indy in his rookie IndyCar season and giving him the opportunity at home to drive for a front-line team – an opportunity he never had overseas.

“It opened doors that I don’t think would have otherwise opened,” Rossi says. “I came into the series on a one-year deal with Michael Andretti and Bryan Herta. It was a last-minute addition; they had only ever run three cars before. We were the fourth car. There was no sponsorship on the car. At the last minute, the local Midwest distributor for NAPA Auto Parts came on board for a one-off 500 sponsorship. No one was expecting what was going to happen, and we won the race!”

“We immediately developed a relationship with NAPA, with Honda and Andretti, and here we are, four years later, with the same group of people. I’m very fortunate.” ■



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# New Grand Prix Title Sponsor Acura Seeks To Reenergize Its Brand And The Race

■ By **SAMANTHA MEHLINGER**  
Editor

For Acura, Honda's performance luxury brand, signing a multi-year deal to become the new title sponsor of the Grand Prix of Long Beach "made all the sense in the world," the company's vice president and brand officer, Jon Ikeda, told the Business Journal in an interview at American Honda Motor Co.'s corporate offices in Torrance.

"It is the most iconic road circuit – there's no way of getting around it – in North America," Ikeda said. In addition to the opportunity to put its name on a race associated with many legendary moments, the timing was right for the company, Ikeda said, explaining that Acura had been ramping up its racing efforts and focusing on "the resurgence of [the] brand."

Three years ago, Acura debuted a new sportscar, the NSX, as a part of its efforts to re-energize the brand, Ikeda explained. The move represented a return to the company's roots – Ikeda said that when he first joined Acura, he was attracted to the company's sleek, unique car designs. "If you really look at the original Legends or the first two generations [of models], the cars were so much lower and sleeker than what was being sold at the time," he said. "It really got my interest from an industrial design perspective of who is building these things, and that led to me going to Japan and learning about the people that built the character and philosophy [of Acura]."

Ikeda, a self-professed "car geek," has been working for Honda and Acura since 1989, spending most of those years as an automotive designer and in research and development. "I love the company. I have been with it for 30 years. And now, we're just trying to re-energize Acura again," he said. Founded 30 years ago, Acura fancies itself the "Millennial" of luxury performance brands, Ikeda noted. "We still have a lot to do and evolve. But performance in racing has been a big part of our short history and we want to be more involved with it going forward. . . . The Long Beach Grand Prix is a great project and event to be associated with," he said.

"As a corporation, we love racing. From all the other products we have – motorcycles, anything, we're racing it. . . . It's in our company's culture to race," Ikeda said. Acura's racing history will be part of an exhibit at the Grand Prix's Lifestyle Expo in the Long Beach Convention & Entertainment Center, he noted. Although Acura does not race vehicles in the NTT IndyCar Series, the main event of Grand Prix weekend, it does race as part of Team Penske in the



Jon Ikeda, vice president and brand officer for Acura, is pictured with the brand's Formula One race car on display in American Honda Motor Co.'s offices in Torrance. A native of Southern California, Ikeda said, "In L.A., car culture is just huge, and the Long Beach Grand Prix was a big deal growing up." (Photograph by Brandon Richardson.)

IMSA WeatherTech SportsCar Championship on Saturday, April 13.

Working with the event organizer, the Grand Prix Association of Long Beach, has been great, Ikeda said, likening the relationship to "a first date." The details of Acura's sponsorship had to be pulled together quickly, he noted. After Toyota chose not to renew its long-running title sponsorship following last year's race, the Grand Prix Association had less than a year to find a new sponsor. Acura's sponsorship was announced February 5, just a little over two months before the race.

Ikeda and his team are learning what was done in partnership with the previous sponsor, Toyota, and what Acura might be able to expand upon in coming years. "We're the new kid in town. There's a lot of courting. . . . We're still trying to work those fine things out," he said.

Ikeda pointed out that Acura is affiliated with the Sundance Film Festival and with the New Orleans Jazz & Heritage Festival, and that he hopes to inject some of that experience in the entertainment world into the Grand Prix's concerts, which close out Friday and Saturday nights of race weekend. Ikeda said he hopes to make the concerts "even bigger" in the future. This year, Acura helped secure Cold War Kids as the headliner for Saturday's show.

Ikeda is no stranger to Long Beach.

He grew up in Glendale and Pasadena, and eventually bought his first home in Long Beach. "Just the downtown area alone is going through a huge transition," he observed. Acura hopes to capitalize off of that momentum during race weekend. "We want to bring that new breath, new future feel," he said.

In its advertising for the event, which is tied to its dealerships, Acura is emphasizing that the Grand Prix isn't just an event for Long Beach, but for all of Southern California. "It's our

race and [we want] everybody to show up in Long Beach, because it's going to be a great thing. We're trying to get that energy back in. It's a Southern California thing," Ikeda said.

While Ikeda did not confirm the actual length of Acura's sponsorship contract beyond indicating that it is "multi-year," he said that the company is "thinking long-term" and hopes to have a "fruitful relationship with the city and the promoter for a good while." ■



The Acura Grand Prix of Long Beach will feature eight of these Acura NSX pace cars – vehicles that set the pace and positions of racers. The NSX is a luxury sportscar made in America. (Photograph by Brandon Richardson.)



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# Labor Union Long Affiliated With Grand Prix Becomes An Official Sponsor

■ By **ALENA MASCHKE**  
Staff Writer

The smell of burning rubber, the sound of roaring engines and thousands of visitors' cheers: it's that time of the year again. Formerly known as the Toyota Grand Prix of Long Beach, the 2019 Acura Grand Prix of Long Beach takes place along the city's waterfront from April 12 to April 14.

Acura has stepped in as the event's new name sponsor, but that's not the only sponsorship change this year. The Laborers' International Union of North America (LIUNA), whose members have long been involved in setting up fencing, barriers and bleachers for the event's audience, has signed on as a Grand Prix co-sponsor for the next three years.

"We have been working with the Grand Prix, building the track, since its inception," Peter Santillan, business manager and secretary-treasurer of LIUNA Local 1309, told the Business Journal. "We thought [the sponsorship] would be a good opportunity to show LIUNA and to show the world what we do as construction workers." Just a week before the event, union members – wearing orange vests and hard hats – were busy putting the finishing touches on the temporary structures along Shoreline Drive.

"It's different every day. Right now, we're doing a lot of the fencing," Tyrone Ash, a new member of the union, said. Ash, who lives in North Long Beach, said he was lucky to be picked for the gig. "It's exciting to know that I will be a part of this," Ash said. The Grand Prix setup is his first job with the union, and the experience has been positive, he said. "So far, it's been good. I learned a lot and I like that it's something that I can pass on to my kids." Ash said he's never been to the Grand Prix, but he'll make sure to come this year.

Fellow LIUNA member Roberto Bañuelos has a Grand Prix legacy to look back on. Bañuelos himself has been part of the team setting up the Grand Prix for over 10 years. "It's pretty cool, because it's for Long Beach, something you do every year," he said. His father, who worked on the Grand Prix construction team for over 30 years, encouraged Bañuelos to apply more than a decade ago. "Because of him, I'm here," Bañuelos reflected. A full-time construction worker, he said working the Grand Prix is a welcome change of pace from his regular engagements. "It's a different kind of work than we usually do. It's more involved, more detailed work," he noted.

For many workers, the Grand Prix setup is also a way to bridge a gap in employment when regular construction slows down during the first months of the year. "It's getting the word out to



the country that the opportunities with LIUNA are there. This just happens to be one of them," Santillan pointed out. "This is a little bit of a taste of what we do as construction laborers. This is their introduction that then leads them on to other opportunities in construction."

Santillan said LIUNA had long considered becoming an event sponsor but

didn't have the necessary resources until this year. "It was just the right time," he said. Santillan said the union's expertise and training of new workers has helped the Grand Prix go over smoothly year after year. "This is hard work. It's precise work that needs to be done correctly, safely. So that's something that we strive for," he said. ■

Peter Santillan, business manager and secretary-treasurer of Laborers International Union of America Local 1309, is pictured on Shoreline Drive in Downtown Long Beach, where workers are putting up fencing and barriers for the 2019 Acura Grand Prix of Long Beach. (Photograph by Brandon Richardson.)



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Millennial Pulse

(Continued from Page 1)

about this year are at least somewhat unsettling: China, Russia, North Korea (upset stomach, diarrhea!); the mounting crisis at the border (because whichever way you look at it, it's a crisis); rich parents bribing their kids' way into college (yet no one is surprised); Nazis 2.0; and not being able to fit women into spacesuits (because lady parts are so confusing, am I right?).

If you've managed to avoid the subtle sensation of uneasiness that many of us feel about these circumstances, I'm guessing your method is avoidance – and frankly, I don't blame you. Turning on the news these days is basically an act of masochism.

It seems to me, anecdotally, that avoidance seems more common among my age group than it does among those older than us. I know how the Baby Boomers will explain this away: we're snowflakes who can't handle reality. I'd argue that we're fed up with the status quo and the complete political gridlock that's contributing to it and would rather think about something else for five minutes, but to each their own.

In my last column, I wrote about older generations being grumpy toward Millennials – a phenomenon that I am sure engendered shock and awe amongst Business Journal readers. I would like to again address the older generations, i.e., anyone older than 38: Hello there. Are the Millennials invading your workplaces driving you batty? Do you wish there was something you could do to take the wind out of their entitled, participation trophy-inflated sails? If someone says "like" unnecessarily one more time, are you going to put your fist through a wall?

Given that the Millennials who seem to be getting the most amount of press now-adays are those railing against the establishment (ahem, Alexandria Ocasio-Cortez), you might think bringing up current events would be the way to rattle us. But you're not going to shake us with all of the usual fodder stoking the fires of cable news. And, if you try, trust me, you're going to regret it – we'll either walk away or unleash a lengthy Twitter thread calling you out on your bad behavior.

So what could possibly throw us so off balance that we are made silent, and you can finally rejoice in a petty generational victory before sailing off into the proverbial sunset?

There are a number of circumstances that, much like a good jab to the solar-plexus, would undoubtedly so deeply unnerv most Millennials that they would be rendered speechless (at least temporarily). These include:

- Public displays of bipartisanship. So used to political division are we that publicly expressing your admiration for a member of the opposite party, unless you're a Republican talking about Joe Biden or a Democrat talking about John McCain, will likely force us to question our reality – have we entered an alternate dimension where civility exists?
- Proposing that Bill Nye the Science Guy is a fraud.
- Declaring that Emily Blunt and John Krasinski – Millennials' beloved, shining hope that marriage is still maybe actually a good thing – are getting a divorce.
- Outing Queer Eye guy Jonathan Van Ness as an actor who is actually straight, does not care about your hair care regimen and is totally unamused by ice skating.
- Proclaiming that avocados are actually bad for your health – meanwhile, gluten turns out to be a cancer preventative.
- Replacing all the locally-sourced craft beer taps at our favorite watering hole with Budweiser.
- Revealing that Trader Joe's has been using preservatives all along – their food just goes bad quicker because it's old.
- A live action version of the most disturbing cartoon film of our youth's, "A Troll In Central Park."
- Elon Musk announcing a bid for the presidency.

Suggesting any of the above fictitious turn of events will give you the upper hand, but only momentarily. After all, you raised us – we don't need someone to make us a list to know what your trigger points are. (Cue evil laugh slightly muffled by avocado toast munching). ■

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