



Date: May 5, 2020

To: Thomas B. Modica, City Manager 

From: John Keisler, Director of Economic Development 

For: Mayor and Members of the City Council

Subject: **Economic Relief Package—ReopenLB Survey Update**

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On April 28, 2020, the City of Long Beach (City) [announced](#) the launch of the “ReopenLB” online survey to seek input from residents, workers and business owners about how to safely reopen the local economy, once Governor Newsom’s Executive Order indicates it is safe to do so. On May 4<sup>th</sup>, the survey was closed after receiving 15,258 responses. The purpose of this memorandum is to provide the City Council with a copy of the attached report of survey results and to discuss next steps.

## **BACKGROUND**

The ReopenLB online survey asked respondents to provide information about what would make them feel safe to return to work or to reopen businesses, and what should be considered “low-risk” activities to prioritize for reopening, after public health officials have considered it safe to do so. The ReopenLB survey link was made available on the City’s website, and distributed through multiple channels including email, social media, local news outlets, and various community-based organizations. The survey was translated into Spanish, Khmer, and Tagalog to promote language access and reach a diversity of community members. A full listing of survey questions can be found in Attachment A. Survey participant contact information may be used for follow-up questions from City staff, if needed, and will not be reported publicly.

## **SURVEY RESULTS**

The ReopenLB survey was opened for seven days between April 28<sup>th</sup> and May 4<sup>th</sup> and received a very strong response from the community. Listed below is a short summary of the survey results, which will be analyzed in more detail over the coming days:

- 15,258 total survey responses received;
- 63.9 percent of survey participants identified as female;
- 61.3 percent of survey participants described themselves as workers;
- 26.9 percent of survey participants indicated they were between the age of 30-39;
- 39.1 percent of survey respondents indicated that reopening parks was the highest priority;
- 73 percent of workers indicated that their priority is to return to work with respect to capacity limits and physical distancing;
- 5,810 survey participants provided written suggestions about how the City could support safely returning to work by addressing various barriers; and,

- 2.4 percent of survey participants indicated they felt large public or private gatherings could be opened safely.

Please refer to Attachment B for a more complete summary of survey responses. It is important to note that the open-ended responses from survey participants are in the process of being converted to a format that will be available to the public, but protects the identity of the survey participant.

## NEXT STEPS

ReopenLB is one of many efforts by the City Council to engage with the community and develop strategies to offset the economic impacts of COVID-19. Other opportunities directed by the City Council to provide public input regarding the reopening of the local economy include:

- Passing a comprehensive [Economic Relief Package](#) to support working families and local small businesses impacted by COVID-19 on April 14<sup>th</sup>;
- Creating an informal [Economic Recovery Advisory Group](#) to recommend strategies for safely reopening the local economy on April 21<sup>st</sup>;
- Establishing a [Hospitality Recovery Task Force](#) to provide City management with best practice recommendations for restarting the local hospitality sector on April 27<sup>th</sup>;
- Hosting public updates about economic recovery efforts at [Economic Development & Finance Committee](#) meetings on April 30<sup>th</sup> and May 14<sup>th</sup>; and,
- Establishing a new hotline for business owners and workers, 562.570.4BIZ (4249), which is staffed from 8 a.m. to 5 p.m. on weekdays.

Results from the ReopenLB survey will be shared with each of these efforts to inform economic recovery efforts in a way that is consistent with community priorities and public input.

## EQUITY LENS

To promote language access, the survey was translated into English, Spanish, Khmer, and Tagalog. Reaching a diverse set of survey participants was a priority of the City but was limited by the short timeframe that the survey was open and the method of distribution online. Online distribution is timely and cost efficient, but requires that the City have email contact information or that all residents have the hardware, software, and internet access to complete the survey. Given more time, staff would have printed the survey in multiple languages and distributed the survey to every household in the city.

## CONCLUSION

Although public input through the ReopenLB survey is extremely valuable, decisions regarding reopening public spaces must be in alignment with Governor Newsom's Stay at Home order and the Long Beach Health Officer's orders. City staff will continue to analyze survey results and provide ongoing insights to the City Council and advisory groups developing recommendations for economic recovery from the COVID-19 emergency.

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Thank you for your consideration of this important matter. Please contact me at (562) 570-5282 or by email [john.keisler@longbeach.gov](mailto:john.keisler@longbeach.gov) with additional questions regarding ReopenLB.

ATTACHMENTS: A - REOPENLB SURVEY QUESTIONS  
B - REOPENLB SURVEY RESULTS

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## ATTACHMENT A: REOPENLB SURVEY QUESTIONS

### INTRODUCTION

The City of Long Beach is seeking input from residents and business owners about reopening the Long Beach economy once the Governor's order indicates it is safe to do so. Your feedback will be used to help decision makers set priorities about how to safely reopen the city for business and leisure activities. Your contact information may only be used for follow-up questions from City staff if needed.

The deadline to submit your survey responses is by Monday, May 4, 2020 at 5:00PM (PDT).

1. Name
2. Email
3. Zip Code
4. I identify with the following race/ethnicity:
  - a. American Indian/Alaska Native
  - b. Asian
  - c. Black/African-American
  - d. Hispanic /Latino
  - e. Pacific Islander/ Native Hawaiian
  - f. White
  - g. Prefer not to disclose
5. I identify with the following gender:
  - a. Male
  - b. Female
  - c. Nonbinary
  - d. Prefer not to disclose
6. I am within the following age range:
  - a. 18 – 29
  - b. 30 -39
  - c. 40 – 49
  - d. 50 – 59
  - e. 60 and up
  - f. Prefer not to disclose
7. I am a:
  - a. Worker
  - b. Business Owner
  - c. Resident-not employed



## ATTACHMENT A: REOPENLB SURVEY QUESTIONS

### WORKER

8. Activities I feel can open safely are:
  - a. Beaches
  - b. Car dealerships
  - c. Child care facilities
  - d. City facilities (City Hall, administrative facilities)
  - e. Dine-in Restaurants
  - f. Large gyms
  - g. Large public/private gatherings
  - h. Large scale retail
  - i. Libraries
  - j. Movie theatres
  - k. Office Work
  - l. Outdoor Recreation
  - m. Park Community Centers
  - n. Parks
  - o. Personal Grooming
  - p. Public events (concerts, movies, meetings)
  - q. Religious organizations
  - r. Schools
  - s. Senior Centers
  - t. Small Gyms
  - u. Small scale retail
  - v. No Changes
9. My priority is to return to work with respect to capacity limits and physical distancing
  - a. Yes
  - b. No
10. Yes: I can safely return to work with respect to capacity limits and physical distancing by doing
11. The City could support me safely returning to work by addressing the following existing barrier

## ATTACHMENT A: REOPENLB SURVEY QUESTIONS

### RESIDENT (not employed)

12. Activities I feel can open safely are:

- a. Beaches
- b. Car dealerships
- c. Child care facilities
- d. City facilities (City Hall, administrative facilities)
- e. Dine-in Restaurants
- f. Large gyms
- g. Large public/private gatherings
- h. Large scale retail
- i. Libraries
- j. Movie theatres
- k. Office Work
- l. Outdoor Recreation
- m. Parks
- n. Park Community Centers
- o. Personal Grooming
- p. Public events (concerts, movies, meetings)
- q. Religious organizations
- r. Schools
- s. Senior Centers
- t. Small Gyms
- u. Small scale retail
- v. No Changes

13. My priority is to return to these activities with respect to capacity limits and physical distancing

- a. Yes
- b. No

14. Yes: I can safely return to these activities with respect to capacity limits and physical distancing by doing

15. The City could support me safely resuming these activities by addressing the following existing barrier

## **ATTACHMENT A: REOPENLB SURVEY QUESTIONS**

### **BUSINESS OWNER**

16. Activities I feel can open safely are:

- a. Beaches
- b. Car dealerships
- c. Child care facilities
- d. City facilities (City Hall, administrative facilities)
- e. Dine-in Restaurants
- f. Large gyms
- g. Large public/private gatherings
- h. Large scale retail
- i. Libraries
- j. Movie theatres
- k. Office Work
- l. Outdoor Recreation
- m. Parks
- n. Park Community Centers
- o. Personal Grooming
- p. Public events (concerts, movies, meetings)
- q. Religious organizations
- r. Schools
- s. Senior Centers
- t. Small Gyms
- u. Small scale retail
- v. No Changes

17. My priority is to return to these activities with respect to capacity limits and physical distancing

- a. Yes
- b. No

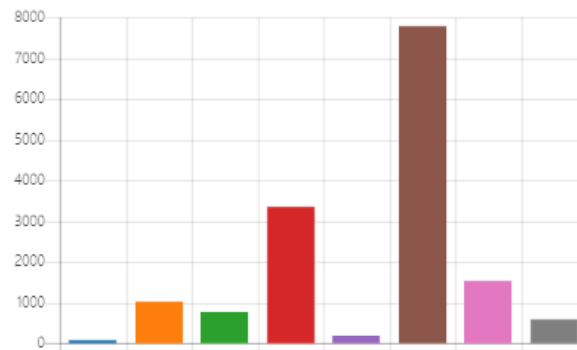
18. Yes: I can safely re-open my business with respect to capacity limits and physical distancing by doing

19. The City could support me safely reopening my business by addressing the following existing barrier

## ATTACHMENT B: REOPENLB SURVEY RESULTS

### 4. I identify with the following race/ethnicity:

American Indian/Alaska Native	80
Asian	1031
Black/African-American	750
Hispanic /Latino	3339
Pacific Islander/ Native Hawaii...	186
White	7768
Prefer not to disclose	1526
Other	578



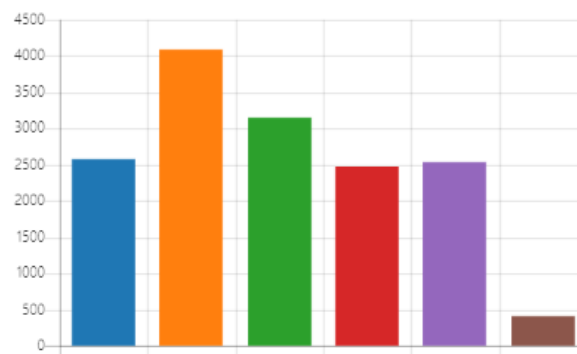
### 5. I identify with the following gender:

Male	4911
Female	9747
Nonbinary	79
Prefer not to disclose	477
Other	44



### 6. I am within the following age range:

18 - 29	2587
30 -39	4098
40 - 49	3147
50 - 59	2480
60 and up	2532
Prefer not to disclose	414



### 7. I am a

Worker	9349
Business Owner	2207
Resident-not employed	3702



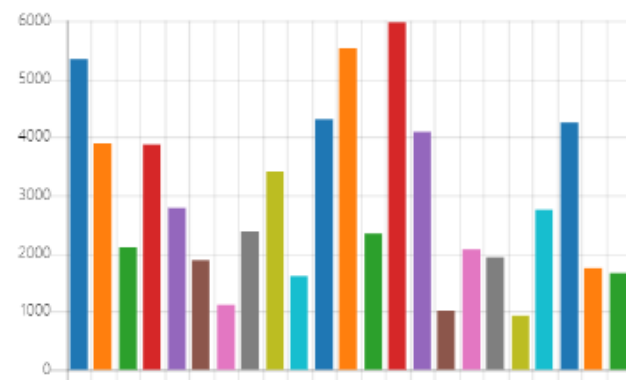


## ATTACHMENT B: REOPENLB SURVEY RESULTS

### WORKERS RESPONSES

#### 8. Activities I feel can open safely are

Beaches	5356
Car dealerships	3904
Child care facilities	2088
City facilities (City Hall, admini...	3884
Dine-in Restaurants	2789
Large gyms	1888
Large public/private gatherings	1125
Large scale retail	2375
Libraries	3405
Movie theatres	1605
Office Work	4306
Outdoor Recreation	5525
Park Community Centers	2356
Parks	5962
Personal Grooming	4097
Public events (concerts, movie...	1000
Religious organizations	2083
Schools	1942
Senior Centers	934
Small Gyms	2762
Small scale retail	4255
No Changes	1748
Other	1651



## ATTACHMENT B: REOPENLB SURVEY RESULTS

### WORKERS RESPONSES Continued...

9. My priority is to return to work with respect to capacity limits and physical distancing

● Yes

6727

● No

2502



10. Yes: I can safely return to work with respect to capacity limits and physical distancing by doing

6651

Responses

11. The City could support me safely returning to work by addressing the following existing barrier

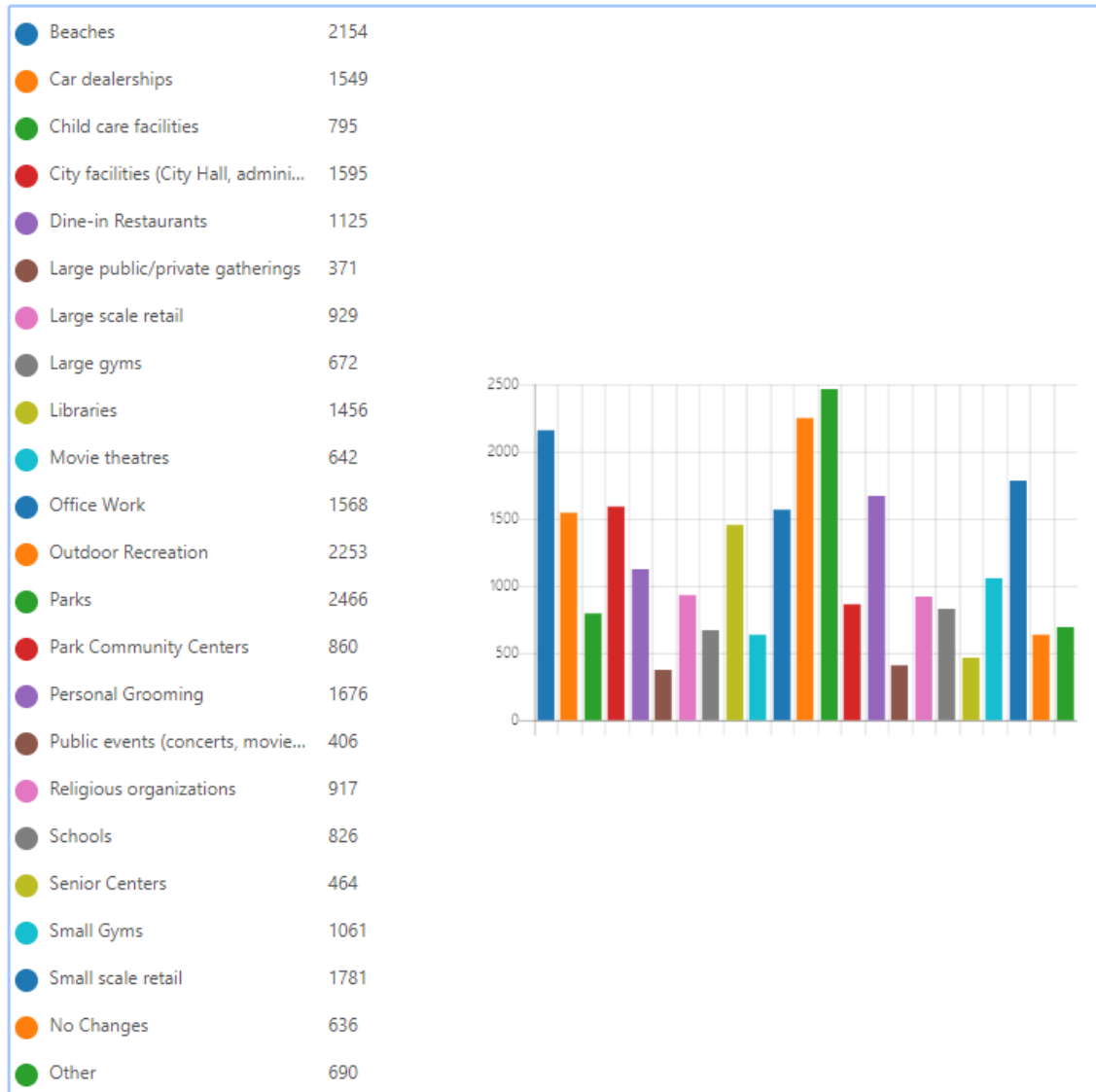
5810

Responses

## ATTACHMENT B: REOPENLB SURVEY RESULTS

### RESIDENTS (Not Employed) RESPONSES:

#### 12. Activities I feel can open safely are



## ATTACHMENT B: REOPENLB SURVEY RESULTS

### RESIDENTS (NOT EMPLOYED) Responses Continued...

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13. My priority is to return to these activities with respect to capacity limits and physical distancing



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14. Yes: I can safely return to these activities with respect to capacity limits and physical distancing by doing

2937  
Responses

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15. The City could support me safely resuming these activities by addressing the following existing barrier

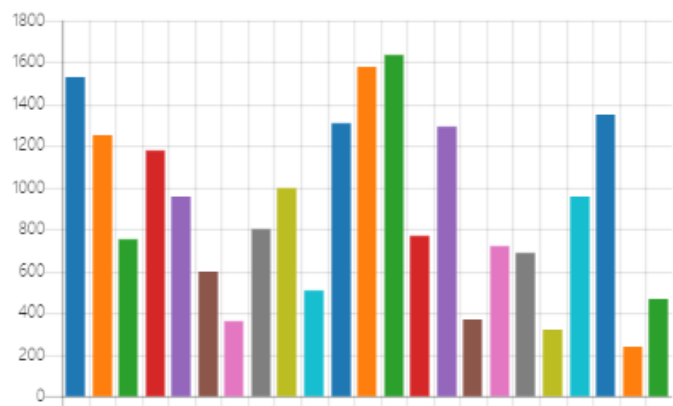
2553  
Responses

## ATTACHMENT B: REOPENLB SURVEY RESULTS

### BUSINESS OWNERS RESPONSES:

#### 16. Activities I feel can open safely are

Beaches	1527
Car dealerships	1250
Child care facilities	751
City facilities (City Hall, admini...	1175
Dine-in Restaurants	961
Large gyms	597
Large public/private gatherings	364
Large scale retail	798
Libraries	997
Movie theatres	509
Office Work	1309
Outdoor Recreation	1576
Parks	1635
Park Community Centers	772
Personal Grooming	1294
Public events (concerts, movie...	371
Religious organizations	720
Schools	684
Senior Centers	317
Small Gyms	959
Small scale retail	1354
No Changes	235
Other	465



## ATTACHMENT B: REOPENLB SURVEY RESULTS

### BUSINESS OWNERS RESPONSES Continued...

17. My priority is to return to these activities with respect to capacity limits and physical distancing



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18. Yes: I can safely re-open my business with respect to capacity limits and physical distancing by doing

**1888**  
Responses

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19. The City could support me safely reopening my business by addressing the following existing barrier

**1518**  
Responses