

# WESTSIDE PROMISE

**A Decade of Transformation for West Long Beach**

CITY OF  
**LONG BEACH**

# Where We're Heading

Launched by Mayor Rex Richardson in 2023, the Westside Promise goes beyond infrastructure investment; it's a commitment to the people of West Long Beach. Westside Promise ensures that every resident has the chance to thrive and play a vital role in the area's revitalization through a range of strategic priorities and community engagements.

## *Our Vision for the Westside*

Enhance Health & Climate Resiliency



Prioritize Youth Projects & Events



Create Jobs and Training Opportunities & Grow the Local Economy



Invest in Public Infrastructure and Facilities



Attract Tourism to the Area



Increase the Housing Supply



**Westside Promise focuses on investments to improve housing supply, public health, climate resiliency, capital improvements, economic development, and more.**



Hard hats and shovels at the new Admiral Kidd Park Playground groundbreaking.

**ELEVATE 28**

## Infrastructure Investment Plan

In addition to Westside Promise, Elevate 28 aims to improve infrastructure throughout the city, including Council District 7.

Discover the current and future projects happening in West Long Beach by scanning the code.

# 10

## Commitments for a Thriving Westside

Through Westside Promise, the City of Long Beach will prioritize and advance the following 10 commitments over the next decade to support the West Long Beach community in achieving its highest and fullest potential.



[lbelevate28.com](https://lbelevate28.com)



**1. Health** - Improve public health by advancing strategies at the Port of Long Beach and across the region to reduce emissions and improve air quality in the Westside.



**2. Livability** - Improve the quality of existing parks and playgrounds in West Long Beach, while expanding access to new green spaces, such as exploring the Green TI Freeway Open Space Project.



**3. Housing** - Improve and expand the quality, availability, accessibility, and affordability of housing to keep Westside families stably housed.



**4. Financial Empowerment** - Expand access to financial services, including banking and financial institutions in the community.



**5. Jobs** - Expand access to workforce, education, and job-training programs, and recruit new employers and businesses to West Long Beach to create quality close-to-home jobs for local residents.



**6. Small Business** - Support the growth of existing and legacy Westside small businesses by increasing grant supports,

technical assistance, and establishing enhanced infrastructure finance and/or business districts.



**7. Culture** - Invest in public arts, cultural programming, and festivals, and support the development of a new cultural district to uplift the Westside's rich diversity.



**8. Mobility** - Invest significant levels of capital improvement dollars towards enhancing public facilities, roads, pedestrian walkways, and infrastructure in West Long Beach.



**9. Investment** - Launch a coordinated strategy with community partners to secure state and federal grant opportunities, and pursue private and philanthropic investments to bring new resources that help meet the needs of Westside residents.



**10. Community Empowerment** - Improve neighborhood safety and engagement by expanding resource fairs, neighborhood clean-ups and beautification projects, and empowering residents to participate in the long-term development of Westside Promise strategies and priorities.



# Where We Are

West Long Beach is on the precipice of a transformative era with the introduction of Westside Promise.

West Long Beach is bordered by the Los Angeles River, and the 710, 405, and Terminal Island freeways. As a result, the Westside faces disproportionate rates of pollution and poor air quality leading to a variety of challenging health and social conditions.

Additionally, the poverty rate in the Westside is more than two times higher than the City's average with an unemployment rate of nearly 15%.

Despite these challenges, West Long Beach maintains a number of important community strengths and assets that Westside Promise seeks to uplift and strengthen over the next 10 years and beyond.



Mayor Rex Richardson, Councilmember Roberto Uranga, and West Long Beach youth at the Admiral Kidd Park playground grand opening.



*Westside Promise is a commitment to our West Long Beach community. It is a journey towards creating impactful change that will last for generations. Engaging with our community and keeping our community informed of our progress is an invaluable part of that success.*



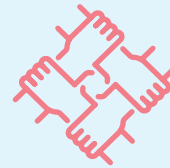
- Seventh District Councilmember  
Roberto Uranga

## Why the Westside?

West Long Beach is already a vibrant community with much to offer, deserving of the resources needed to advance and thrive. As Westside Promise unfolds, the City of Long Beach anticipates a ripple effect of positive changes, including improved health outcomes, economic opportunities, and a stronger sense of community.

### West Community Strengths

#### DIVERSITY



West Long Beach is home to a large population of Hispanic/Latino, Pacific Islander, and African American families.

#### HOMEOWNERSHIP



West Long Beach has the highest homeownership rate of any other area in the City of Long Beach.

#### SMALL BUSINESSES



Many thriving small businesses, particularly a number of popular food destinations, are settled in West Long Beach.

#### LONG AND RICH HISTORY



The Westside resides on the ancestral land of the Gabrielino/Tongva/Kizh peoples and was once home to a large U.S. Naval Housing Complex where Cabrillo High School currently stands.

#### RESILIENCY



Despite being historically under-resourced, West Long Beach has several new and long-term neighborhood groups and a prominent faith community.



# Our 10-year Pledge to Community Improvement

Envisioned by Mayor Rex Richardson and with support from Councilmember Roberto Uranga, the ultimate goal of Westside Promise is to make meaningful advancements in addressing the historical underinvestment of this vibrant community.

With this focus on collaboration and strategic investments, the City of Long Beach is setting a precedent for community empowerment and revitalization. Westside Promise is not just a pledge for a better tomorrow—it's the blueprint for a decade of growth and prosperity for West Long Beach.



West Long Beach kids enjoying their community parks.



*We are committed to investing in and growing all of our city's assets on the Westside, a concerted effort that takes time and dedication. Westside Promise, in so many ways, will help improve the livability of the area and promote the overall wellbeing of the community. We encourage our community members to get involved and join us at one of our upcoming events.*



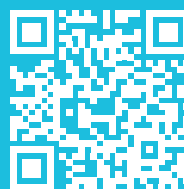
- Mayor Rex Richardson





*Community members provide critical input about their vision for the future of West Long Beach.*

And the important work has already begun. For regular updates or to get more involved, residents can visit the Westside Promise website. The site serves as a resource hub to communicate important information to the community and stakeholders about Westside Promise's objectives, community events, and programs that serve the Westside. It also serves as a tool for transparency and engagement and is regularly updated on key program milestones, accomplishments, and positive impacts through community initiatives, park and street improvements, special events, and area studies.



**Visit [longbeach.gov/wsp](https://longbeach.gov/wsp)  
or scan the code.**



### **Long Beach Community Development**

411 W. Ocean Blvd., 3rd Floor  
Long Beach, CA 90802

Visit us at [longbeach.gov/lbcd](https://longbeach.gov/lbcd)  
Email us at [lbcd@longbeach.gov](mailto:lbcd@longbeach.gov)

   @LongBeachBuilds

To request this information in an alternative format or to request a reasonable accommodation, please contact the Community Development Department at [longbeach.gov/lbcd](https://longbeach.gov/lbcd) and 562.570.3807. A minimum of three business days is requested to ensure availability; attempts will be made to accommodate request with shorter notice.