LONG BEACH BUSINESS

1996 Long Beach Business Survey

June 1996

Prepared by the
Economic Roundtable
for the City of Long Beach rapid response business outreach program, funded by the State of California

LONG BEACH BUSINESS

1996 Long Beach Business Survey

June 1996

Prepared by the Economic Roundtable under a contract from,
and in collaboration with, the City of Long Beach.
This Rapid Response Business Outreach Program
was funded by the State of California.

CITY OF LONG BEACH STAFF

Gerald R. Miller, Economic Development Bureau Manager
Stephen F. O'Keefe, Commercial and Retail Development Officer
Suzanne Huston, Business Outreach Coordinator
Linda Daniels, Business Outreach Consultant
Rosely Gonzalez, Business Outreach Consultant
Yvonne Mallory, Business Outreach Consultant
Moon Joo Won, Business Outreach Consultant
Maria Ramirez-Becerra, Business Outreach Consultant
Pamela Baluyot, Information Management Specialist

ECONOMIC ROUNDTABLE

Mark Drayse
Daniel Flaming

The Economic Roundtable is a nonprofit, public policy research organization.
315 West Ninth Street, Suite 1209, Los Angeles, CA 90015 • 213-892-8104

TABLE OF CONTENTS

Page

EXECUTIVE SUMMARY 1

OVERVIEW 5
- Response Rate 5
- Length of Time in Business 5
- Cross Section of Long Beach Firms 5
- Coverage of Long Beach Industries 6
- Employee Size 6
- Geography 9
- Summary of Coverage and Resposes 9

FINDINGS FROM MAIL SURVEY 13
- Long Beach as a Good Location for Business 13
- Business Conditions 17
  - Evidence of Business Strength 17
  - Evidence of Business Problems or Uncertainty 21
- Key Indicators of Business Conditions 22
  - Company Considering Relocating From Long Beach . . . 22
  - Regulatory Pressures Affecting Business Operations . . . 23
  - Difficulty Recruiting Qualified Employees 27
  - Company Laid-Off Employees in the Past Year 31

WORKFORCE RETENTION 39
- Employment Change 39
  - Jobs Created by New Firms 39
  - Employment Change from 1992 to 1995 - New Firms . . . 39
  - Employment Change from 1992 to 1995 - Established Firms 40
  - Firms Interested in Recruiting Qualified Workers 44
  - Firms Interested in Receiving Help Training Workers . . . 45
  - Education and General Skills of Entry-Level Workers . . . 46

ISSUES RAISED BY FIRMS 47
- Analysis of Open-Ended Responses 47
  - Summary of Issues Raised by Firms in Mail Survey 47

TABLE OF CONTENTS (continued)

Page

Specific Issues Raised by Firms in Mail Survey 49
Summary of Issues Raised by Firms in Site Visits 51
Specific Issues Raised by Firms in Site Visits 53
Comparison of Strengths Identified by Firms in 1995 and 1996 Mail Surveys 53
Comparison of Problems Identified by Firms in 1995 and 1996 Mail Surveys 56
Comparison of Specific Actions Called For by Firms in 1995 and 1996 Mail Surveys 56
Responses Dealing Specifically with City Government . . . 59
Summary of Issues Raised by Firms 61

SERVICES REQUESTED IN ON-SITE INTERVIEWS 63
Technical Support and Business Assistance Needed by Long Beach Firms 63
Conclusion 67

FOLLOW-UP ACTION BY CITY AGENCIES 69
City Agencies Receiving Referrals 69
Issues Requiring Follow-Up Action 69

CONCLUSIONS 75
Strengths 75
Challenges 75

TWO-DIGIT SIC CODES OF SURVEY RESPONDENTS . . . Appendix 1

LONG BEACH INDUSTRY STRUCTURE . . . . . Appendix 2

ZIP CODES IN THE FIVE LONG BEACH PLANNING AREAS . . . . . Appendix 3

RESPONSES TO OPEN-ENDED SURVEY QUESTIONS . . . Appendix 4

LIST OF FIGURES

Figure		Page
1	Coverage of Long Beach Industries	7
2	Industry Coverage - 1995 & 1996 Surveys	8
3	Location of Survey Respondents	10
4	Number of Firms Participating	11
5	Long Beach is a Positive Location - by Industry Group	14
6	Long Beach is a Positive Location - by Planning District	15
7	Long Beach is a Positive Location - by Employment Size	16
8	Business Condition "Flags"	18
9	Strengths Reported by Long Beach Firms	19
10	Difficulties Reported by Companies	20
11	Firms Considering Relocation - by Industry Group	24
12	Firms Considering Relocation - by Planning District	25
13	Firms Considering Relocation - by Employment Size	26
14	Firms Affected by Regulatory Pressures - by Industry Group	28
15	Firms Affected by Regulatory Pressures - by Planning District	29
16	Firms Affected by Regulatory Pressures - by Employment Size	30
17	Firms with Problems Finding Workers - by Industry Group	33
18	Firms with Problems Finding Workers - by Planning District	34
19	Firms with Problems Finding Workers - by Employment Size	35
20	Firms with Layoffs in the Past Year - by Industry Group	36
21	Firms with Layoffs in the Past Year - by Planning District	37
22	Firms with Layoffs in the Past Year - by Employment Size	38
23	Employment in New Firms	41
24	Employment in Health Service Firms	42
25	Employment in Established Firms	43
26	Summary of Issues Raised by Firms - Mail Survey	48
27	Specific Issues Raised by Firms - Mail Survey	50
28	Summary of Issues Raised by Firms - Site Visits	52
29	Specific Issues Raised by Firms - Site Visits	54
30	Specific Strengths Identified by Firms	55
31	Specific Problems Identified by Firms	57
32	Specific Actions Called For by Firms	58
33	Comments About City Government	60
34	Services Wanted by Long Beach Firms	64
35	City Agencies Receiving Referrals	70
36	Agencies Receiving Referrals - Comparison of 1995 and 1996	71
37	Referral Issues	72
38	Issues Referred to City Agencies - Comparison of 1995 and 1996	73

LONG BEACH BUSINESS

EXECUTIVE SUMMARY OF THE 1996 LONG BEACH BUSINESS SURVEY

PURPOSE

The 1996 Business Survey is the second annual survey of businesses undertaken by the City of Long Beach to guide and strengthen business outreach and retention efforts. The purpose is to:

- Identify the concerns, needs and opportunities of businesses in order to strengthen City programs for supporting Long Beach's economic base.
- Respond to the needs of individual businesses and facilitate access to City services to help firms remain viable and competitive.
- Provide information to businesses about City programs and services.
- Provide tangible evidence of the City's concern about business retention and growth.
- Obtain information about potential lay-offs of workers and job openings which might provide employment for laid-off workers.
- Identify workforce recruitment and training needs of Long Beach businesses.

COVERAGE AND RESPONSES

- 445 firms responded to the mail survey
- On-site follow up interviews were completed with 157 firms
- Follow-up on issues raised by firms resulted in 416 "hot sheet" referrals to City agencies
- Transportation, wholesale trade, and health services sectors were over-sampled to support additional outreach services to these industries
- The greatest number of responses came from the West-Central and South-West Central planning districts
- The survey response rate was 20% lower, and number of site visits 30% lower, than in 1995
- Number of "hot sheet" closures was 644% higher than in 1995, reflecting stronger support from City agencies and more effective effort by the Business Outreach Team

LONG BEACH AS A GOOD LOCATION FOR BUSINESS

Two closely related questions on the survey asked firms for their bottom-line assessment about whether they perceive Long Beach to be a positive location for business, and whether they would select Long Beach if they were choosing a location for their business today. Businesses rating Long Beach favorably indicate types of industries the City might attract, while businesses giving unfavorable ratings indicate areas where attention may be needed.

	Perceive Long Beach as positive location for business		*Would select Long Beach as business location today*	
TOTALS	*1995*	1996	*1995*	1996
Yes	*54%*	51%	*52%*	56%
No	*45%*	49%	*38%*	38%
Maybe/Don't Know	*1%*	0%	*10%*	6%

Overall, 51% of firms say they perceive Long Beach as a positive location for business (3% less than in 1995), and 56% say they would select Long Beach as the location for their business if they were making this decision today (4% more than in 1995). These ratings are closely linked to each other, and rise and fall together depending on industry sector, area of the City, size, and profitability of the firm.

OVERVIEW OF BUSINESS ISSUES

- Over two-thirds of firms expect their customer base and sales to grow in the next three years
- Forty-three percent of firms say their industry is in recession
- Long Beach's central location, port and freeways were identified as primary strengths in the mail survey
- Businesses recommended actions to increase police availability, reduce business license fees, and reduce crime in order to strengthen the business environment
- Strengthening the educational system emerges as a major issue in on-site interviews

LONG BEACH STRENGTHS

- The percent of firms saying they would still locate in Long Beach if they were making the choice today has increased since 1995

- In both 1995 and 1996, the major strengths of doing business in Long Beach that firms identify are freeway access, port facilities, access to customers, and central location

- Compared to 1995, more firms say they will expand their product line, but fewer say they will expand equipment, in the next three years

- Larger firms are more likely than smaller firms to state that Long Beach is a positive location for business

- The most positive view of Long Beach as a business location was reported by firms in the South-West Central and East/South-Eastern planning districts

- A majority of firms in every industry sector except retail stated that Long Beach is a positive location for business

- Fewer firms in every size group, the West Central and South-West Central planning districts, and every industry sector except transportation had lay-offs last year

- Fewer firms in every size group, planning district and industry sector report being adversely affected by regulatory pressures

LONG BEACH PROBLEMS

- One-fifth of firms report laying-off workers in the past year, down from 24% in 1995

- One-quarter of firms are undecided about renewing their lease when it expires

- 44% of firms report that problems with security are increasing (down from 50% in 1995)

- Two-fifths of firms report customers or suppliers leaving, industry recession, and sales decreasing in the past 3 years (down from half reporting these problems in 1995)

- The City business license fee is bothering more firms, but City responsiveness is cited as a problem by fewer firms

- Public safety continues to be the biggest problem

- More firms in every size group report they are considering relocating, problem areas include the North planning district and retail trade (both doubling since 1995)

- The percent of medium size firms (50-99 employees) with problems finding qualified workers doubled since 1995

WORKFORCE RETENTION AND TRAINING

- If health care is excluded, employment in established firms (i.e., firms starting business before 1991) increased by 12% between 1992 and 1995. Employment in health care firms represented in the survey declined by 7% between 1992 and 1995, due to ongoing restructuring and cutbacks in the industry. Overall, this is a significant improvement over the 14% employment decline reported by established firms in the 1995 survey.

- Forty percent of firms interviewed requested assistance in recruiting qualified workers. The most frequently requested form of training assistance was on-site training for new workers.

CITY ISSUES AND ACTIONS

- There is strong concern about public safety, blight and deterioration, and business license fees

- Police availability, preference to local firms for City business, recruitment of new business, and supporting business stand out as specific calls for action from both the mail survey and on-site interviews

- City services requested most frequently were: long-term financing, public safety, business consulting service, and help in finding additional facility space

- Information about Enterprise and Revitalization Zone benefits was the follow-up action most frequently requested by firms

- The greatest number of requests for help were referred to the Economic Development Bureau, Police Department and Public Works

- Referrals for follow-up action have become more focused since 1995, reflecting greater experience and knowledge of City services on the part of the Outreach Team

LONG BEACH BUSINESS

1996 LONG BEACH BUSINESS SURVEY

OVERVIEW

The 1996 Business Survey is the second annual survey of businesses undertaken by the City of Long Beach to guide and strengthen business outreach and retention efforts. The purpose is to:

- Identify the concerns, needs and opportunities of businesses in order to strengthen City programs for supporting Long Beach's economic base.
- Respond to needs of individual businesses and facilitate access to City services to help firms remain viable and competitive.
- Provide information to businesses about City programs and services.
- Provide tangible evidence of the City's concern about business retention and growth.
- Obtain information about potential lay-offs of workers and job openings which might provide employment for laid-off workers.
- Identify workforce recruitment and training needs of Long Beach businesses.

RESPONSE RATE

The survey was sent to 904 companies and received strong support from Long Beach businesses — 445 firms returned it to the City for a response rate of 49%. This is a high level of representation for a survey of this sort and justifies confidence in information developed through this project.

LENGTH OF TIME IN BUSINESS

The average length of time firms responding to the survey have been in business in Long Beach is 16 years. The median length of time is 11 years. Overall, firms responding to this survey were seven years younger than respondents to the 1995 survey.

CROSS SECTION OF LONG BEACH FIRMS

Firms responding to the survey represented a cross-section of the City's industries, sizes of business, and neighborhoods. Transportation, wholesale trade, and health services sectors were over-sampled to support additional outreach services to these industries.

COVERAGE OF LONG BEACH INDUSTRIES

Industry coverage in the 1996 Long Beach Business Survey is shown in Figure 1, and a comparison with the 1995 survey is shown in Figure 2. The 445 companies that returned the survey in 1996 provide adequate sampling to support detailed analysis of most major industry sectors and sizes of firm in Long Beach, as well as analysis of rapidly changing sectors such as transportation and health services. The industry composition of survey respondents in 1995 and 1996, as well as the overall industry base of Long Beach are as follows:

Table 1

Industry Group	*# Firms Surveyed*		*% Firms Surveyed*		*# L.B. Firms*[1]	*% Firms in Ind.*	
	1995	**1996**	**1995**	**1996**		**1995**	**1996**
Mining & Construction	25	5	4%	1%	326	8%	2%
Manufacturing	139	61	25%	10%	629	22%	10%
Trans., Com., Utilities	79	50	14%	11%	256	31%	20%
Wholesale Trade	85	51	15%	14%	372	23%	14%
Retail Trade	81	73	14%	16%	1,259	6%	6%
Finance, Insur., Real Est.	31	19	6%	4%	553	6%	3%
Health Services	23	85	4%	19%	777	3%	11%
Services Except Health	97	100	17%	22%	1,280	8%	8%
Other	1	0	0%	0%	64	2%	0%
Total Number of Firms	561	445	100%	100%	5,516	10%	8%

A break-out of survey respondents at the 2-digit SIC (Standard Industrial Classification) level is shown in Appendix 1, and a profile of the overall Long Beach Industry base by industry classification and firm size is shown in Appendix 2.

EMPLOYEE SIZE

The 1996 survey included a higher proportion of small firms, and fewer large firms.

Table 2

Number of Employees	*Number and Percent of Firms in Survey*			
	1995		**1996**	
1-9	242	47%	239	60%
10-49	170	33%	106	27%
50-99	51	10%	23	6%
100+	55	11%	25	6%

[1]The number of firms in Long Beach is taken from third quarter 1992 data produced through the Employment Development Department's Industrial Commercial Employer Project. This data includes only firms that pay Unemployment Insurance to the state. The data does not include self employed individuals such as professionals who operate their own offices, people working out of their homes, or landlords who manage their own rental property.

Figure 1

COVERAGE OF LONG BEACH INDUSTRIES
1996 Business Survey - 445 Firms

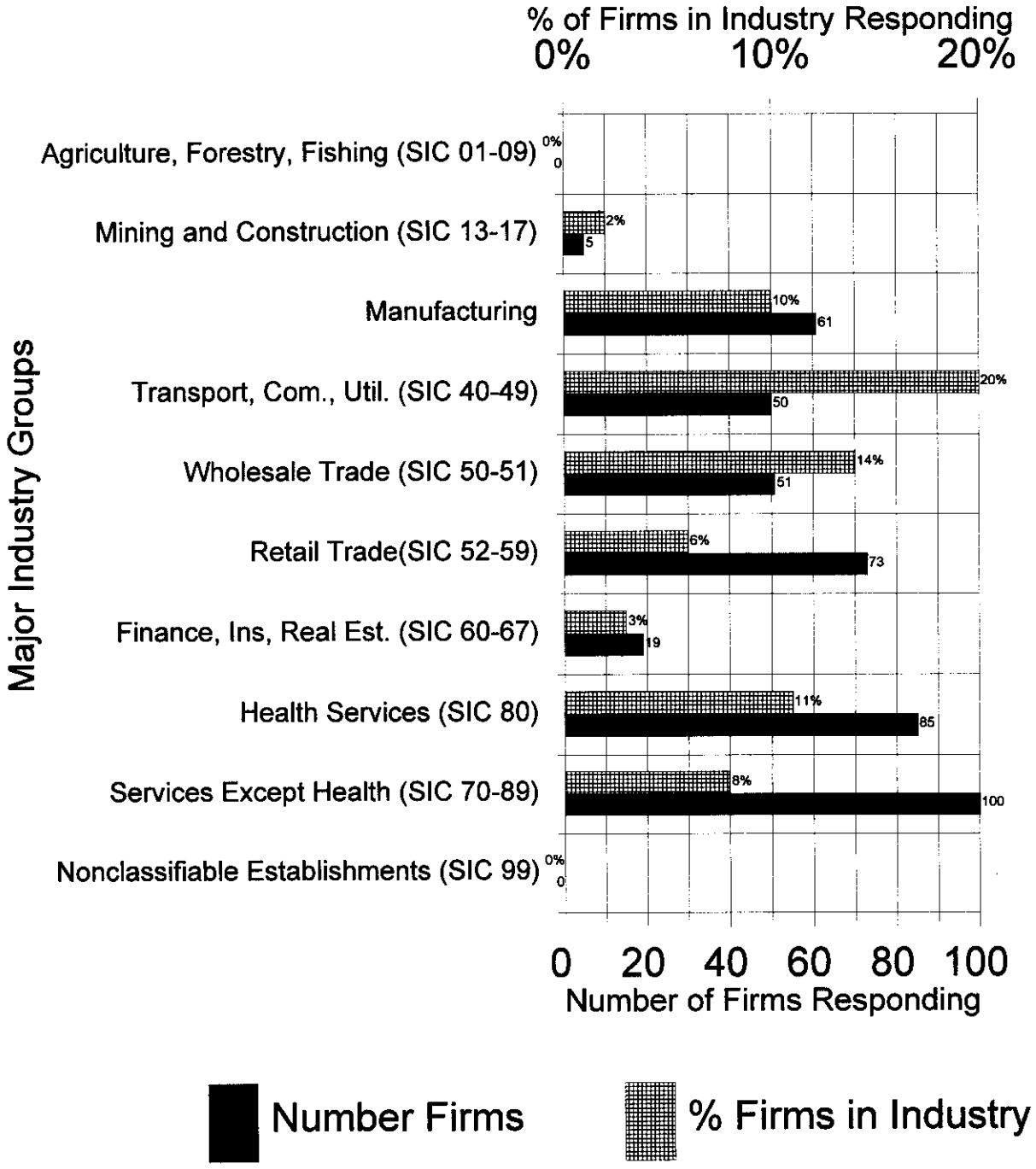
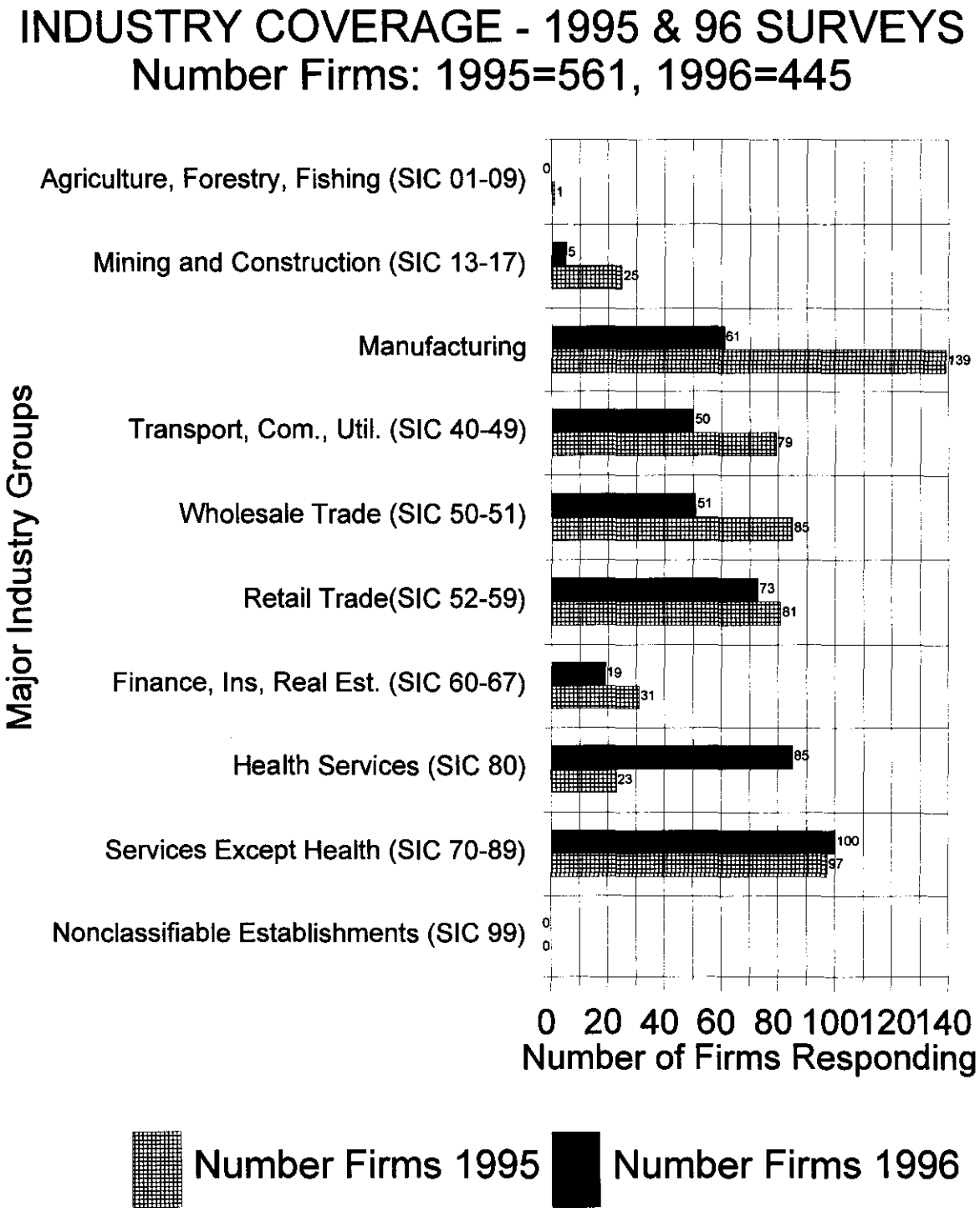


Figure 2


INDUSTRY COVERAGE - 1995 & 96 SURVEYS
Number Firms: 1995=561, 1996=445
Major Industry Groups
Agriculture, Forestry, Fishing (SIC 01-09)
Mining and Construction (SIC 13-17)
Manufacturing
Transport, Com., Util. (SIC 40-49)
Wholesale Trade (SIC 50-51)
Retail Trade(SIC 52-59)
Finance, Ins, Real Est. (SIC 60-67)
Health Services (SIC 80)
Services Except Health (SIC 70-89)
Nonclassifiable Establishments (SIC 99)
0
1
5
25
61
139
50
79
51
85
73
81
19
31
85
23
100
97
0
0
0 20 40 60 80 100120140
Number of Firms Responding
Number Firms 1995
Number Firms 1996

GEOGRAPHY

Businesses from all of Long Beach's five planning areas responded to the survey. A listing of the zip codes located in each planning area is provided in Appendix 3. A comparison of responses from each planning area is shown below as well as in Figure 3. Data for the East and South-Eastern areas is combined in this report because of the number of responses from the South-Eastern area in 1996 was too small to be statistically reliable.

Table 3

Planning Area	*Number of Firms Responding*	
	1995	**1996**
North	53	83
West-Central	142	178
South-West Central	230	113
East	58	45
South-Eastern	78	26

SUMMARY OF COVERAGE AND RESPONSES

A summary of survey response rates, site visits, and "hot sheet" referrals to City departments is shown in Figure 4 and below.

- 445 firms responded to the mail survey.
- On-site follow up interviews were completed with 157 firms.
- Follow-up on issues from firms resulted in 416 "hot sheet" referrals to City agencies.
- The greatest number survey of responses came from the West-Central and South-West Central planning districts.
- The 1996 survey response rate was 20% lower, and number of site visits 30% lower, than in 1995.
- The number of "hot sheet" closures was 644% higher than in 1995, reflecting stronger support from City agencies and more effective effort by the Business Outreach Team.

Figure 3

LOCATION OF SURVEY RESPONDENTS
1996 Long Beach Business Survey

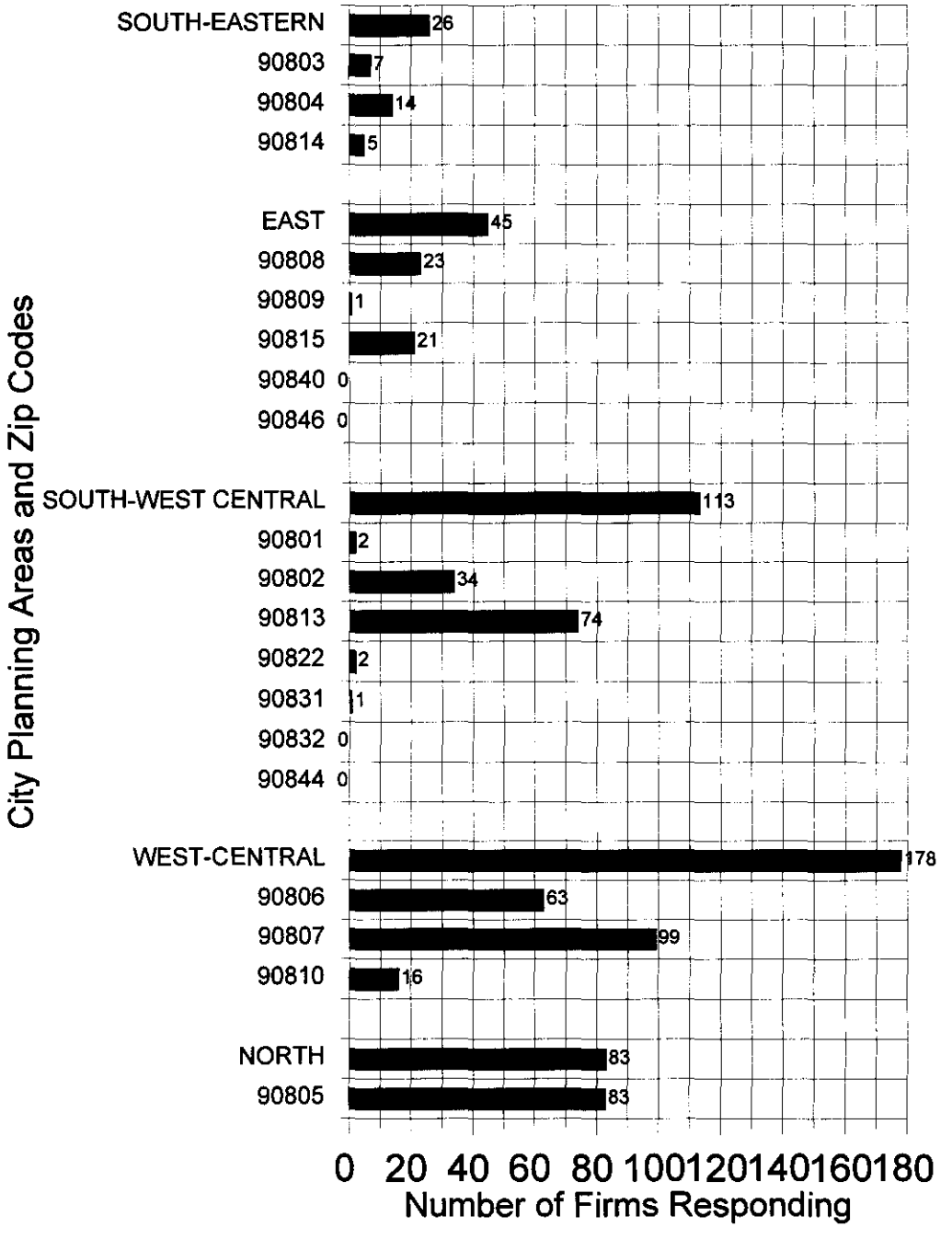
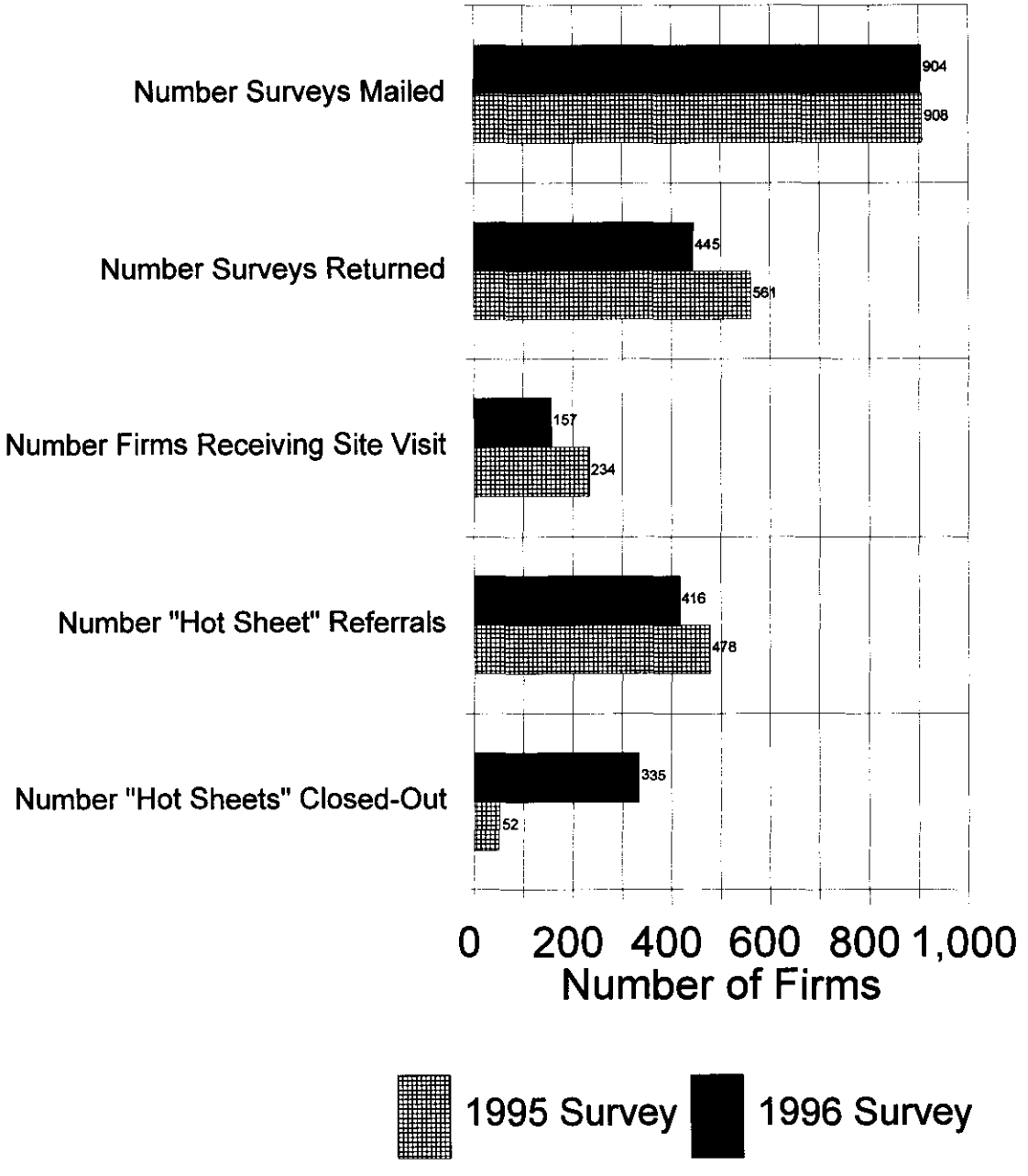


Figure 4

NUMBER OF FIRMS PARTICIPATING

Long Beach Business Surveys 1995 & 96



FINDINGS FROM MAIL SURVEY

LONG BEACH AS A GOOD LOCATION FOR BUSINESS

Two closely related questions on the survey asked firms for their bottom-line assessment about whether they perceive Long Beach to be a positive location for business, and whether they would select Long Beach if they were choosing a location for their business today. The percentage of firms responding positively to this question is shown below by industry group, geographic area (City of Long Beach planning district), and size of firm. Businesses rating Long Beach favorably indicate types of industries the City might attract, while businesses giving unfavorable ratings indicate areas where attention may be needed.

Table 4

		*Perceive Long Beach as positive location for business**	*Would select Long Beach as business location today*
industry	Wholesale Trade	58%	65%
	Transportation, Comm., Utilities	58%	45%
	Manufacturing	53%	58%
	Services	50%	55%
	Retail Trade	40%	61%
geography	Southeast/East	63%	44%
	South-West Central	59%	55%
	West Central	48%	61%
	North	39%	57%
firm size	50-99 employees	70%	61%
	100 or more employees	56%	42%
	10-49 employees	56%	60%
	1-9 employees	51%	58%
TOTAL		51%	56%

* Percentages based on number of firms answering each question.

Overall, 51% of firms say they perceive Long Beach as a positive location for business (3% less than in 1995), and 56% say they would select Long Beach as the location for their business if they were making this decision today (4% more than in 1995). These ratings are closely linked

Figure 5

LONG BEACH IS A POSITIVE LOCATION
By Industry Group

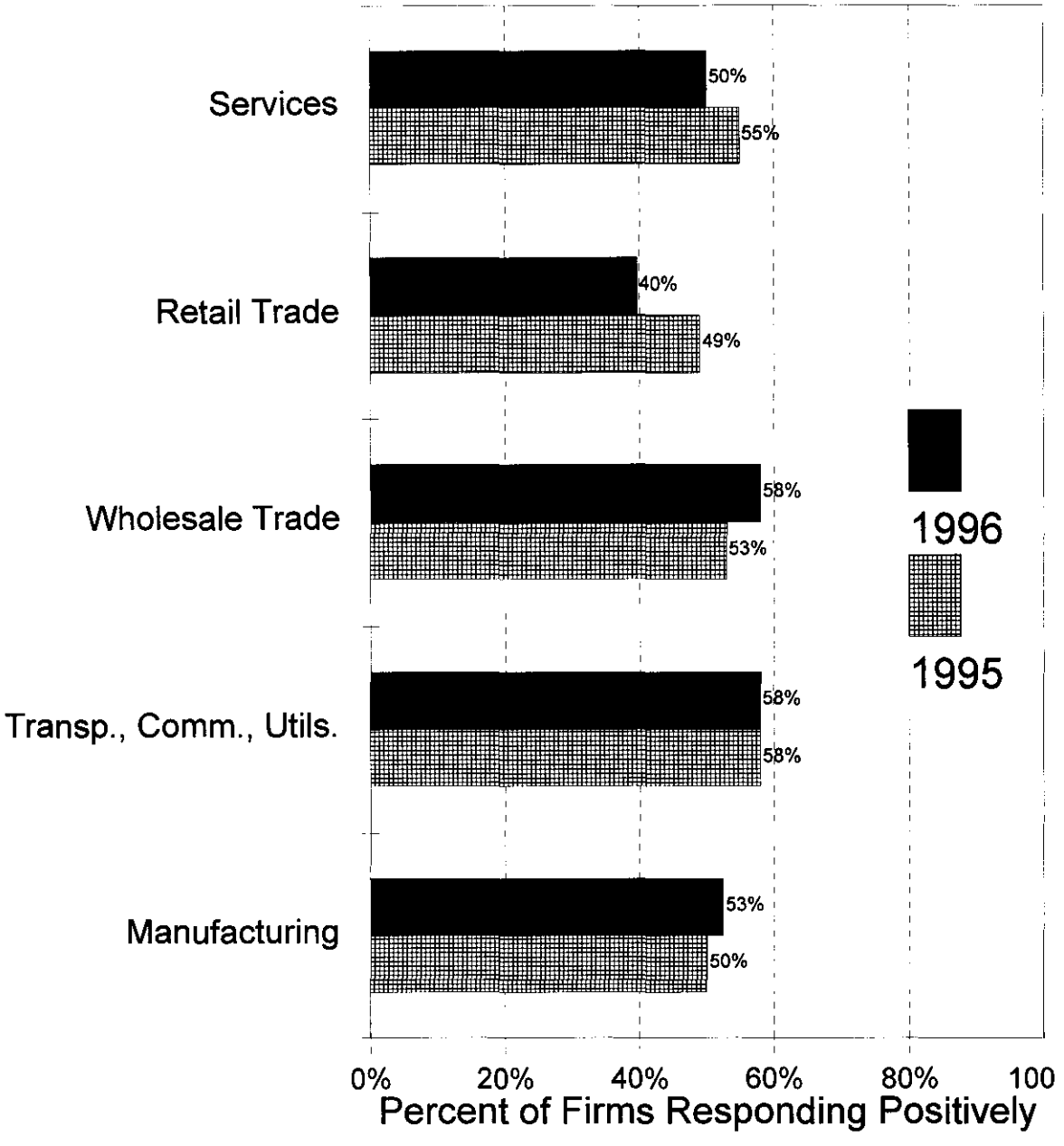


Figure 6

LONG BEACH IS A POSITIVE LOCATION
By Planning District

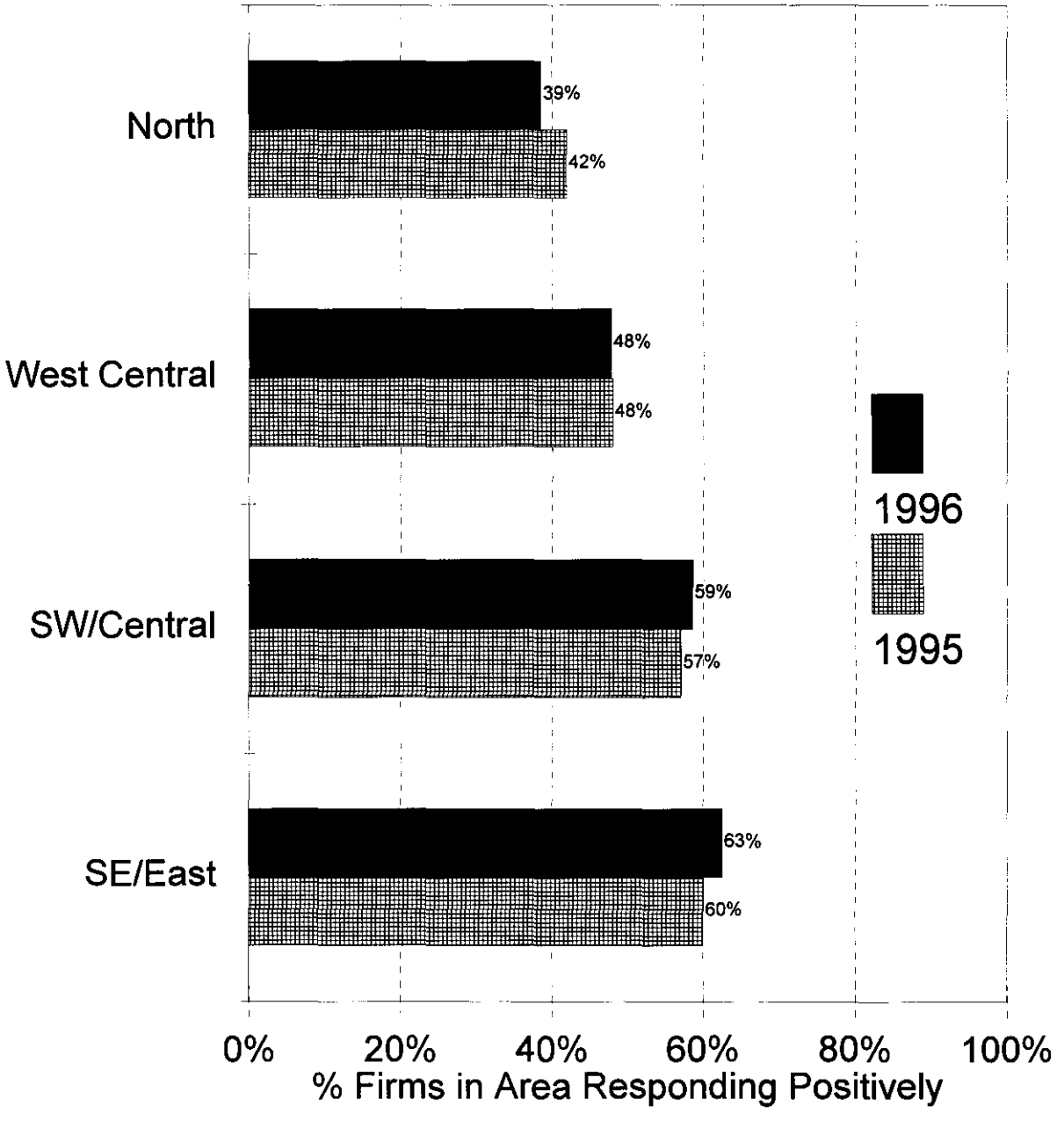
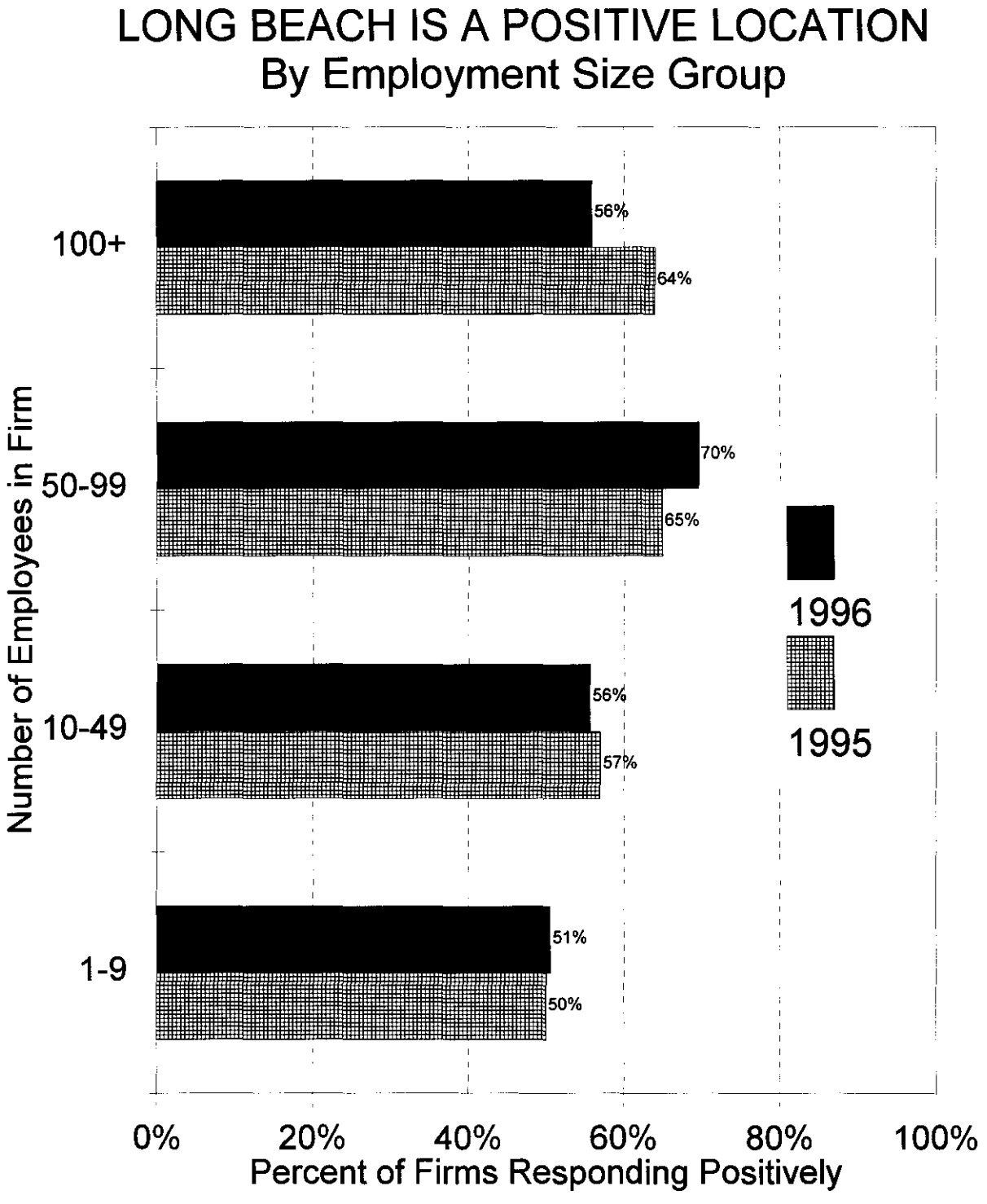


Figure 7


LONG BEACH IS A POSITIVE LOCATION
By Employment Size Group
Number of Employees in Firm
100+
50-99
10-49
1-9
56%
64%
70%
65%
56%
57%
51%
50%
1996
1995
0%
20%
40%
60%
80%
100%
Percent of Firms Responding Positively

to each other, and rise and fall together depending on industry sector, area of the City, size, and profitability of the firm.

Long Beach is rated most favorably by firms in the Transportation, Communications, and Utilities and Wholesale Trade industry sectors; firms with 50 to 99 employees; and firms in the Southwest/Central and Southeast/East areas. It is rated least favorably by firms in the Retail Trade sector; firms with fewer than ten employees; and firms in the North Long Beach area.

Figures 5 to 7 compare the percentages of firms viewing Long Beach as a favorable business location in 1995 and 1996. Firms in the Service and Retail Trade sectors were less likely to perceive Long Beach as a positive location in 1996 than in 1995, while firms in the Wholesale Trade and Manufacturing industries were more likely to perceive the City as a positive location.

Large firms (100 or more employees) were less likely to perceive Long Beach as a positive location in 1996 (56% versus 64% in 1995), while 70% of firms with 50 to 99 workers viewed the City positively (compared to 65% in 1995). Geographically, views of the City have changed little. Almost two-thirds (63%) of firms in the Southeast and East planning districts view the City as a favorable business location (compared to 60% in 1995). On the other hand, only 39% of firms in the North planning district perceive the City favorably (down from 42% in 1995).

BUSINESS CONDITIONS

The main body of the survey mailed to firms asked about business conditions. These answers show areas of business strength and opportunity in Long Beach, as well as raise warning flags about areas in which businesses are vulnerable or declining. A summary of responses to "flag" questions from both 1995 and 1996 is shown below and in Figure 8.

Evidence of Business Strength

Responses to questions indicating business strength are shown below, with 1995 responses shown for comparison.

Table 5

	Percent	
	1995	**1996**
During the next 1 to 3 years Company expects to expand:		
a. employment	*49%*	52%
b. sales	*71%*	68%
c. building	*22%*	17%
d. equipment	*36%*	17%
e. product line	*40%*	47%
f. customer base	*n.a.*	67%
Company has experienced <u>increasing</u> sales during the past 3 years	*43%*	44%
Company perceives Long Beach to be a positive location for business	*54%*	51%

Figure 8

BUSINESS CONDITION "FLAGS"

1996 Long Beach Business Survey

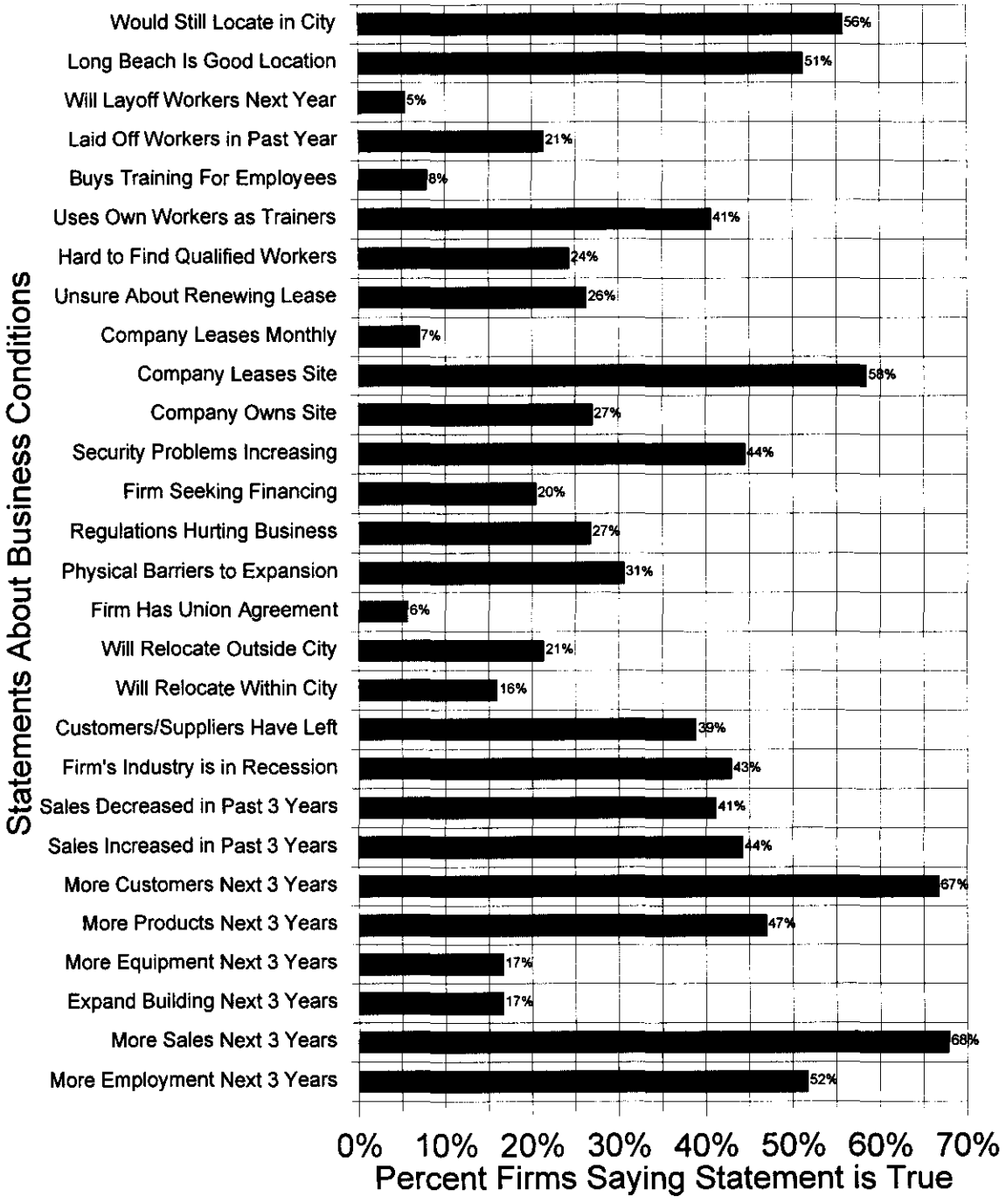


Figure 9

STRENGTHS REPORTED BY LONG BEACH FIRMS
Business Surveys - 1995 and 1996

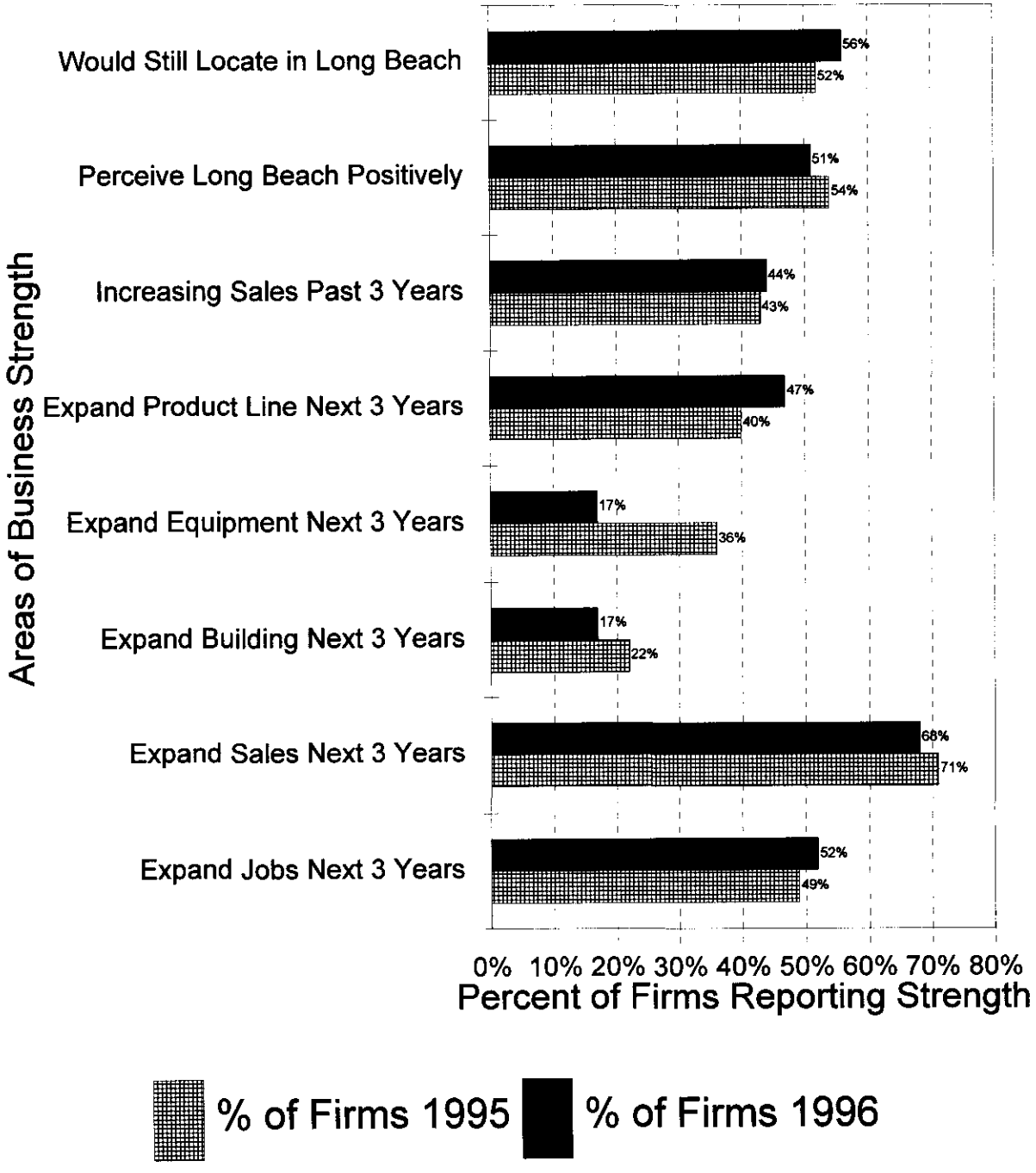
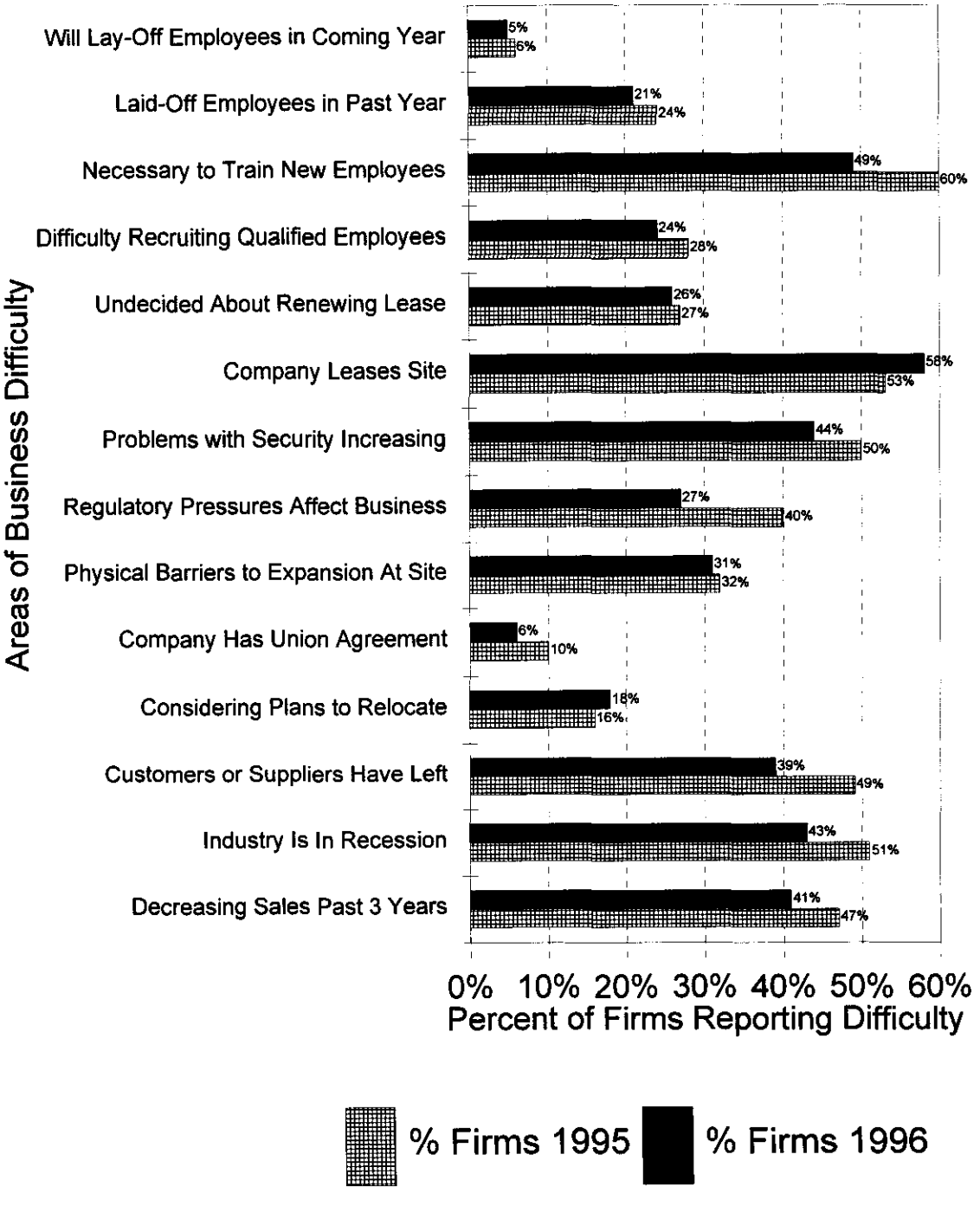


Figure 10

DIFFICULTIES REPORTED BY COMPANIES
Business Surveys - 1995 and 1996



Evidence of business strengths is shown is Figure 9. Firms are most optimistic about growth in their sales and customer base (68% and 67%, respectively), and least optimistic about growth in buildings or equipment (17% for both). Over half (52%) expect to hire more workers.

Increasing Sales During Past 3 Years

Despite regional economic stagnation over the past three years, 44% of firms report increased sales. (Note: some industries did not have enough firms responding to produce statistically reliable answers.) The percentage of firms reporting growth by industry group is as follows:

Table 6

		1995	**1996**
industry	Construction	*9%*	n.a.
	Manufacturing	*45%*	44%
	Transportation, Communications, Utilities	*61%*	58%
	Wholesale Trade	*42%*	54%
	Retail Trade	*26%*	25%
	Finance, Insurance, Real Estate	*61%*	n.a.
	Health Services	*n.a.*	41%
	Services except health	*38%*	45%
geography	Southeast/East	*42%*	53%
	West Central	*41%*	45%
	North	*40%*	41%
	Southwest/Central	*47%*	40%
firm size	50-99 employees	*49%*	83%
	100 or more employees	*57%*	64%
	10-49 employees	*47%*	47%
	1-9 employees	*40%*	40%
TOTAL		*43%*	44%

The greatest growth in sales was in the Transportation, Communication, Utilities, and Wholesale Trade industries (up 12% over 1995). The least growth was in Retail Trade. More firms in the South-East/East areas reported growth in sales than any other area. Sales growth was most frequent in firms with 50-99 employees and least frequent in firms with 1-9 employees.

Evidence of Business Problems or Uncertainty

Responses to questions indicating business problems or uncertainties are shown below in Table 7, along with 1995 responses for comparison.

Table 7

	1995	1996
Company has experienced decreasing sales during the past 3 years	*47%*	41%
Company perceives its industry to be in recession or general downturn	*51%*	43%
Major customers or suppliers have closed or relocated during past 3 years	*49%*	39%
Company is considering plans to relocate from Long Beach	*16%*	n.a.
relocate outside Long Beach	*n.a.*	21%
relocate inside Long Beach	*n.a.*	16%
Company has union agreement with contract expiration date	*10%*	6%
There are physical barriers to expansion at current site	*32%*	31%
Regulatory pressures are affecting business operations.	*40%*	27%
Company is experiencing difficulty obtaining financing	*16%*	n.a.
Company is interested in obtaining financing	*n.a.*	20%
Problems with security and safety have increased in the last three years	*50%*	44%
Company leases current site	*53%*	58%
Company is undecided about renewing lease upon expiration	*27%*	26%
Company has difficulty recruiting qualified employees	*28%*	24%
Company finds it necessary to provide its own training for new employees	*60%*	n.a.
Company finds it necessary to use its own employees to deliver training	*n.a.*	41%
Company finds it necessary to buy training for employees	*n.a.*	8%
Company has laid-off employees in the past year	*24%*	21%
Company will lay-off employees in the coming year	*6%*	5%

Evidence of business problems is shown in Figure 10. The most prevalent indications of business problems or uncertainties are that: 47% of firms report sales decreased during the past three years (down from 47% in 1995), 43% of firms perceive their industry to be in recession (down from 51% in 1995), 39% of firms say major customers or suppliers have closed or relocated during the past three years (down from 49% in 1995), and 44% of firms report problems with security and safety have increased in the last three years (down from 50% in 1995). Indicators of restructuring and uncertainty in the business environment Long Beach are at a significantly lower level than in 1995, although many firms continue to report problem factors that could lead to closure or relocation.

KEY INDICATORS OF BUSINESS CONDITIONS

Company Considering Relocating from Long Beach

Twenty-one percent of firms report they are considering relocating from Long Beach. A break-out of firms considering such plans is shown below in Table 8.

Table 8

industry	Retail Trade	29%
	Services	22%
	Wholesale Trade	20%
	Transportation, Communications, Utilities	20%
	Manufacturing	20%
geography	North	29%
	West Central	22%
	Southwest/Central	21%
	Southeast/East	11%
firm size	50-99 employees	22%
	10-49 employees	22%
	1-9 employees	21%
	100 or more employees	8%
TOTAL		21%

Firms most likely to consider relocation were in the Retail Trade sector; in the North part of the City; and with fewer than 100 employees. Firms least likely to consider relocation were in the non-Retail Trade sectors; the Southeast/East area of the City; and with 100 or more employees.

Firms in the Retail Trade and Services sectors are much more likely to consider relocation in 1996 compared to 1995 (Figures 11 to 13). This is consistent with their lower rating of the City as a business location. Likewise, firms in North Long Beach continue to express their relative dissatisfaction, with 29% considering relocation, up from 13% in 1995. Twenty-nine percent of survey respondents from North Long Beach were small retail businesses. This is consistent with the negative appraisal given by North Long Beach firms of the City as a business location. Firms in the Southwest/Central and Southeast/East areas of the City, which view Long Beach most positively as a business location, are also least likely to consider relocation. For example, only 11% of Southeast/East Long Beach firms are considering relocation.

Regulatory Pressures Affecting Business Operations

Twenty-seven percent of firms reported that regulatory pressures affect the operation of their businesses. A break-out of this issue is shown below in Table 9.

Figure 11

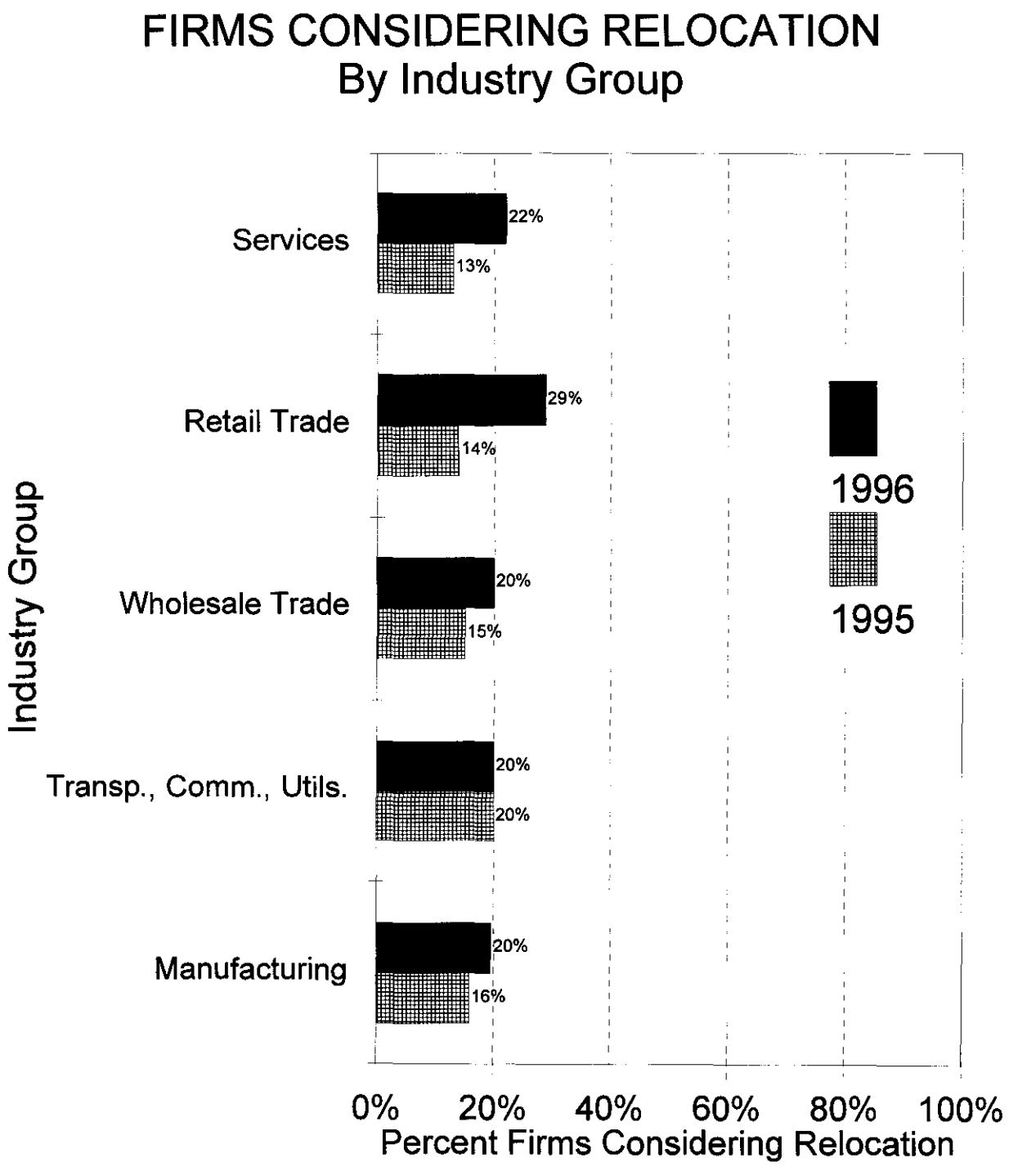

FIRMS CONSIDERING RELOCATION
By Industry Group
Industry Group
Services
22%
13%
Retail Trade
29%
14%
Wholesale Trade
20%
15%
Transp., Comm., Utils.
20%
20%
Manufacturing
20%
16%
1996
1995
0%
20%
40%
60%
80%
100%
Percent Firms Considering Relocation

Figure 12

FIRMS CONSIDERING RELOCATION
By Planning District

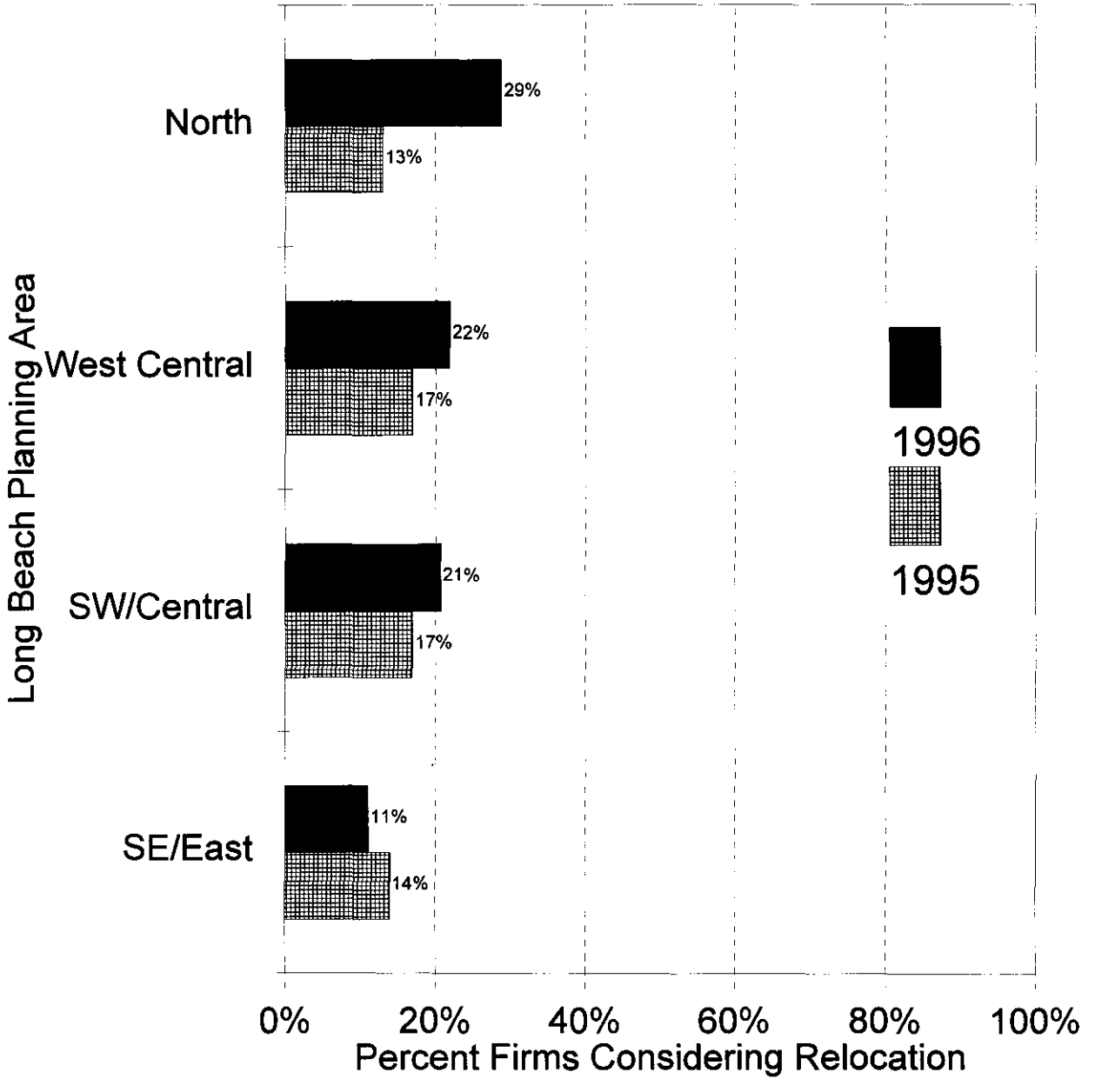


Figure 13

FIRMS CONSIDERING RELOCATION
By Employment Size Group

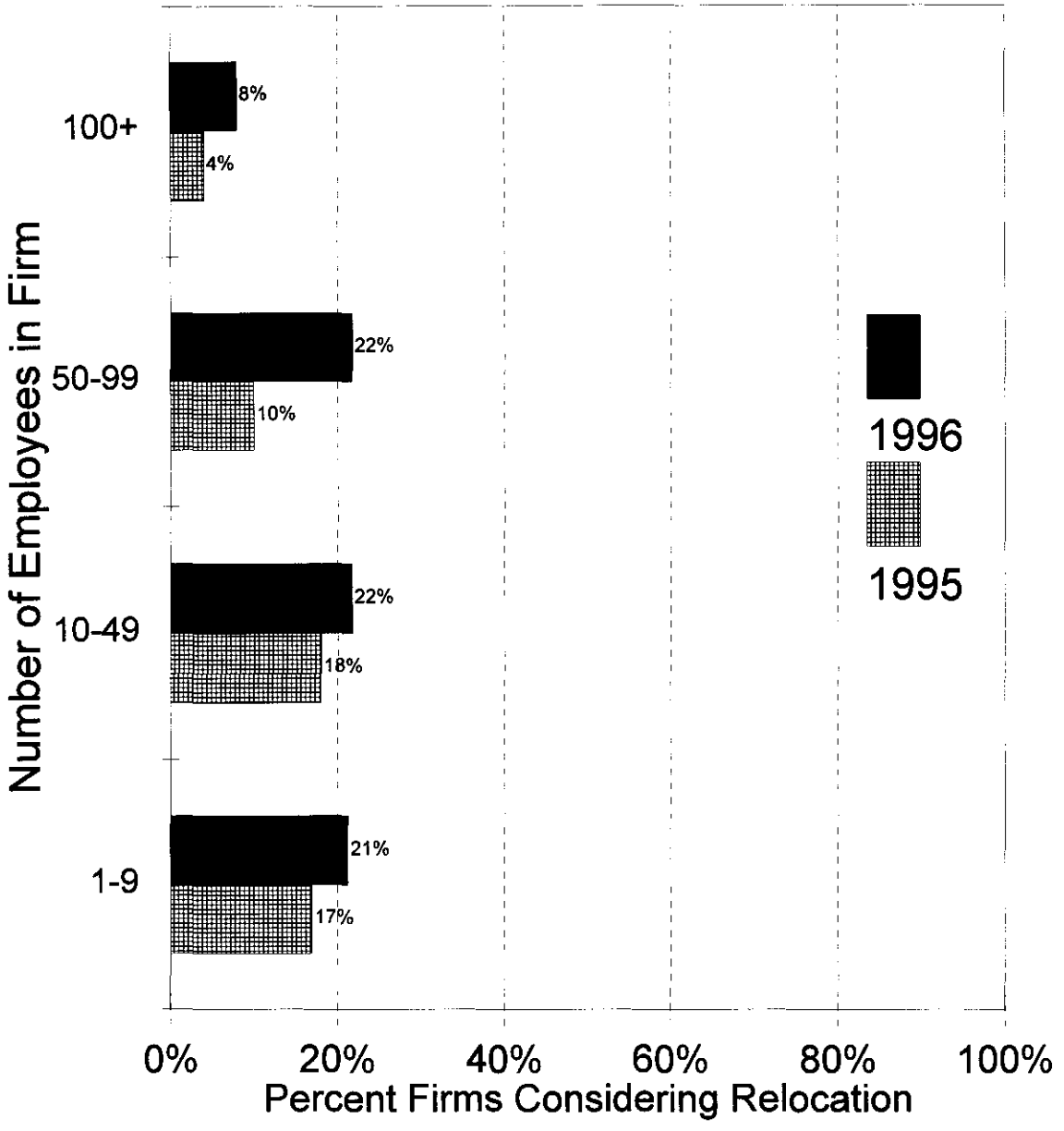


Table 9

industry	Transportation, Communications, Utilities	36%
	Wholesale Trade	30%
	Manufacturing	28%
	Services	27%
	Retail Trade	22%
geography	North	29%
	West Central	22%
	Southwest/Central	21%
	Southeast/East	11%
firm size	100 or more employees	40%
	10-49 employees	33%
	50 - 99 employees	22%
	1-9 employees	22%
TOTAL		27%

Firms most likely to state their business is affected by regulatory pressures are in the Transportation, Communications, and Utilities sector; the North area of the City; and with 100 or more employees. Firms least likely to state that they were affected by regulatory pressures are in the Retail Trade sector; the Southeast/East area of the City; and with 1-9 or 50-99 employees.

Across the board, many fewer firms stated that they were affected by regulatory pressures in 1996 compared to 1995 (Figures 14 to 16). In particular, 28% of manufacturing firms stated that their business is affected negatively by regulation, compared to 46 percent in 1995. Retail firms were also much less likely to be affected by regulations (22% in 1996 versus 37% in 1995). (Note that firms in the Retail Trade and Service sectors were least likely to report they are affected by regulatory pressures, though they were most likely to view the City in a negative light and consider relocation. Apparently other factors are more important in affecting these firms' perceptions of Long Beach as a business location). At the same time, approximately the same percentage of firms in North Long Beach stated that they were affected by regulations in both years (29% in 1996 and 32% in 1995). The North area of the City went from having the lowest percentage of firms affected by regulations in 1995, to the highest percentage in 1996. In this case, there appears to be a connection between regulatory pressures and negative perceptions of Long Beach as a business location. In all other areas of the City there was a substantial decline in the percentage of firms reporting they were being impacted by regulations.

Difficulty Recruiting Qualified Employees

Almost one-quarter of firms (24%) report that they have difficulty recruiting qualified

Figure 14

FIRMS AFFECTED BY REGULATORY PRESSURES
By Industry Group

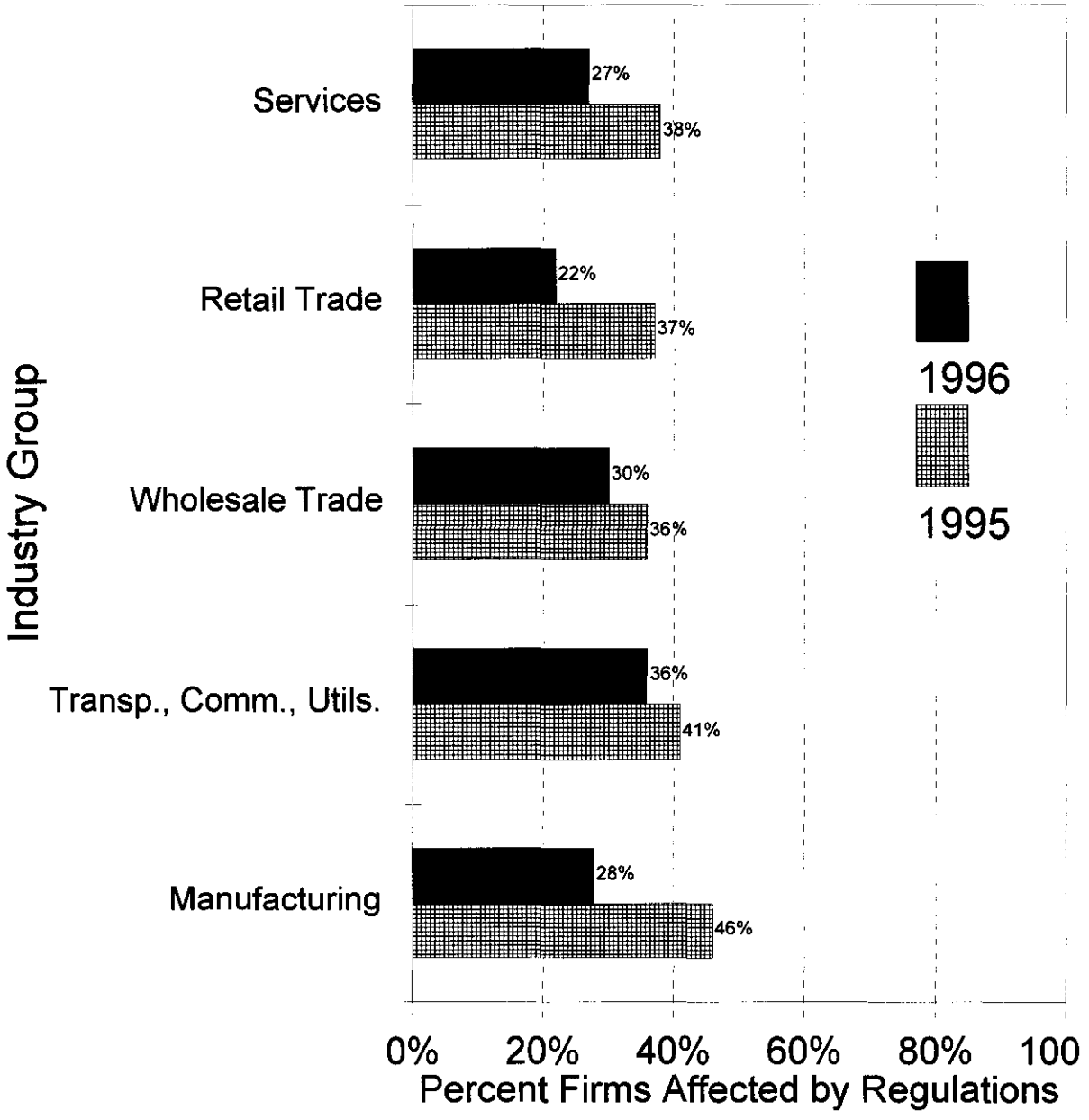


Figure 15

FIRMS AFFECTED BY REGULATORY PRESSURES
By Planning District

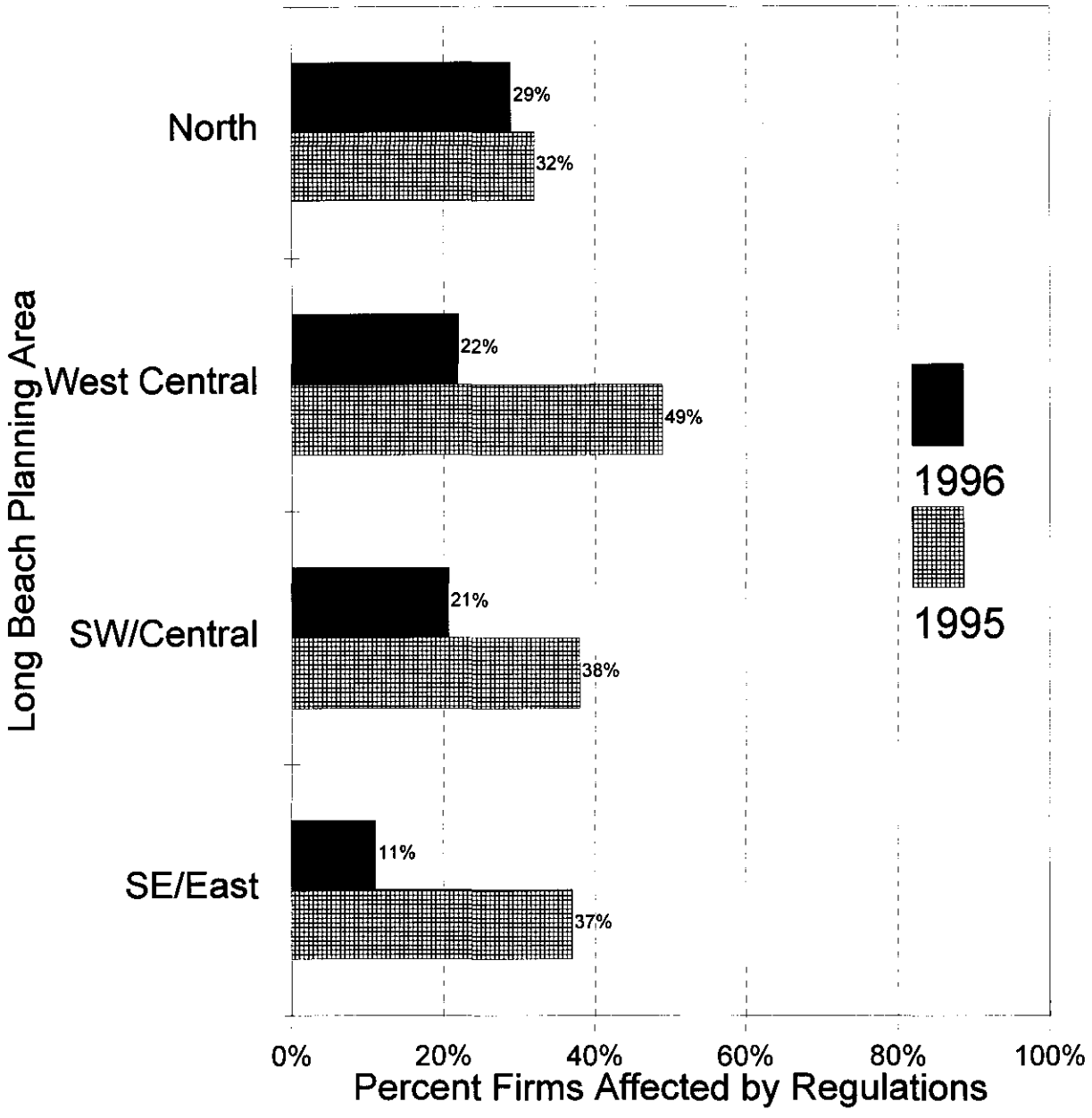
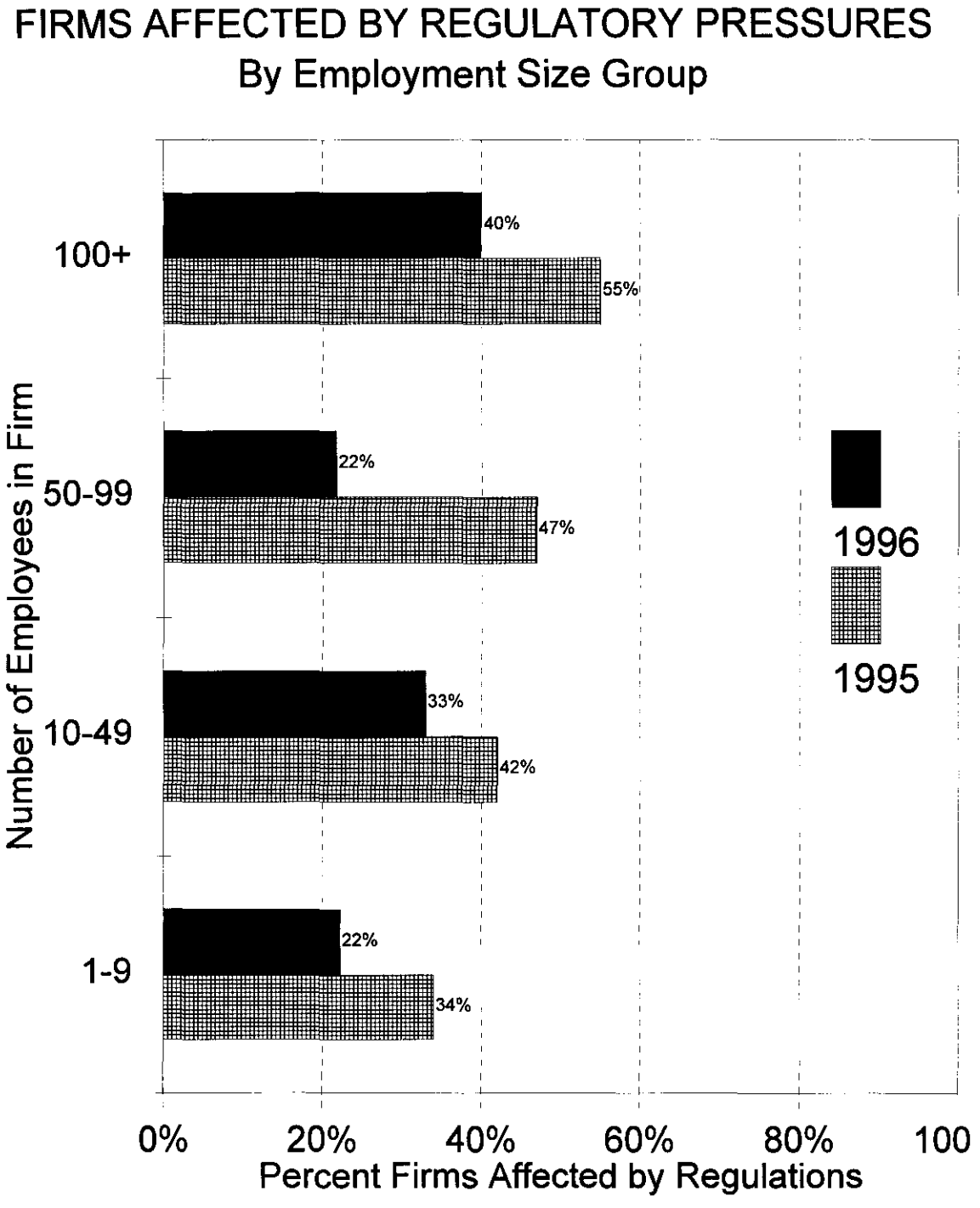


Figure 16


FIRMS AFFECTED BY REGULATORY PRESSURES
By Employment Size Group
Number of Employees in Firm
100+
50-99
10-49
1-9
40%
55%
22%
47%
33%
42%
22%
34%
1996
1995
0%
20%
40%
60%
80%
100
Percent Firms Affected by Regulations

employees. This indicates dissatisfaction with the available labor pool as well as an opportunity for the City's employment and training programs to provide assistance.

Table 10

industry	Wholesale Trade	32%
	Manufacturing	28%
	Services	26%
	Transportation, Communications, Utilities	18%
	Retail Trade	15%
geography	North	30%
	Southwest/Central	30%
	Southeast/East	27%
	West Central	25%
firm size	100+ employees	35%
	10-49 employees	31%
	1-9 employees	28%
	50-99 employees	22%
TOTAL		24%

Firms reporting the greatest difficulty in finding trained workers are in the Wholesale Trade, Manufacturing, and Services sectors; in the North and West Central areas of the City; and with 50-99 employees. Firms experiencing the least difficulty finding experienced workers were in the Southeast/East area of the City; the Retail Trade and Transportation, Communications, and Utilities sectors; and with fewer than 50 or more than 100 workers.

The percentage of firms experiencing labor supply problems was virtually the same in 1995 and 1996 in the North and West Central areas of the City (Figures 17 to 19). Significantly fewer firms in the Southwest/Central and Southeast/East areas of the City reported problems recruiting qualified workers. In all employment size groups except 50-99 employees, fewer firms reported labor supply problems. However, a much higher percentage of firms with 50-99 employees (44%) experienced labor supply problems in 1996 compared to 1995 (22%).

Company Laid-Off Employees in the Past Year

Twenty-one percent of firms report laying-off employees in the past year. The percentage of firms reporting lay-offs is shown below in Table 11.

Table 11

industry	Transportation, Communications, Utilities	28%
	Manufacturing	26%
	Retail Trade	21%
	Services	18%
	Wholesale Trade	18%
geography	North	25%
	Southeast/East	25%
	Southwest/Central	22%
	West Central	18%
firm size	10-49 employees	27%
	100 or more employees	24%
	50-99 employees	22%
	1-9 employees	21%
TOTAL		21%

Firms most likely to have laid off workers in the past year were in the Transportation/ Communications/Utilities and Manufacturing sectors; in the North and Southeast/East areas of the City; and with 10-49 employees. Firms least likely to have laid off workers were in the Services, Wholesale Trade, and Retail Trade industries; the West Central area of the City; and with 1-9 employees.

Figures 20 to 22 compare the percentages of firms reporting layoffs in 1996 and 1995. Transportation, Communications, and Utilities firms were much more likely to have experienced layoffs in 1996 (28%) compared to 1995 (15%). In all other industry sectors, the incidence of layoffs decreased. Firms in the Southeast/East area of the City were more likely to have laid off workers in 1996, while firms in the West Central and Southwest/Central areas were less likely to have laid off workers. Similar percentages of firms in each of the four size groups reported layoffs in each year.

Figure 17

FIRMS WITH PROBLEMS FINDING WORKERS
By Industry Group

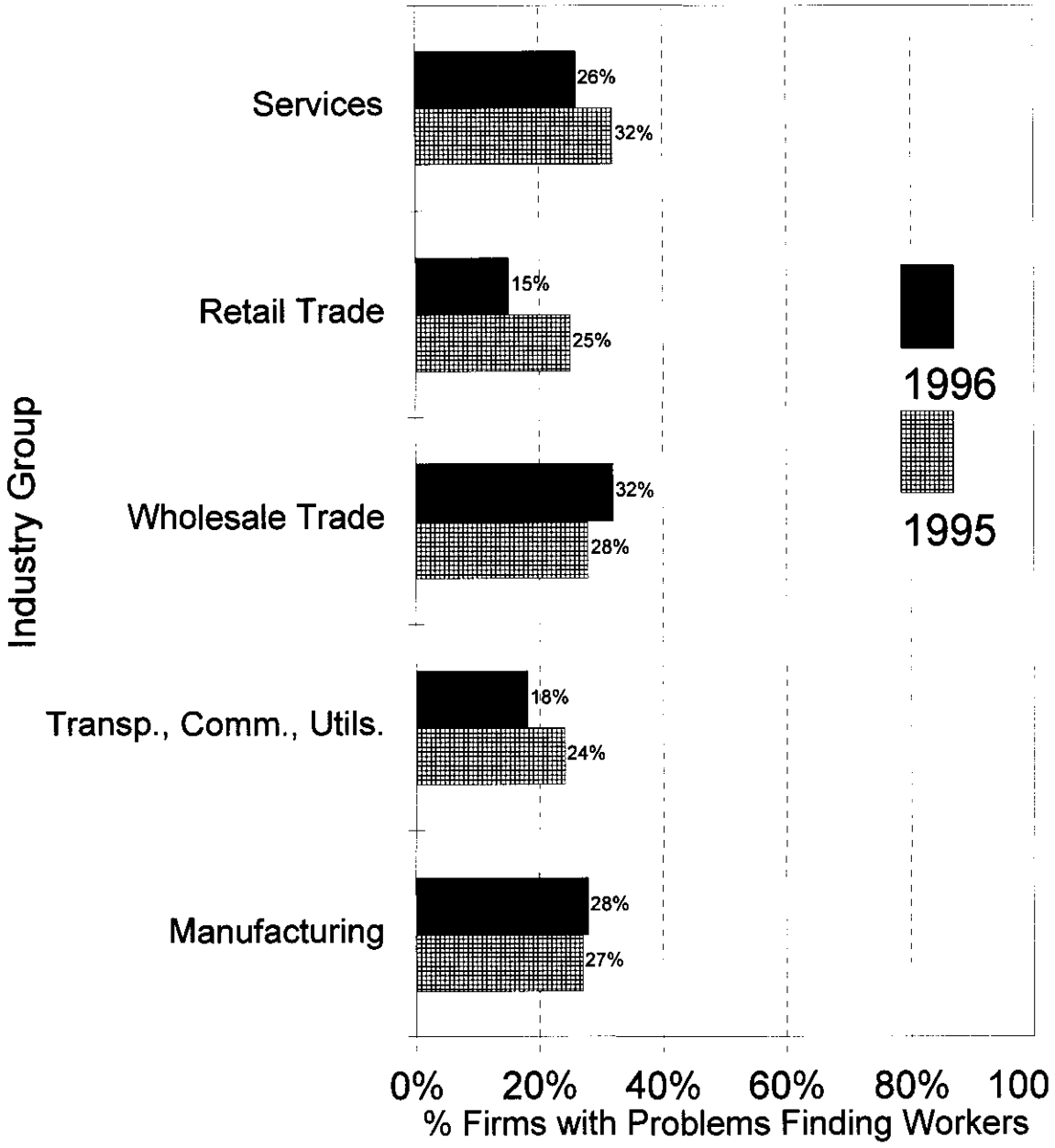


Figure 18

FIRMS WITH PROBLEMS FINDING WORKERS
By Planning District

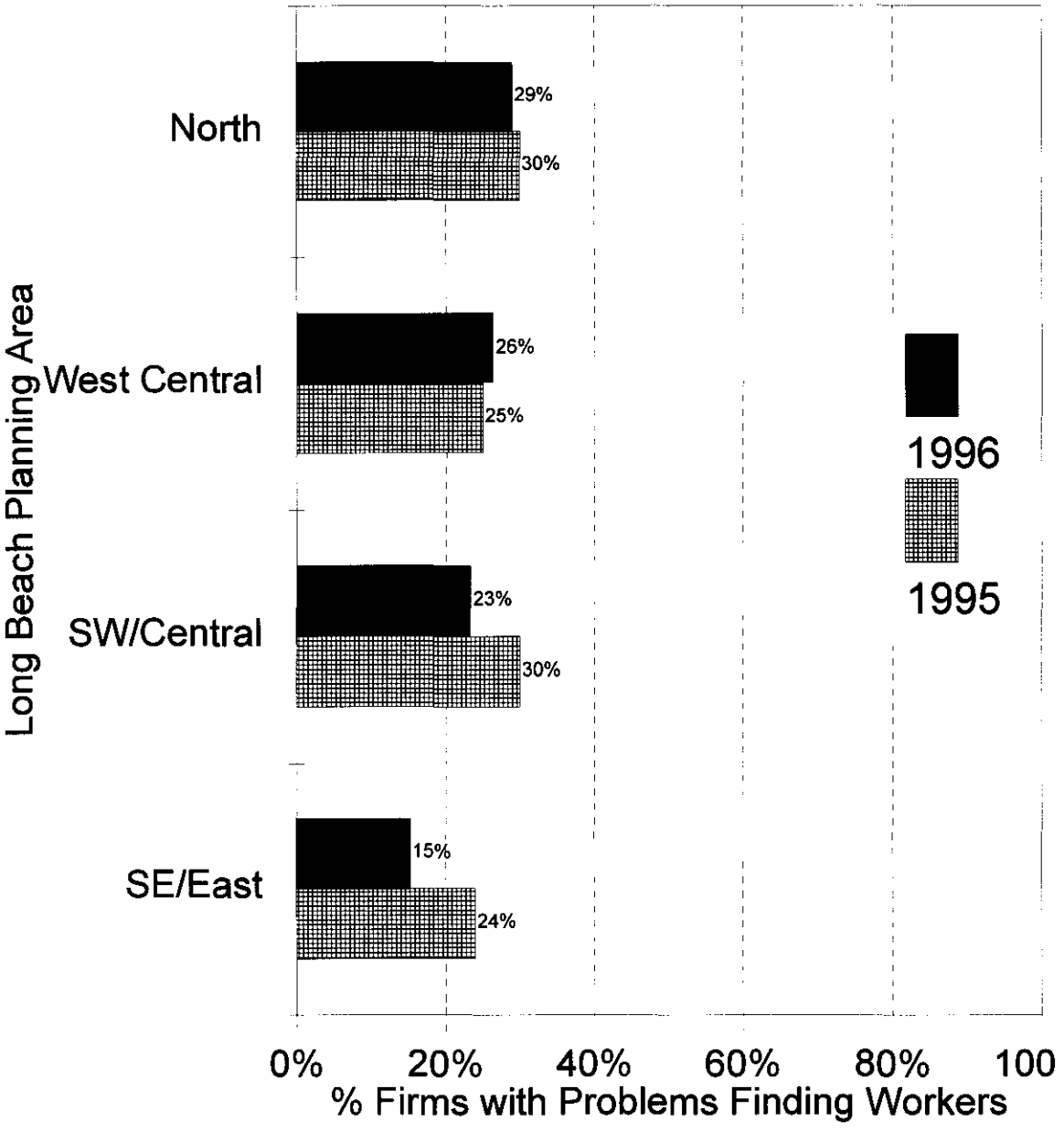


Figure 19

FIRMS WITH PROBLEMS FINDING WORKERS
By Employment Size Group

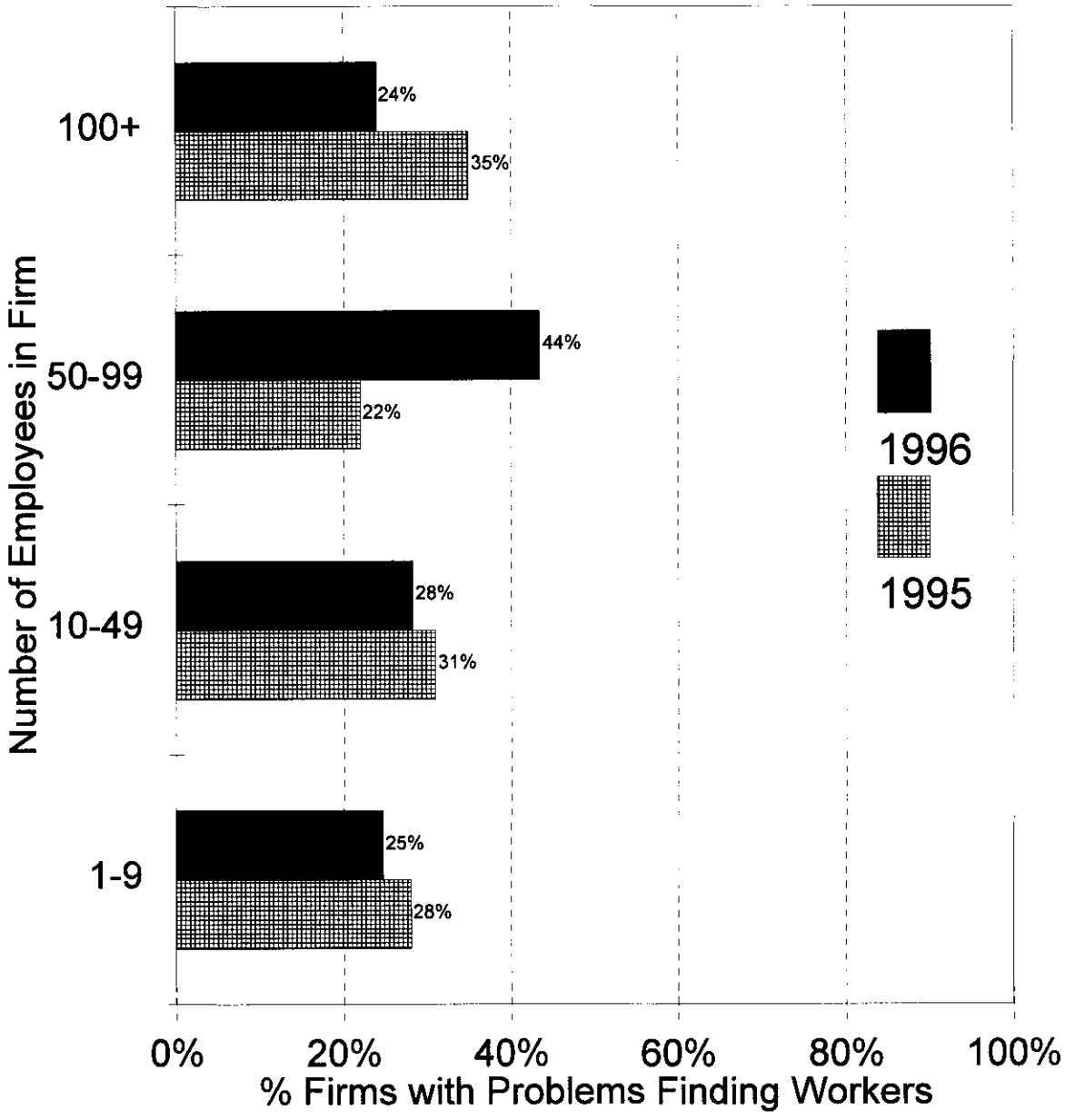


Figure 20

FIRMS WITH LAYOFFS IN THE PAST YEAR
By Industry Group

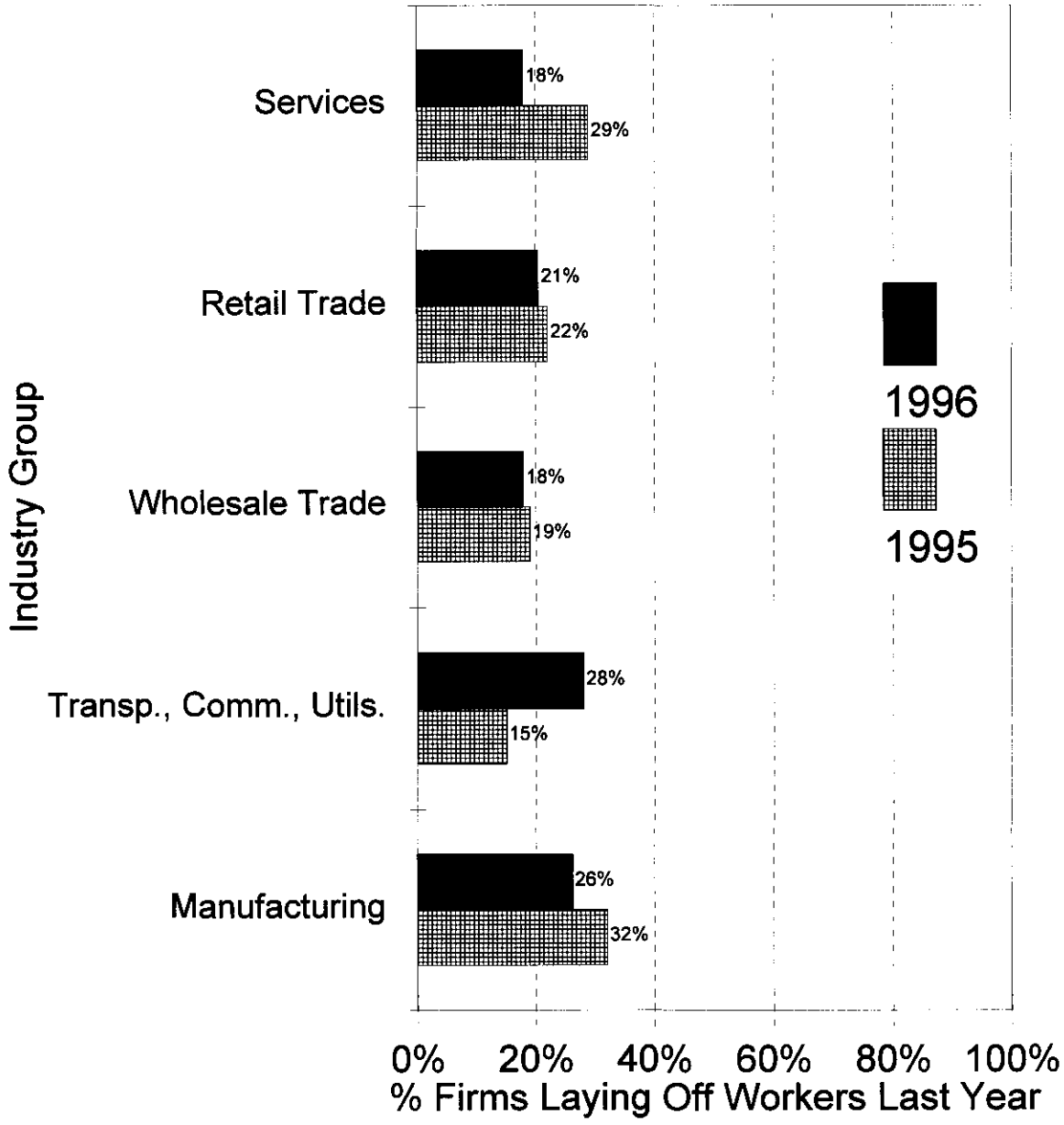


Figure 21

FIRMS WITH LAYOFFS IN THE PAST YEAR
By Planning District

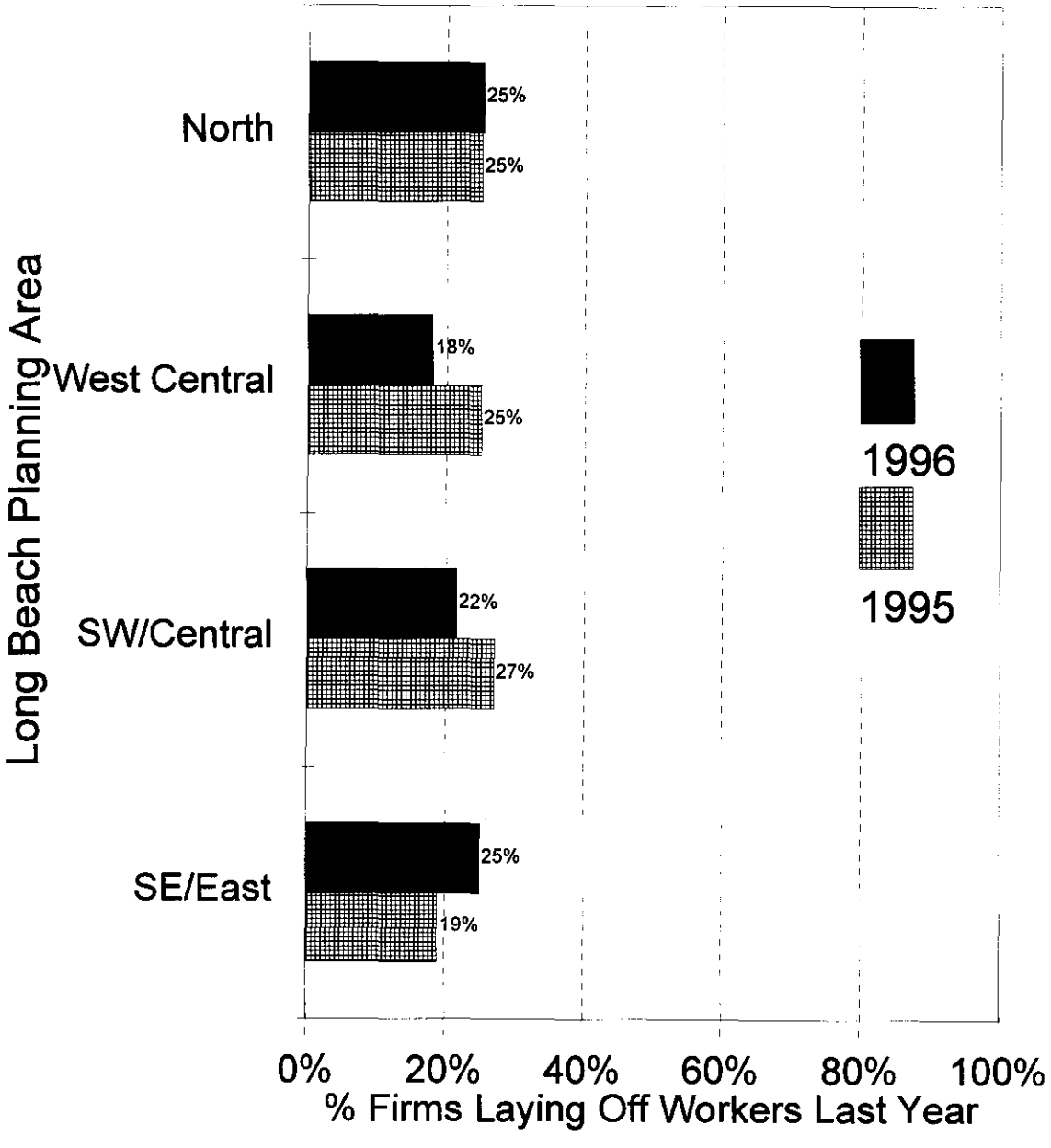
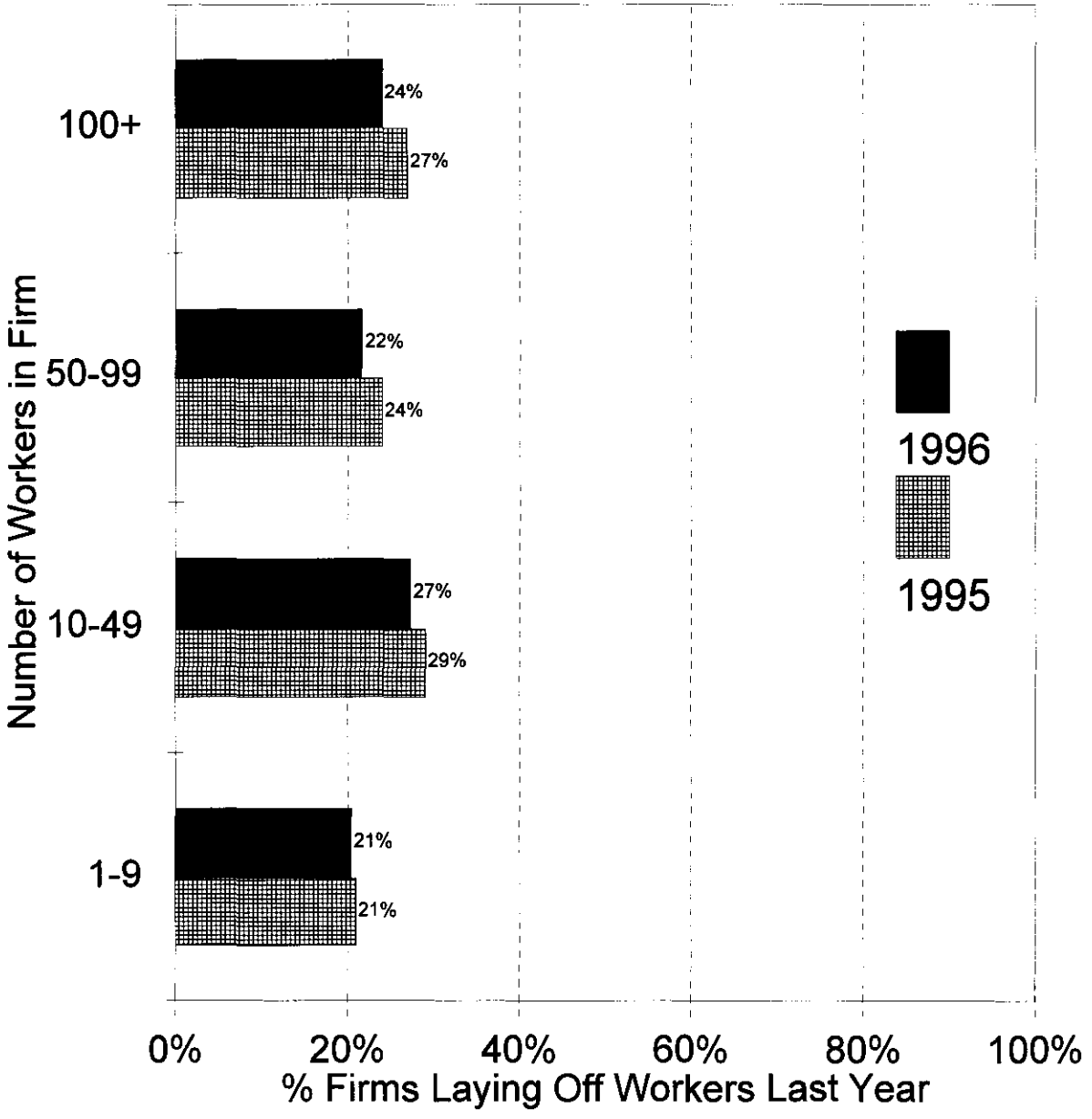


Figure 22

FIRMS WITH LAYOFFS IN THE PAST YEAR
By Employment Size Group



WORKFORCE RETENTION

EMPLOYMENT CHANGE

Jobs Created by New Firms

New firms (i.e. firms one year old or less) accounted for 3% or less of all employment in each year between 1992 and 1995. During this period, new firms accounted for between 4% and 6% of all firms in the survey (based on the total of 294 firms that provided data on start-up year and employment between 1992-95).

Table 12

	Year			
	1992	*1993*	*1994*	*1995*
Number of Sample Firms with Data	254	268	282	294
Total Employment in Firms with Data	8,840	9,295	9,546	9,894
Number of Firms Started in Current Year	16	14	14	12
Employment in Firms Started in Current Year	288	203	99	35
Number of New Firms as % of Total	6%	5%	5%	4%
Employment in New Firms as % of Total	3%	2%	1%	<1%

Employment Change from 1992 to 1995 — New Firms

The survey sample included 68 firms that began operations between 1991 and 1995 and reported employment data for each year through 1995. Figure 23 shows the total employment in each cohort of new firms from the year in which they started business through 1995. Employment in the 16 firms in the 1992 cohort increased by 55% between 1992 and 1995, from 288 to 446. Employment nearly doubled in the 14 firms started up in 1994, from 99 to 184 employees between 1994 and 1995 (an 86% increase). In 1995 the new firms accounted for 9% of total employment in the sample.

Table 13 shows the breakdown of new firms by industry group and geography:

Table 13

industry	Manufacturing	13%
	Transportation, Communications, Utilities	19%
	Wholesale Trade	12%
	Retail Trade	15%
	Health Services	18%
	Other Services	18%

geography	Southeast/East	22%
	Southwest/Central	16%
	West Central	38%
	North	24%

Employment Change from 1992 to 1995 — Established Firms

The survey sample included 226 firms that began operations before 1991 and reported employment data for each year between 1992 and 1995. Table 14 shows the breakdown of established firms by industry group and geography.

Table 14

industry	Manufacturing	14%
	Transportation, Communications, Utilities	10%
	Wholesale Trade	11%
	Retail Trade	16%
	Health Services	19%
	Other Services	23%
geography	Southeast/East	13%
	Southwest/Central	27%
	West Central	43%
	North	17%

Figures 24 and 25 show employment change in established firms by industry and geography. Total employment in these firms increased from 8,504 to 8,964 between 1992-95, a 5% increase. This is a significant improvement over the 14% decline in employment of established firms between 1988-94 reported in the 1995 Long Beach survey. When firms in Health Services are excluded, employment in established firms increased from 3,347 to 3,742 between 1992 and 1995, a 12% increase.

Firms in the manufacturing and wholesale trade industries showed the greatest employment increases, 19% in each case. The major employment losses were recorded by the Health Services industry, where employment in established firms fell from 4,602 to 4,273, a 7% decrease. Employment decline in established Health Services firms and employment growth in established firms from other industries in shown in Figures 24 and 25.

Figure 23

EMPLOYMENT IN NEW FIRMS
Long Beach Business Survey, 1996

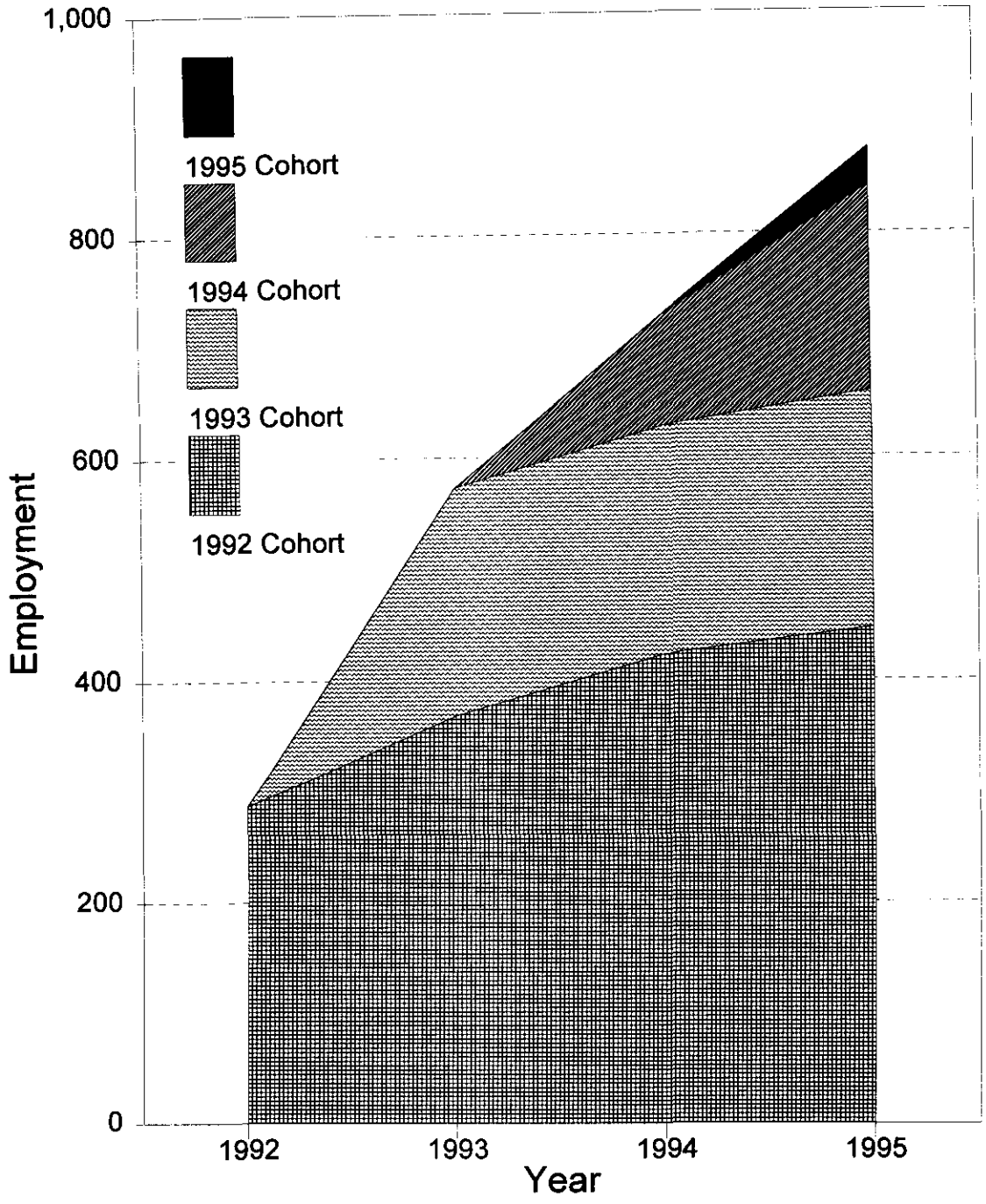


Figure 24

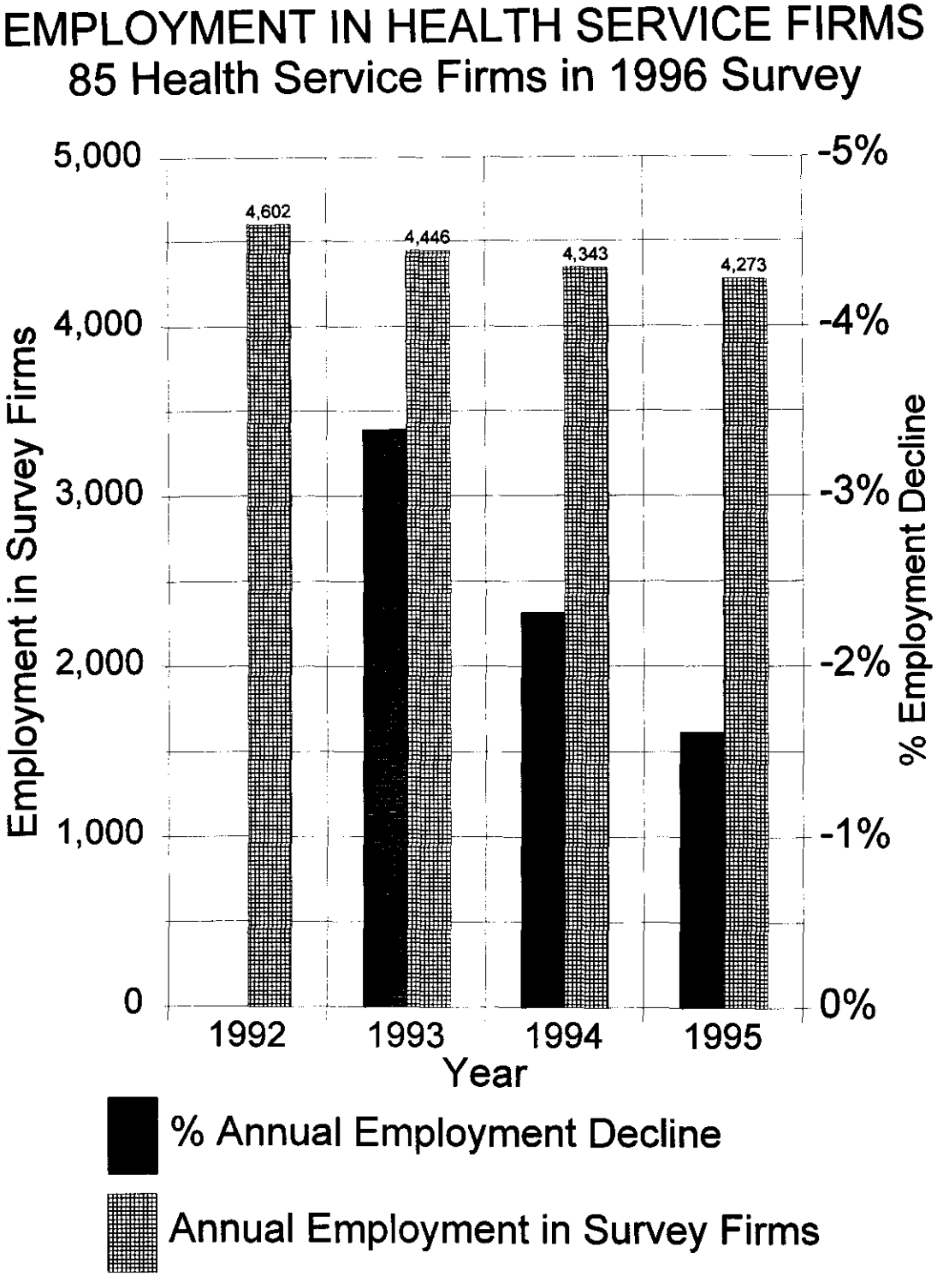
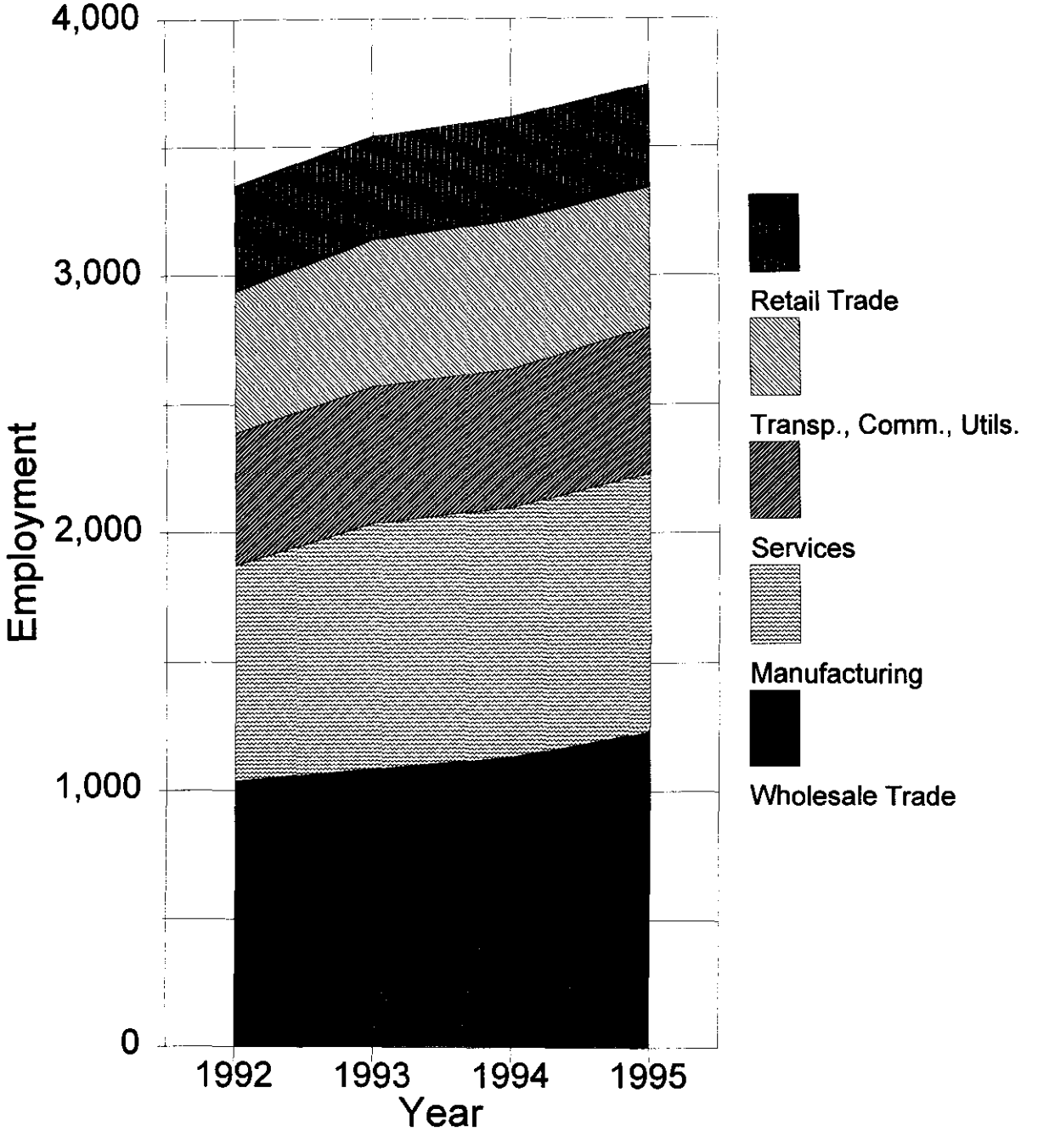

EMPLOYMENT IN HEALTH SERVICE FIRMS
85 Health Service Firms in 1996 Survey
5,000
4,000
3,000
2,000
1,000
0
-5%
-4%
-3%
-2%
-1%
0%
4,602
4,446
4,343
4,273
1992
1993
1994
1995
Year
Employment in Survey Firms
% Employment Decline
% Annual Employment Decline
Annual Employment in Survey Firms

Figure 25

EMPLOYMENT IN ESTABLISHED FIRMS
Long Beach Business Survey, 1996



The West Central area of the city experienced the greatest employment gain by established firms, an increase of 23%. The only area in which established firms lost jobs between 1992 and 1995 was the Southeast/East area, where employment in surveyed firms is dominated by Health Services firms (which accounted for 88% of employment). Excluding Health Service firms, the Southeast/East area witnessed employment growth of 21% between 1992 and 1995.

Table 15

Industry	*Number Firms*	*1992 Empl.*	*1993 Empl.*	*1994 Empl.*	*1995 Empl.*	*% Change 1992-95*
Manufacturing	32	837	952	961	999	+19%
Transport., Comm., Util.	23	549	567	576	541	-1%
Wholesale Trade	25	1,035	1,084	1,136	1,232	+19%
Retail Trade	36	410	405	404	402	-2%
Health Services	44	4,602	4,446	4,343	4,273	-7%
Other Services	51	516	532	537	568	+10%
Geography						
Southeast/East	30	4,955	4,880	4,839	4,738	-4%
Southwest/Central	60	1,315	1,388	1,381	1,433	+9%
West Central	98	1,585	1,771	1,881	1,942	+23%
North	38	649	623	646	687	+6%
TOTAL	226	8,504	8,662	8,752	8,964	+5%

Firms Interested in Recruiting Qualified Workers

In the on-site interviews, firms were asked whether they were interested in receiving help recruiting workers with qualifications they need. Forty percent (40%) of firms responded "yes" to this question. Of these firms (62 in all), 36 provided detailed information regarding the type of employees they are seeking, by occupation and number of workers needed. (Average wages for entry-level employees in these occupations are not reported due to insufficient data).

Unskilled Employees

Eight firms requested help finding unskilled employees.

Sample occupations: assembler, office manager, sales, shipping

Number of employees needed at time of interview: 22

Skilled Employees

Ten firms requested help finding skilled employees.

Sample occupations: assembler, body work specialist, electrician, installer, nurse's aide, physical therapist

Number of employees needed at time of interview: 21

Clerical Employees

Eleven firms requested help finding clerical employees.

Sample occupations: administrative assistant, bookkeeper, customer service representative, legal secretary, receptionist

Number of employees needed at time of interview: 24

Professional/Managerial Employees

Nine firms requested help finding professional and managerial employees.

Sample occupations: accountant, electrical engineer, nurse, social worker, therapist, travel agent

Number of employees needed at time of interview: 13

Firms Interested in Receiving Help Training Workers

After hearing the types of training programs offered by the City, firms were asked if they were interested in receiving help training workers. The number and percent of firms interested in training programs is shown in Table 16.

Table 16

Type of Training	*Firms Requesting Service*	
	Number	*Percent*
On-site training for new workers	26	17%
Subsidies to train new employees	14	9%
Training to upgrade skills of current workers	13	8%

Firms in this sample were less likely to request subsidies to train new workers than were firms interviewed in 1995, of whom 20% requested subsidies. On the other hand, firms in the 1996

sample were more likely to request on-site training than were firms in the 1995 sample, of whom 11% requested assistance.

Education and General Skills of Entry-level Workers

Firms were also asked in the interviews to state whether their entry-level employees had sufficient communication and analytical skills. For each of the six skills listed below, three in four firms responding to this question stated that entry-level employees had sufficient skills.

Table 17

Skill	*Percent of Firms Stating Skill Level of New Employees is Sufficient*
Reading	77%
Writing	75%
Speaking	75%
Listening	76%
Math	74%
Reasoning	73%

On a related issue, firms were asked whether the City's educational system had been responsive to their needs. Of the 56 firms answering this question, 54% replied in the affirmative. A similar percentage (53%) stated that students were adequately prepared by the educational system. It should be noted that these positive ratings are lower than those given above for entry-level employees' communication and analytical skills.

ISSUES RAISED BY FIRMS

The mail survey contained three open-ended questions that requested firms to assess the City's business environment in their own words:

- Please list two major strengths of doing business in Long Beach.
- Please list two major weaknesses of doing business in Long Beach.
- Is there anything Long Beach could do differently to improve the well-being of your business?

Similarly the questionnaire used on site visits allowed continuous opportunities for open-ended comments by the firm being visited.

These open-ended comments are particularly significant because they represent the issues firms choose to raise rather than issues put before them by somebody else, and they frame issues in the way they are seen by the business community.

Based on a careful review of business responses, a coding system was developed for categorizing issues firms said are affecting their businesses. The table in Appendix 4 provides a complete break out of all open-ended responses from the 1996 mail survey, site visits, and the combined total of the two.

ANALYSIS OF OPEN-ENDED RESPONSES

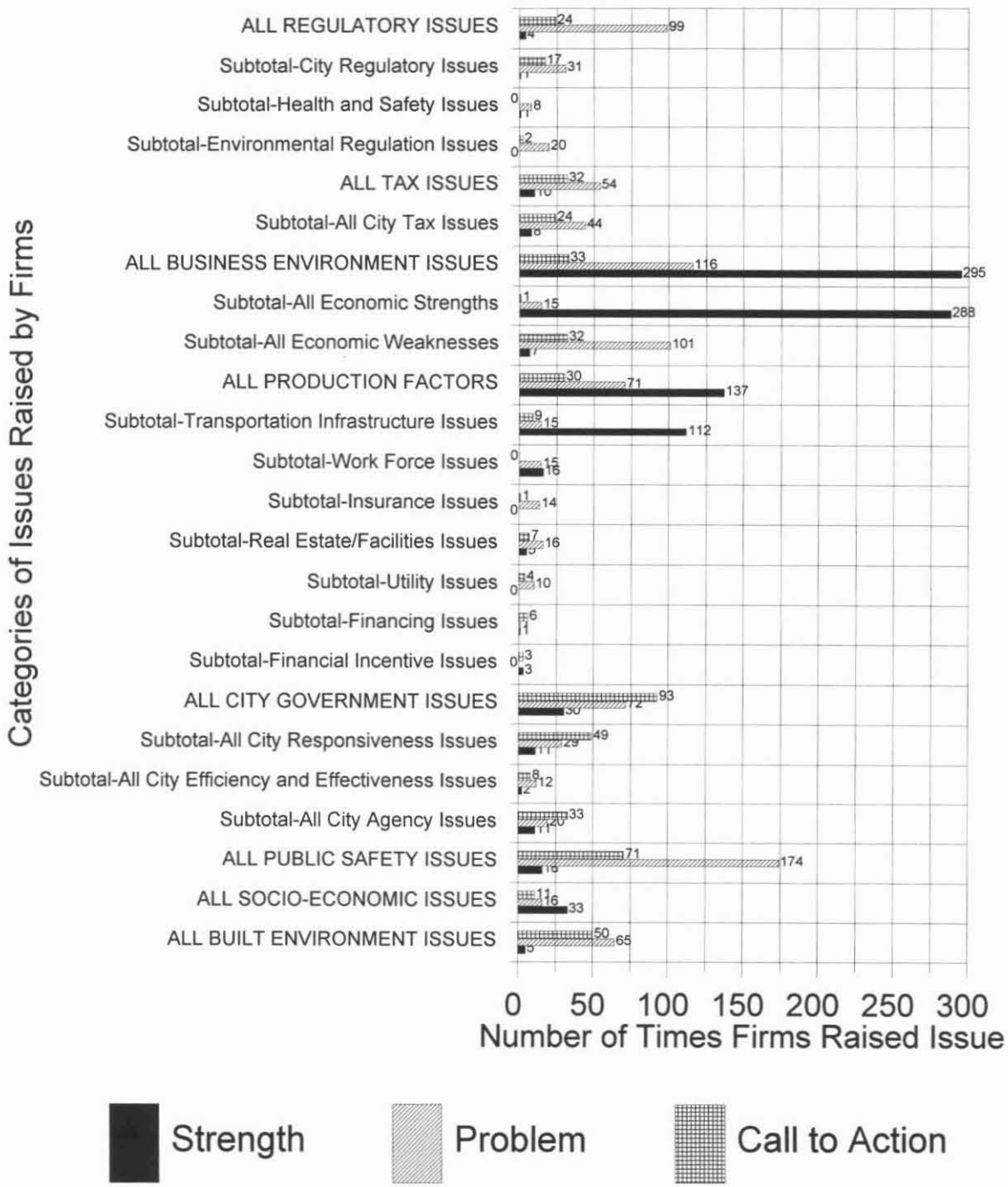
Open-ended responses from both the mail survey and site visits are broken-out in an eight-step analytic sequence. The sections that follow look at a complete roll-up of survey responses, break-out specific "hot button" issues, compare mail survey responses from the full sample of Long Beach firms with on-site responses from firms requesting City assistance, compare business responses in 1996 with those from 1995, and examine responses specifically dealing with City government.

Summary of Issues Raised by Firms in Mail Survey

A summary of all open-ended responses in the 1996 mail survey, showing how firms identify categories of issues as strengths, problem areas, and areas for action is provided in Figure 26. This summary rolls-up all individual responses into subcategories and major categories of issue areas. Its value is that it reflects the totality of responses from the mail survey, and the mail survey in turn provides a broad-based assessment of the City's economic environment by the general business community.

Figure 26

SUMMARY OF ISSUES RAISED BY FIRMS
1996 Mail Survey Open-Ended Responses



Seven dominant categories of responses shown in Figure 26, in rank order, are as follows:

- 295 instances in which firms identify **strengths in the business environment**, and 116 instances in which they identify problems in the business environment
- 174 instances in which firms identify **public safety** as a problem, and 71 instances in which firms request actions to address public safety
- 112 instances in which firms identify the **transportation infrastructure** as a strength
- 99 instances in which firms identify **regulatory issues** as a problem
- 93 instances in which firms call for action by **City government** on issues, and 72 instances in which problems with City government are identified
- 65 instances in which firms identify problems related to the **built environment** (blight, public spaces, flood drainage, parking, lighting), and 50 instances in which they call for action related to these issues
- 54 instances in which firms identify **taxes** as a problem, and 32 instances in which they call for action related to this issue

Specific Issues Raised by Firms in Mail Survey

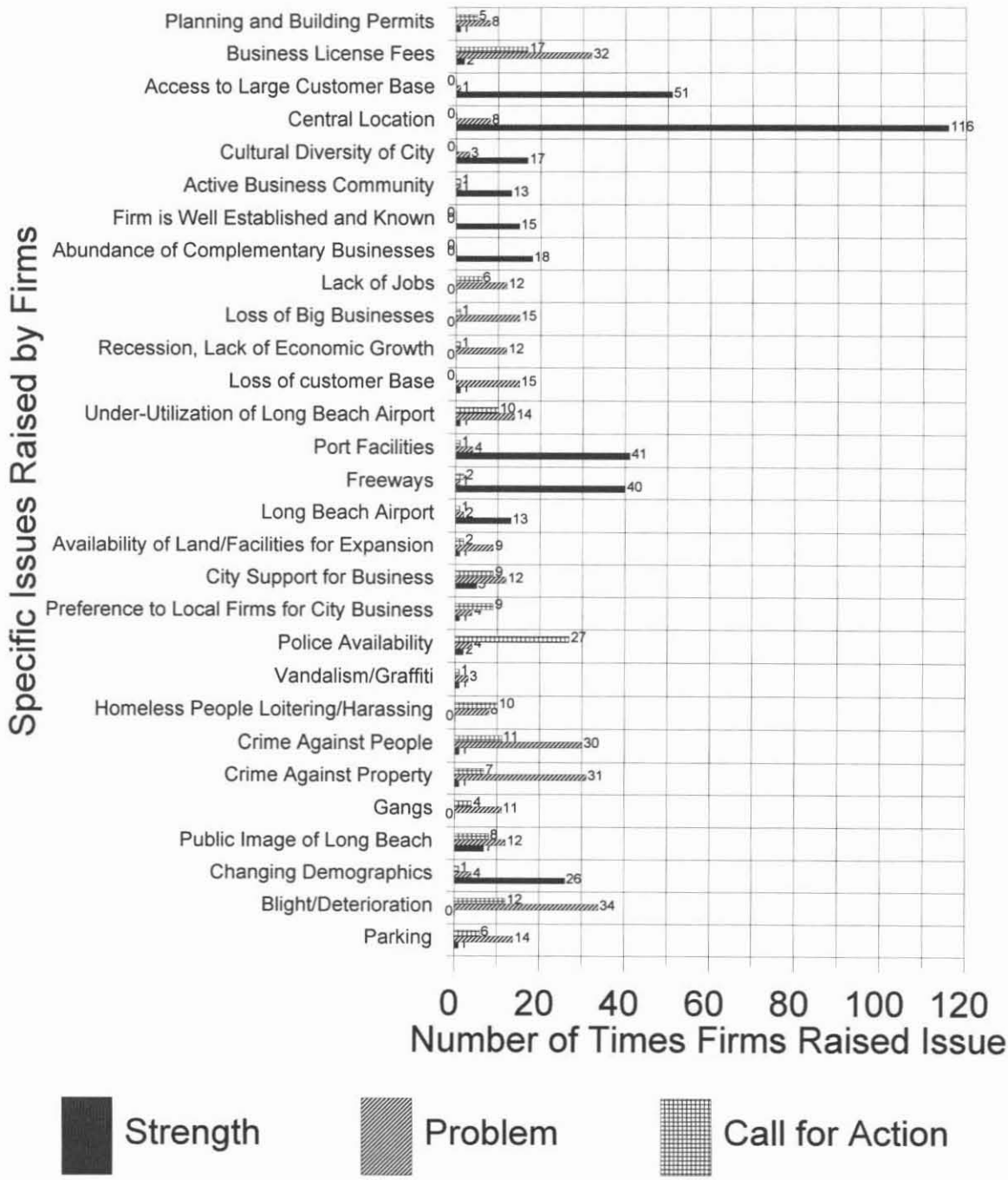
The specific issues firms raised most frequently in the mail survey are shown in Figure 27. This format is valuable for examining business responses because it shows specific "hot button" issues that are most significant in the rolled-up responses shown in Figure 26. The specific issues shown in Figure 27 represent a level of specificity that can be addressed by City programs or policy actions. In addition, because these responses are from the mail survey, they represent a collective overview of the business environment by Long Beach firms.

Ten dominant issues shown if Figure 27, in rank order, are as follows:

- 116 instances in which firms identify the **central location** of Long Beach as a strength
- 51 instances in which firms identify **access to a large customer base** as a strength
- 41 instances in which firms identify **port facilities** as a strength
- 40 instances in which firms identify **freeways** as a strength
- 34 instances in which firms identify **blight and deterioration** as a problem

Figure 27

SPECIFIC ISSUES RAISED BY FIRMS
1996 Mail Survey Open-Ended Responses



- 32 instances in which firms identify **business license fees** as a problem, and 17 instances in which they identify it as an area for action
- 31 instances in which firms identify **crime against property** as a problem
- 30 instances in which firms identify **crime against people** as a problem
- 27 instances in which firms identify **police availability** as an area for action
- 26 instances in which firms identify **changing demographics** as a strength

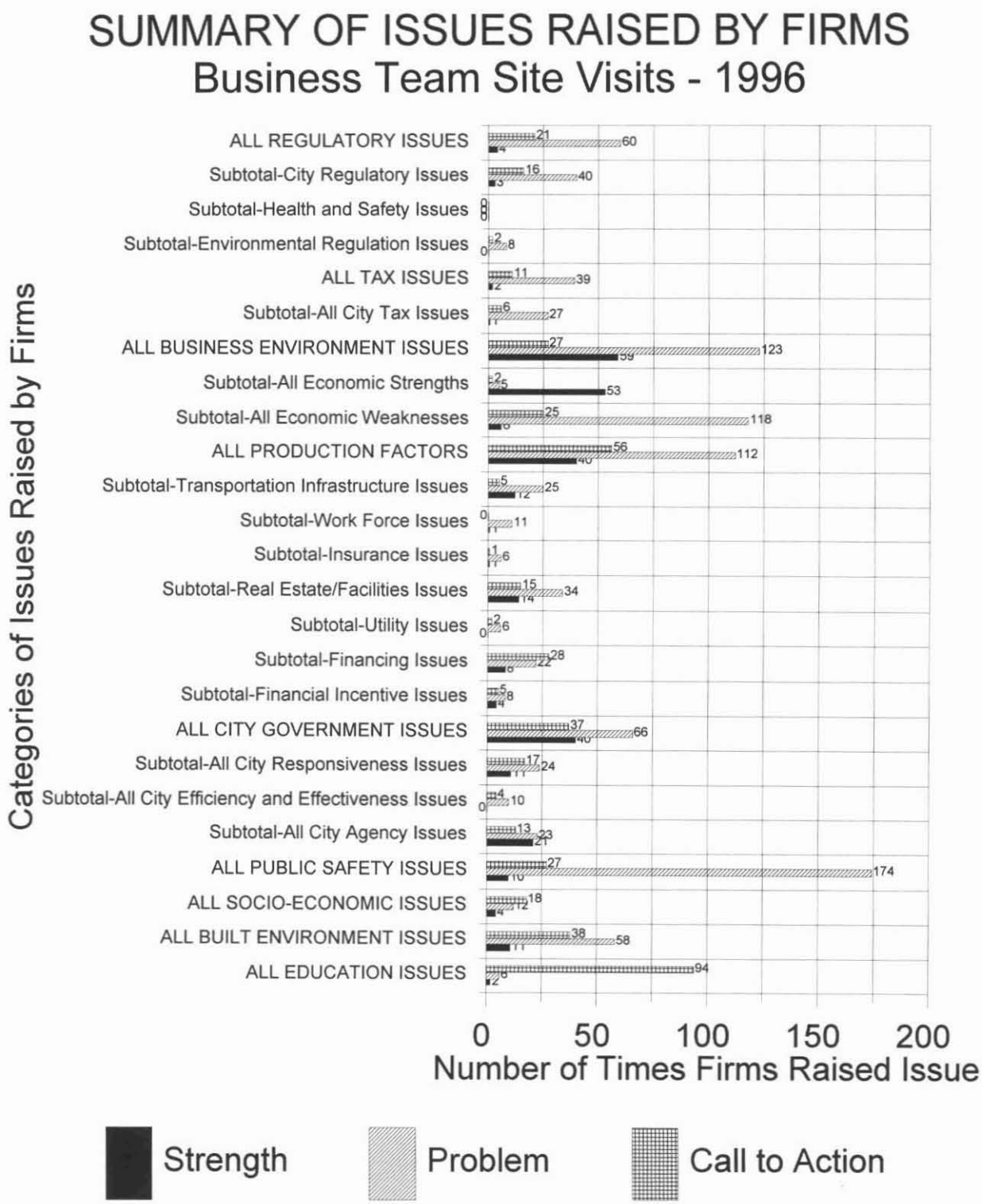
Summary of Issues Raised by Firms in Site Visits

A summary of issues raised by firms in site visits is shown in Figure 28. As with Figure 26, Figure 28 is a roll-up of all responses made by firms in the site visits. Because site visits generally are to firms experiencing problems or that need City assistance, these responses tend to reflect issues affecting firms that are struggling to remain viable. Statements about problems rather than strengths predominate in site visit responses. In addition, because site visits provide an opportunity for a face-to-face discussion with a City representative, these responses reflect the generally favorable effect of finding that the City is willing to listen to their concerns and provide follow-up assistance.

Eight dominant categories of responses from site visits shown in Figure 28, in rank order, are as follows:

- 174 instances in which firms identify **public safety** as a problem
- 123 instances in which firms identify **problems in the business environment**, compared to 59 instances in which they identify strengths
- 112 instances in which firms identify **problems related to factors of production** (this includes the transportation infrastructure and many other factors related to production), as well as 56 instances in which firms call for action, and 40 instances in which they identify strengths related to factors of production
- 94 instances in which firms call for **action on education issues** (for the first time, the 1996 site visit questionnaire explored firms' assessment of the public education system)
- 66 instances in which firms identify problems related to **City government**, 40 instances in which they identify strengths, and 37 instances in which they call for action
- 60 instances in which firms identify problems related to **regulatory issues**

Figure 28


SUMMARY OF ISSUES RAISED BY FIRMS
Business Team Site Visits - 1996
Categories of Issues Raised by Firms
ALL REGULATORY ISSUES
Subtotal-City Regulatory Issues
Subtotal-Health and Safety Issues
Subtotal-Environmental Regulation Issues
ALL TAX ISSUES
Subtotal-All City Tax Issues
ALL BUSINESS ENVIRONMENT ISSUES
Subtotal-All Economic Strengths
Subtotal-All Economic Weaknesses
ALL PRODUCTION FACTORS
Subtotal-Transportation Infrastructure Issues
Subtotal-Work Force Issues
Subtotal-Insurance Issues
Subtotal-Real Estate/Facilities Issues
Subtotal-Utility Issues
Subtotal-Financing Issues
Subtotal-Financial Incentive Issues
ALL CITY GOVERNMENT ISSUES
Subtotal-All City Responsiveness Issues
Subtotal-All City Efficiency and Effectiveness Issues
Subtotal-All City Agency Issues
ALL PUBLIC SAFETY ISSUES
ALL SOCIO-ECONOMIC ISSUES
ALL BUILT ENVIRONMENT ISSUES
ALL EDUCATION ISSUES
0
50
100
150
200
Number of Times Firms Raised Issue
Strength
Problem
Call to Action

- 58 instances in which firms identify problems related to the **built environment** and 38 instances in which they call for action on these issues

- 39 instances in which firms identify **taxes** as a problem

Specific Issues Raised by Firms in Site Visits

The specific issues firms raised most frequently in site visits are shown in Figure 29. As with Figure 27, Figure 29 examines specific issues most frequently raised by firms. In this instance the issues are those impacting firms that in many instances are struggling to remain viable.

Eight dominant issues shown in Figure 29, in rank order, are as follows:

- 55 instances in which firms identify **crime against property** as a problem

- 52 instances in which firms identify **crime against people** as a problem

- 30 instances in which firms identify **loss of customer base** as a problem

- 27 instances in which firms identify **availability of land or facilities for expansion** as a problem, and 15 instances in which they call for action in this area

- 25 instances in which firms identify **parking** as a problem

- 25 instances in which firms call for action related to **teaching strong basic skills**

- 20 instances in which firms identify **recession and lack of economic growth** as a problem

- 18 instances in which firms identify **business license fees as a problem**

Comparison of Strengths Identified by Firms in 1995 and 1996 Mail Surveys

A comparison of specific business environment strengths firms identified in the 1995 and 1996 mail surveys is shown in Figure 30. The overall patterns of strengths identified in the two surveys is similar. The following five areas of positive response are particularly noteworthy:

- The **central location** of Long Beach was the most significant strength identified in both surveys (23% of strengths identified in 1995 and 22% in 1996)

- **Access to a large customer base** was the second most frequently identified strength (15% in 1995, but identified as a strength a third fewer times in 1996 — 10%).

Figure 29

SPECIFIC ISSUES RAISED BY FIRMS
Business Team Site Visits - 1996

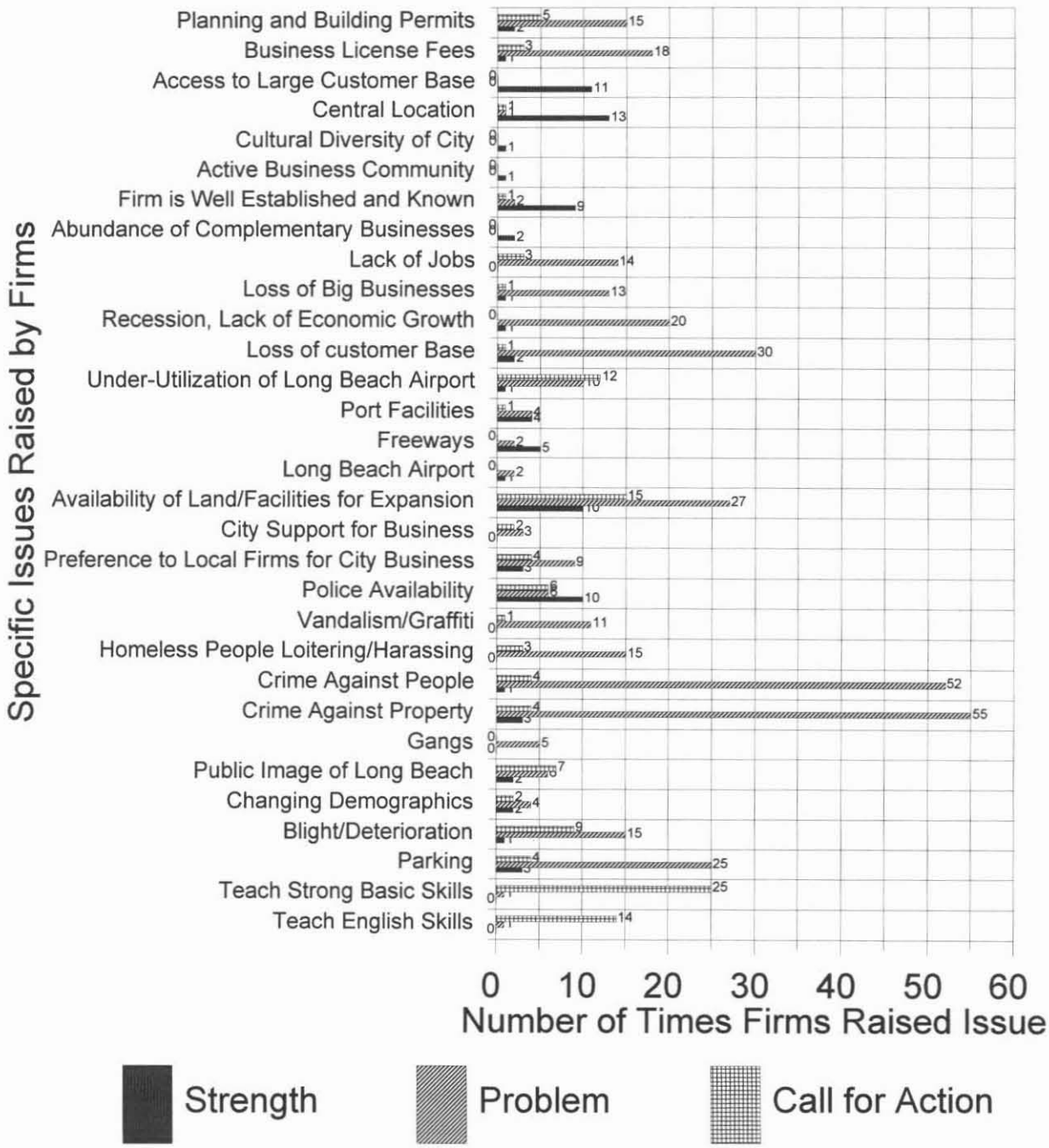
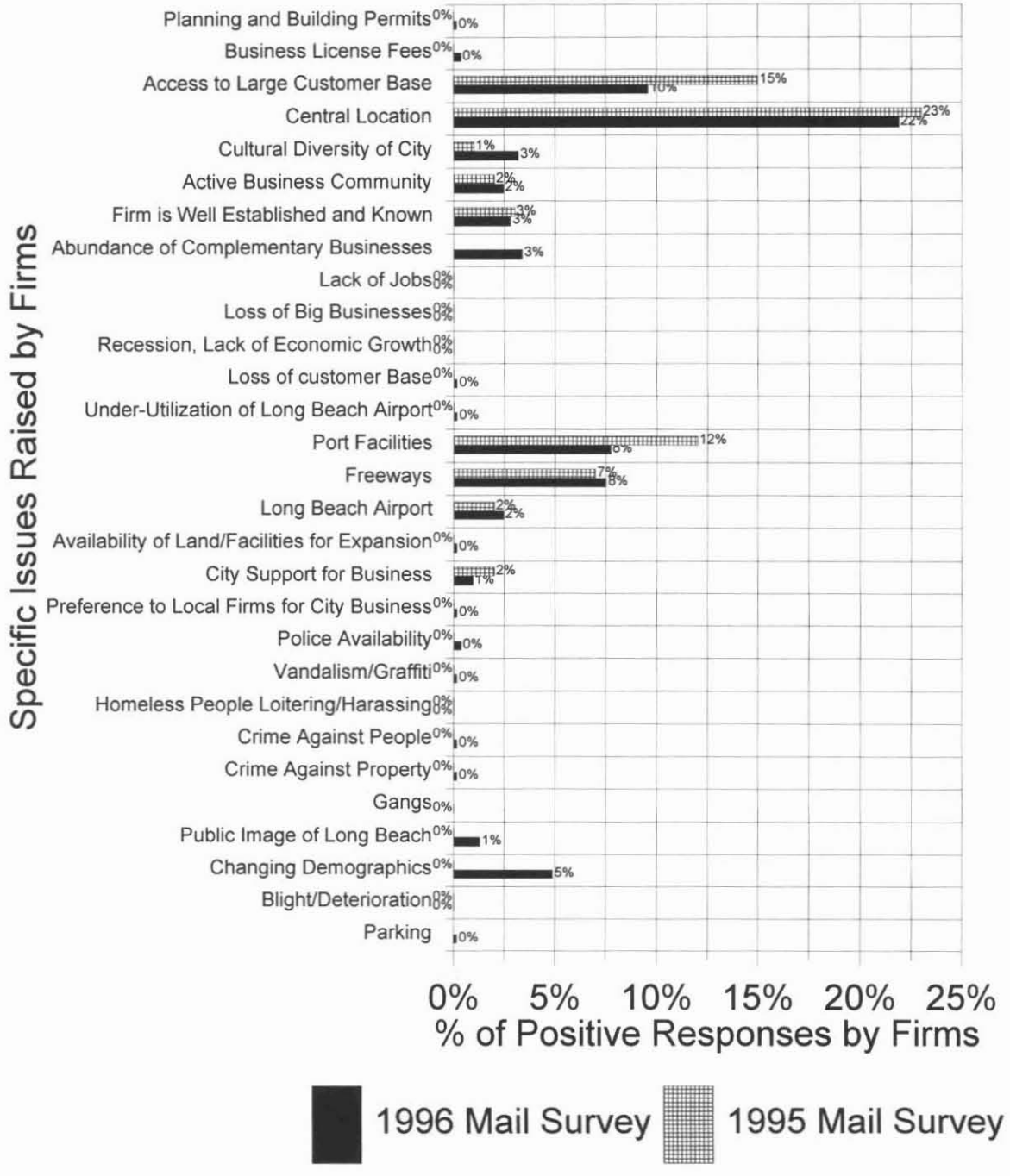


Figure 30

SPECIFIC STRENGTHS IDENTIFIED BY FIRMS
Comparison of Specific Issues 1995-96



- **Port facilities** were the third most frequently identified strength (12% in 1995, but identified as a strength a third fewer times in 1996 — 8%)

- The **freeway system** was the forth most frequently identified strength (7% in 1995 and 8% in 1996)

- **Changing demographics** emerged as a strength accounting for 5% of the positive responses from firms in the 1996 mail survey

Comparison of Problems Identified by Firms in 1995 and 1996 Mail Surveys

Firms identify a wider spectrum of problems than strengths, with no specific problem accounting for more than 5% of the critical responses from firms in either the 1995 or 1996 mail surveys. The overall pattern of responses shown in Figure 31 was similar in both years, with some noteworthy changes. The following six response areas are particularly significant:

- **Business license fees** emerged as a significant issue in 1996, accounting for 5% of critical responses (compared to 2% in 1995)

- Critical responses concerning **City support for business** declined from 5% in 1995 to 2% in 1996, suggesting that as the City increases its level of dialogue with, and responsiveness to, the business community firms are moving beyond general negative comments about City government and focusing on more specific program and policy issues

- Critical responses concerning **homeless people loitering or harassing** declined from 3% in 1995 to 1% in 1996

- Critical responses concerning both **crime against people** and **crime against property** remained constant at about 5% in 1995 and 1996

- **Gangs** emerged as a new issue in 1996, accounting for 2% of critical responses

- **Parking** emerged as an issue in 1996, accounting for 2% of critical responses

Comparison of Specific Actions Called For by Firms in 1995 and 1996 Mail Surveys

A comparison of the specific actions most frequently recommended by firms in the 1995 and 1996 mail surveys is shown in Figure 32. Areas of action called for in the 1996 survey are significantly different than in 1995, with the following seven issues standing out.

- **Business license fees** took on greater significance with 5% of recommendations for action addressing this issue as compared to 2% in 1995

Figure 31

SPECIFIC PROBLEMS IDENTIFIED BY FIRMS
Comparison of Specific Issues 1995-96

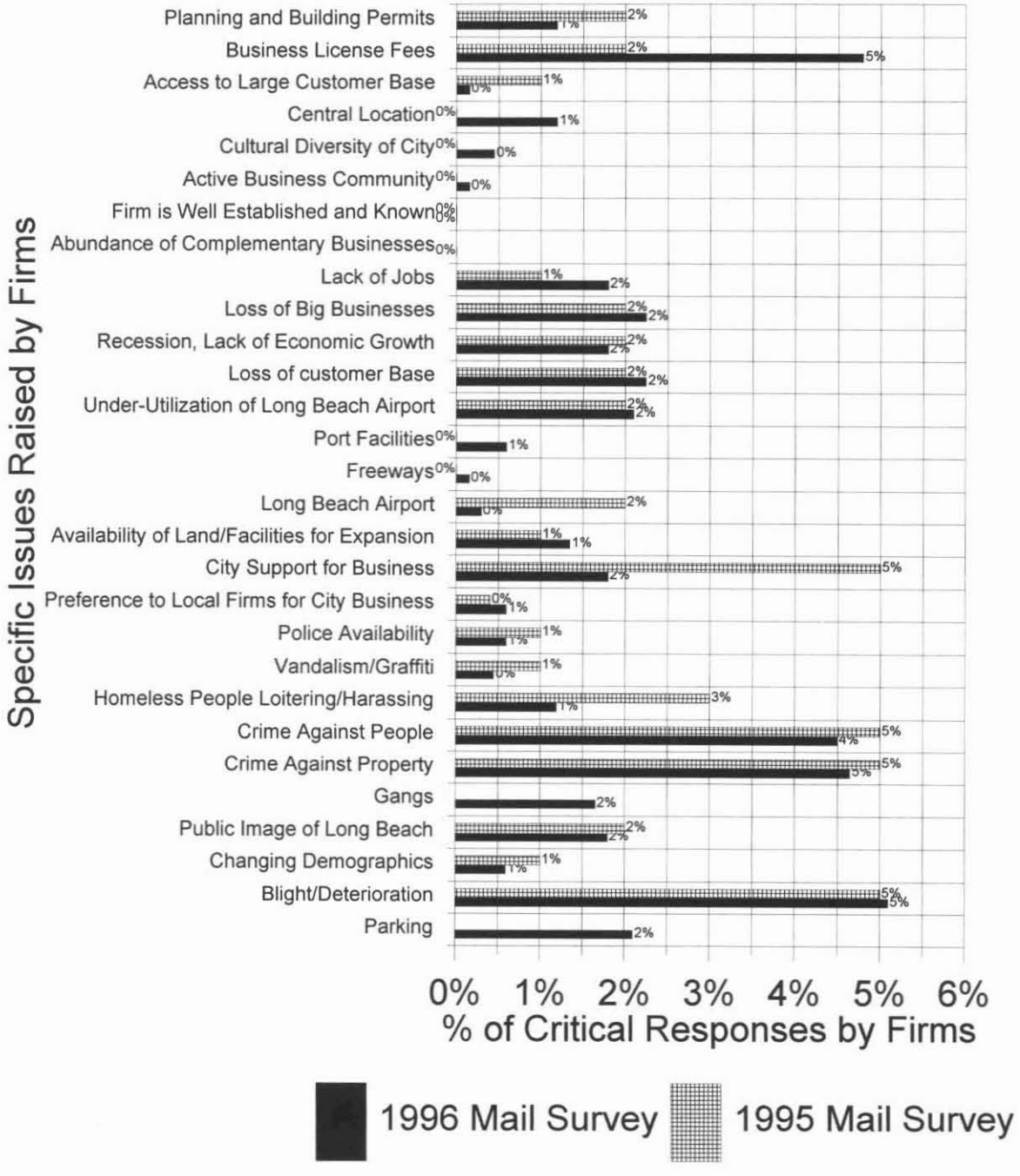
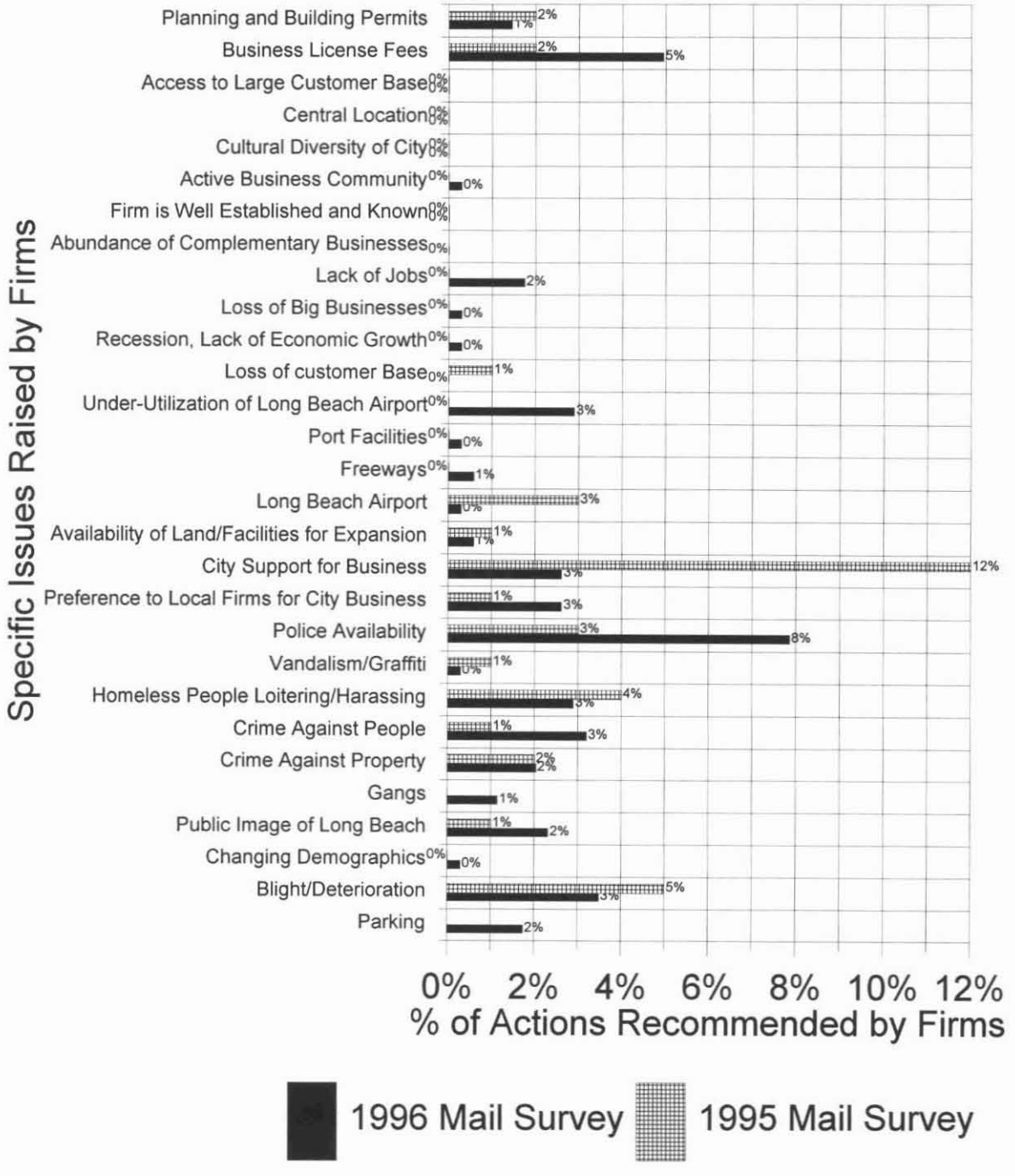


Figure 32

SPECIFIC ACTIONS CALLED FOR BY FIRMS
Comparison of Specific Issues 1995-96



- **Lack of jobs** emerged as an issue, with 2% of recommendations for action addressing this problem
- Recommendations for greater use of the **Long Beach Airport** remained constant at 3% (coded as "under-utilization" in 1996 and simply "Long Beach Airport" in 1995)
- Recommendations concerning the need for **City support for business** fell off dramatically, from 12% in 1995 to under 3% in 1996
- A growing number of recommendations addressed **police availability**, increasing from 3% in 1995 to 8% in 1996
- Even though the references to **blight and deterioration** as a problem remained constant in Figure 31, recommendations for action declined from 5% in 1995 to 3% in 1996
- **Parking** emerged as an issue, with 2% of recommended actions addressing this issue

Responses Dealing Specifically with City Government

A total of 338 responses from the 1996 mail survey and on-site visits dealt specifically with City government. These responses fell into three subcategories (shown on page 4 of Appendix 4): responsiveness to business, efficiency and effectiveness, and City agencies. Seventy of these responses were positive (30 from the mail survey and 40 from on-site visits), 138 were negative (72 from the mail survey and 66 from on-site visits), and 130 called for action (93 from the mail survey and 37 from on-site visits). These responses are shown in Figure 33.

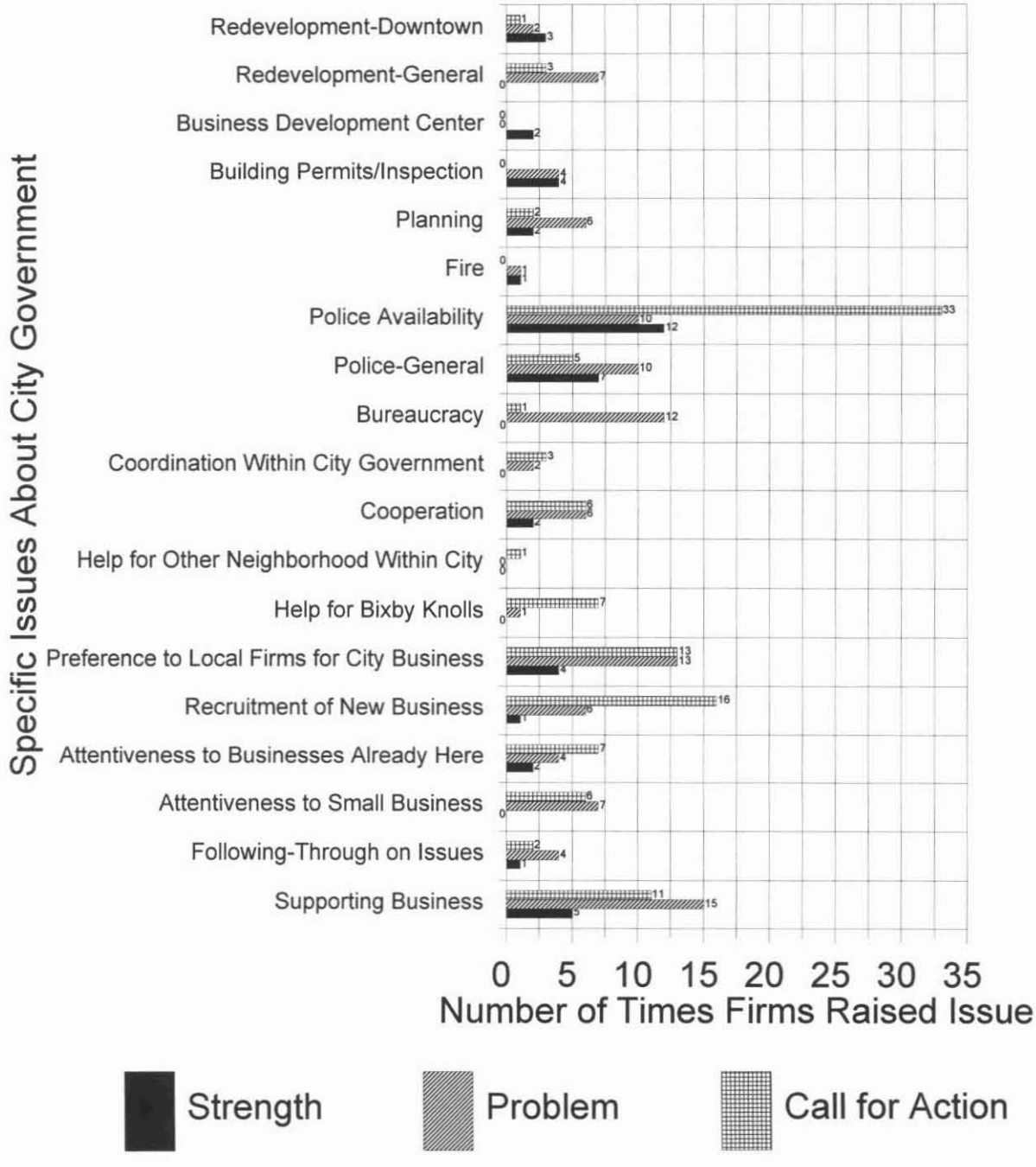
Five issues receiving the largest number of responses, in rank order, are:

- 33 responses calling for actions to increase **police availability**, 12 responses identifying this as an area of strength, and 11 responses identifying this as a problem
- 16 responses calling for action in **recruitment of new business**
- 15 responses identifying City **support for business** as a problem, and 11 responses calling for action in this area
- 13 responses calling for action in giving **preference to local firms for City business**, and another 13 responses identifying this as a problem area
- 12 responses identifying City **bureaucracy** as a problem

As noted earlier, critical comments about the City have declined since the 1995 survey. This improvement may well be at least partly attributable to the business outreach program.

Figure 33

COMMENTS ABOUT CITY GOVERNMENT
1996 Mail Survey and Site Visits



Summary of Issues Raised by Firms

The 530 positive comments in the mail survey nearly offset 667 negative comments (see Appendix 4 for totals), but in site visits negative issues predominate, with 172 positive responses and 650 negative responses. In the broad-based responses to the mail survey, there were more than two-and-one-half as many positive comments about the City's business environment as negative comments (295 versus 116).

Long Beach's location and transportation infrastructure are the primary strengths in the business environment identified by companies. Firms continue to see Long Beach as a central location which allows businesses to take optimal advantage of the transportation infrastructure to move goods and meet with customers. The lower percentages of firms identifying access to a large customer base as strengths in the business environment may be attributable to generally down-beat assessments by retail firms.

In contrast to a short and tangible list of Long Beach's strengths, many of the weaknesses firms see in the business environment have to do with less tangible human behavior that has anti-social or counter-productive impacts on the City. The most prominent area of concern identified by companies is public safety, including crimes against property and people, gangs, and police availability. Business license fees appear to be a growing area of concern for firms. And critical comments about lack of City responsiveness and support for business have declined significantly.

The five most important things companies say Long Beach could do to improve their well-being are to: increase police availability, reduce business license fees, eliminate blight and deterioration, address problems of homelessness, and increase use of the Long Beach Airport.

Open-ended responses to the 1996 survey continue to identify important areas for City action, the most significant being police availability, recruitment of new business, and support for business. In comparison with 1995 responses, the 1996 survey but reflects a more positive perception of City government by the business community. Firms are increasingly directing their concerns toward specific issues rather making broadly negative comments about City responsiveness to business.

SERVICES REQUESTED IN ON-SITE INTERVIEWS

Firms returning the mail survey were asked to indicate a time when City representatives might visit them to follow up on issues raised in their response. It was also possible for them to indicate that they had an urgent need for a meeting or to request that they not be contacted. All respondents, except those indicating they did not wish to be contacted (31%), were telephoned by City staff to schedule appointments. This resulted in on-site interviews with 156 firms. The purpose of these interviews was to explore issues raised by firms in the mail survey, explain City services that might be of interest to the firm, and arrange appropriate follow-up contacts with other City staff.

Interest of firms in receiving different forms of City technical support and business assistance services that were presented in the interviews are shown in Figure 34 and below in Table 18.

TECHNICAL SUPPORT AND BUSINESS ASSISTANCE NEEDED BY FIRMS

Table 18

	Firms Needing Service	
	Number	*Percent**
Enterprize/Revitalization Zone Benefits	80	51%
Long-term financing	68	44%
Public safety or law enforcement	61	40%
Business consulting service	45	29%
Additional space	34	22%
Traffic problems	29	19%
Building permit or building code	28	18%
Long Beach Airport	19	12%
Facility expansion	16	10%
Exports	9	6%
Foreign Trade Zone	7	5%
Port of Long Beach	7	5%
Manufacturing assessment	4	3%
New uses for surplus facilities	3	2%

*Percentages based on 156 firms participating in on-site interviews

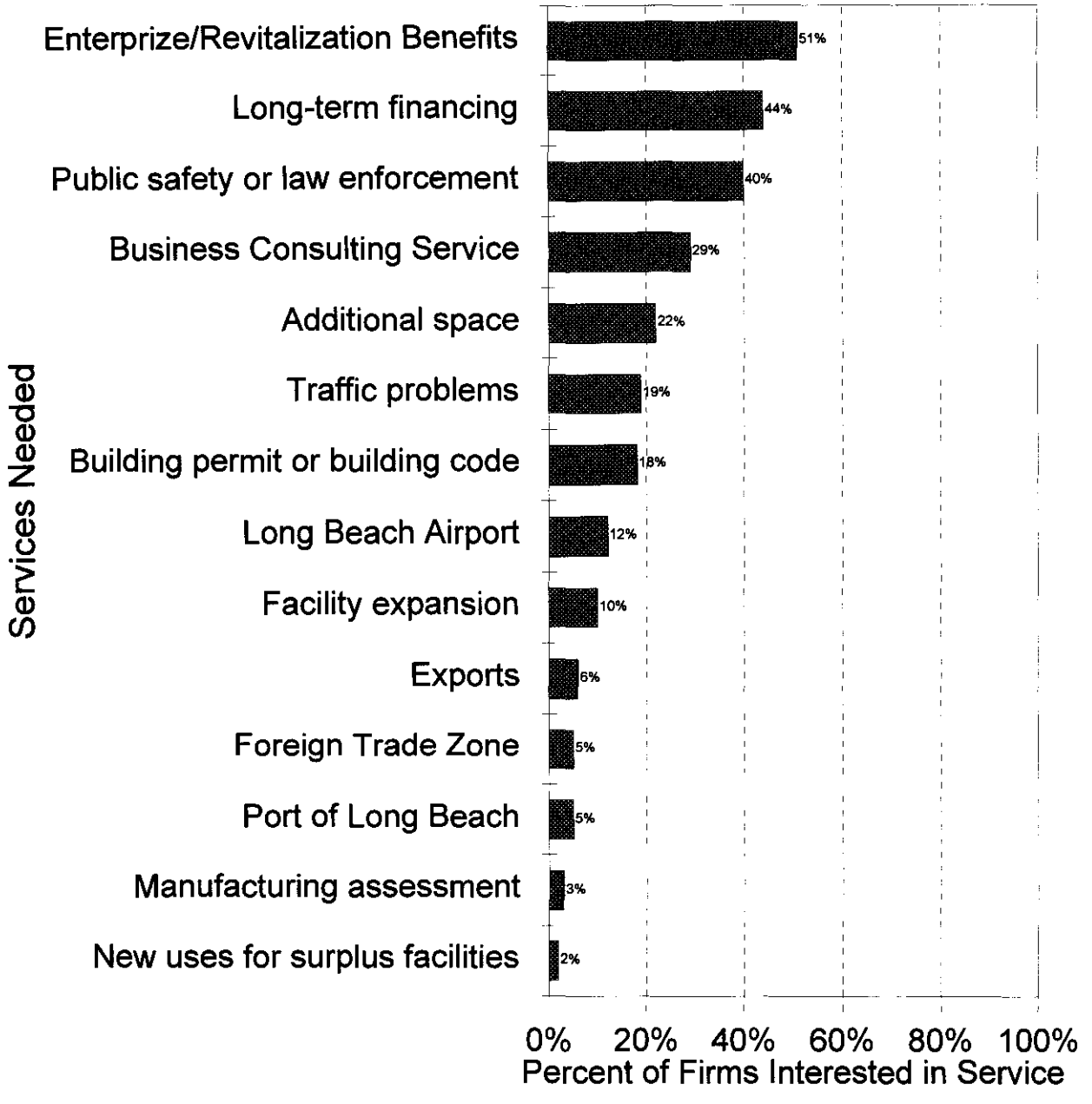
Nine areas of business assistance are of interest to more than 10% of firms. Additional information about firms interested in these areas is provided below.

Information about Obtaining Enterprize/Revitalization Zone Benefits

Of the 156 firms interviewed, 108 (69%) are in either an Enterprize Zone or Revitalization Zone, or are in both. Of these firms, 35% are taking advantage of tax credits, 34% are not

Figure 34

SERVICES WANTED BY LONG BEACH FIRMS
1996 On-Site Interviews



taking advantage of these benefits, and 31% are not sure. The percent of firms in one or both zones is lower than the percent in the 1995 survey (92%), while the percent of these firms taking advantage of tax credits is higher than that reported in 1995 (21%). Additional information about firms most interested in taking advantage of these benefits is shown below.

industry	Manufacturing (67%), Retail (57%), Services (55%)
geography	North Long Beach (74%)
firm size	1-9 employees (60%)
retention	Of firms interested in this benefit, 52% say they would select Long Beach as a business location if they were making this decision today (compared to 56% for all firms). Forty-four percent of these firms report that sales increased in the past three years (identical to the 44% for all firms surveyed).

Assistance in Obtaining Long-Term Financing

Forty-four percent of firms want assistance in obtaining long-term financing. This is close to the 42% of firms that wanted long-term financing assistance in 1995. In 1996, interest in obtaining this assistance was strongest among Service and Retail firms, firms in the West Central and North areas of the City, and firms with fewer than 10 employees, as shown below:

industry	Services (53%), Retail Trade (50%), Manufacturing (48%), Health (48%)
geography	North (54%), West Central (53%)
firm size	1-9 employees (49%)
retention	Of the 68 firms interested in long-term financial assistance, 49% experienced sales growth in the last three years (compared to 44% of all firms). Forty-nine percent stated that they would locate their business in Long Beach if they were making the decision today (compared to 56% of all firms).

Assistance With a Public Safety or Law Enforcement Issue

Forty percent of firms requested assistance with a public safety or law enforcement issue around the establishment site. This is higher than the 33% of firms requesting this assistance in the 1995 interviews. Firms most likely to request this help include Health Services and Manufacturing firms, firms in Southeast and East Long Beach, and firms with 50 or more employees.

industry Health Services (56%), Manufacturing (52%)

geography Southeast/East (57%), North (46%)

firm size 50 or more employees (45%)

retention Of these firms, 48% experienced sales growth in the past three years. Forty-Two percent stated that they would locate in Long Beach if making the decision now.

Assistance from Long Beach Business Consulting Service

Twenty-nine percent of firms indicated interest in the City's business consulting service, compared to 24% in 1995. Firms expressing the most interest in business consulting service are in the Services sector, in North and West Central Long Beach, and with fewer than 10 workers.

industry Services (50%), Manufacturing (38%)

geography North (40%), West Central (39%)

firm size 1-9 employees (35%)

retention Of the 45 firms requesting this service, 42% indicated that sales had grown in the past three years, and 44% stated that they would locate in Long Beach if making the decision today.

The remaining groups of firms requesting different business services are too small to support reliable conclusions about specific subgroups divided by industry, geography, and firm size. However, issues related to retention of these businesses in the City are significant.

Assistance with Finding Additional Space

Twenty-two percent of firms asked for help finding additional space in the City. In 1995, 18% of firms interviewed requested this service.

retention The percentage of these firms with sales growth in the past three years, as well as the percentage stating that they would locate in Long Beach if making the decision today, is 57%.

Assistance with Traffic Problems

Nineteen percent of firms requested assistance with traffic problems, similar to the 18% of firms requesting this assistance in 1995.

retention Of these firms, 45% experienced sales growth in the past three years. Fifty percent said that they would still locate in Long Beach if making the decision today.

Assistance with Building Permits or Building Codes

Eighteen percent of firms requested assistance with building permits or building codes. In 1995, 16% of firms requested this assistance.

retention Half of these firms (50%) experienced sales growth in the past three years, 48% stated that they would still locate in Long Beach if making the decision today.

Assistance with the Long Beach Airport

Twelve percent of firms requested assistance in using Long Beach Airport facilities. This is higher than the 7% of firms requesting this assistance in 1995.

retention Only 37% of firms experienced sales growth in the past three years. Fifty-six percent of firms indicated that they would locate in Long Beach if making the decision today.

Assistance with Planning Facility Expansion

Ten percent of firms requested assistance with planning facility expansion. In 1995, 13% of firms requested this service.

retention Only 31% of these firms experienced sales growth in the past three years, and 38% stated that they would locate in Long Beach if making the decision today.

Conclusion

Of the firms requesting each of the above services, the percent of firms experiencing sales growth in the past three years is close to the average of 44% for all firms in the survey. Firms requesting assistance with long-term financing or public safety, the two major services requested, were *more likely* to have experienced sales growth in the past three years than all firms in the survey. However, in most cases the subsets of firms requesting services were *less likely* to see Long Beach as a positive location for doing business. For example, only 42% of the firms requesting assistance with a public safety or law enforcement issue view the City as a positive business location, well below the average of 56% reported for all firms. It is important for the City to address the concerns of these firms in order to keep them in Long Beach.

FOLLOW-UP ACTION BY CITY AGENCIES

CITY AGENCIES RECEIVING REFERRALS

As in the 1995 survey, referrals for assistance from the City are concentrated in a few agencies. The city agencies receiving the most referrals for assistance in 1996 are listed below (also see Figure 35).

Table 19

City Agency	*Number of Referrals*	*Percent of Referrals*
Economic Development Bureau	228	55%
Commercial and Retail Development	85	20%
Business Assistance	78	19%
Career Transition Center	58	14%
Police Department	58	14%
Public Works	40	10%

Figure 36 compares the number of referrals received by City agencies in 1995 and 1996. In both years, the greatest number of referrals were received by the Economic Development Bureau, the Police Department, and Public Works.

ISSUES REQUIRING FOLLOW-UP ACTION

Referrals to City agencies for follow-up action were more focused than in 1995, reflecting greater experience and knowledge of City services on the part of the Business Outreach Team. The following issues received the most referrals in 1996 (see also Figure 37).

Referral Issue	*Number of Referrals*	*Percent of Referrals*
Enterprise/Revitalization Zone	65	16%
Public Safety	55	13%
Hiring Assistance	43	10%
Financial Assistance	40	10%
Public Works	34	8%

Firms were more likely to request assistance regarding public safety than in 1995, when 9% of firms requested this assistance (see Figure 38). Firms were less likely to request hiring assistance than in 1995, when 16% of firms requested this assistance. Approximately the same percentage of firms requested assistance regarding Enterprise/Revitalization Zones, Financial Assistance, and Public Works in both years.

Figure 35

CITY AGENCIES RECEIVING REFERRALS
Follow-Up on Firms Requesting Help

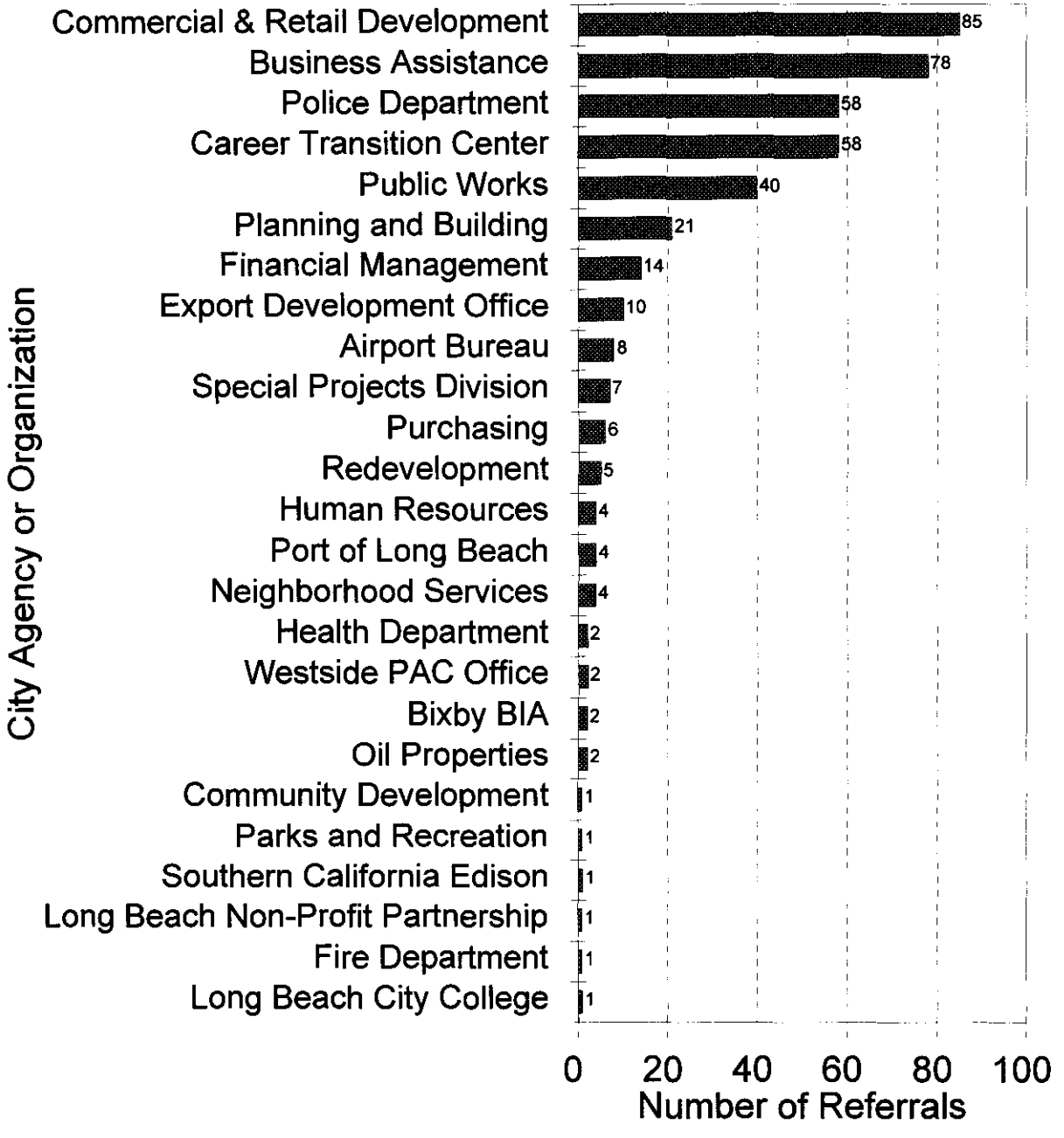


Figure 36

AGENCIES RECEIVING REFERRALS
Comparison of 1995 and 1996

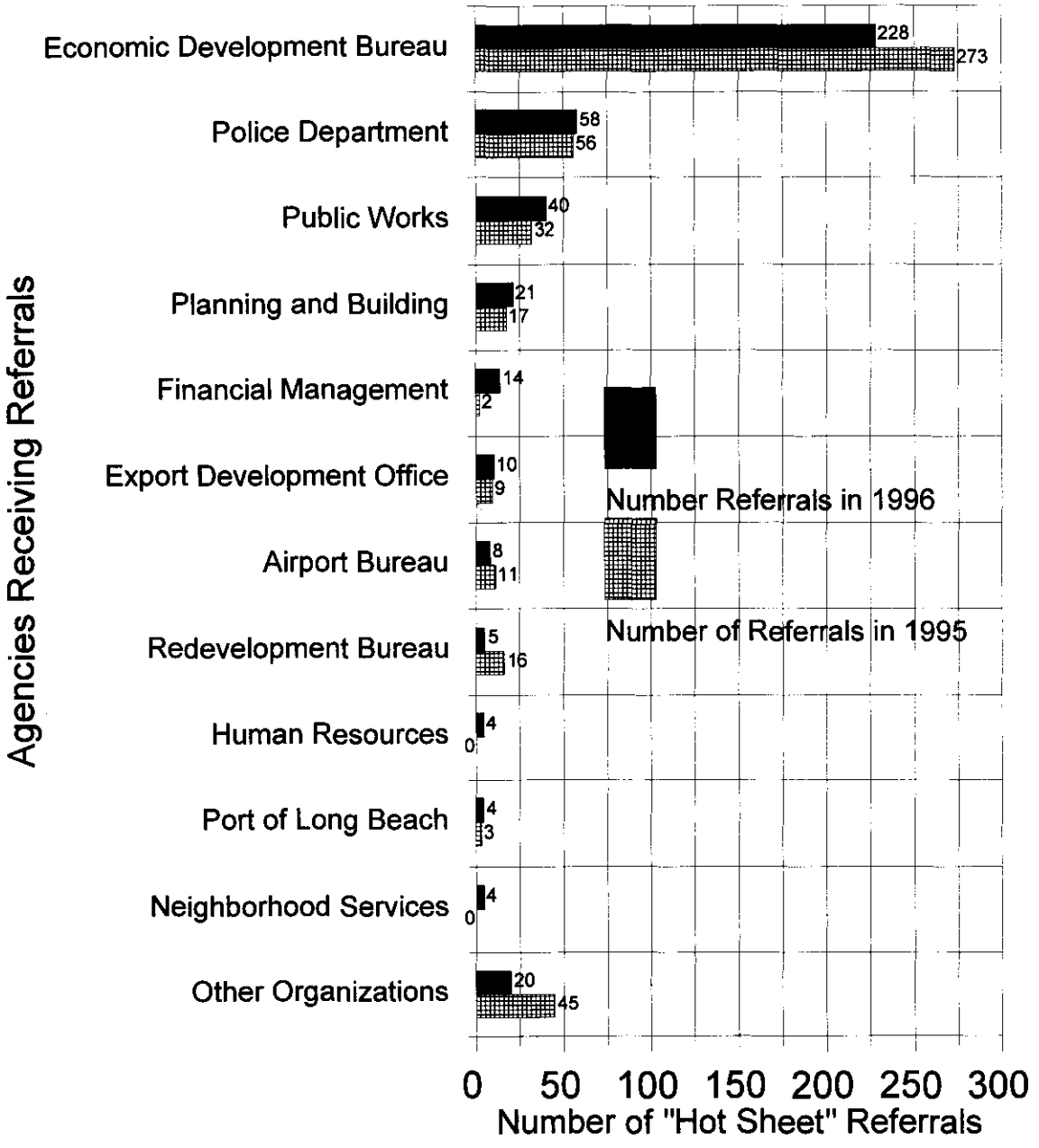


Figure 37

REFERRAL ISSUES
Long Beach Firms - 1996

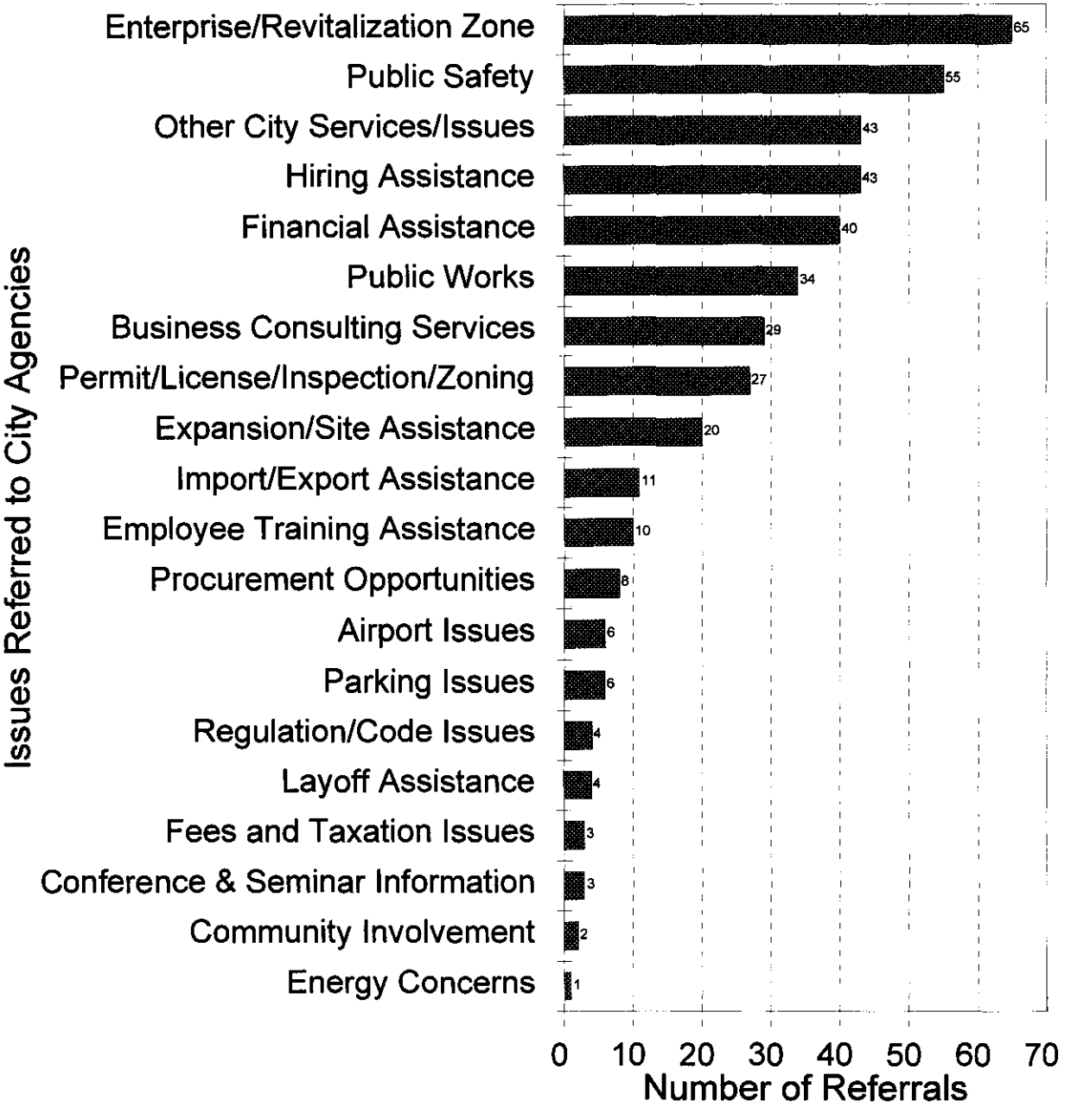
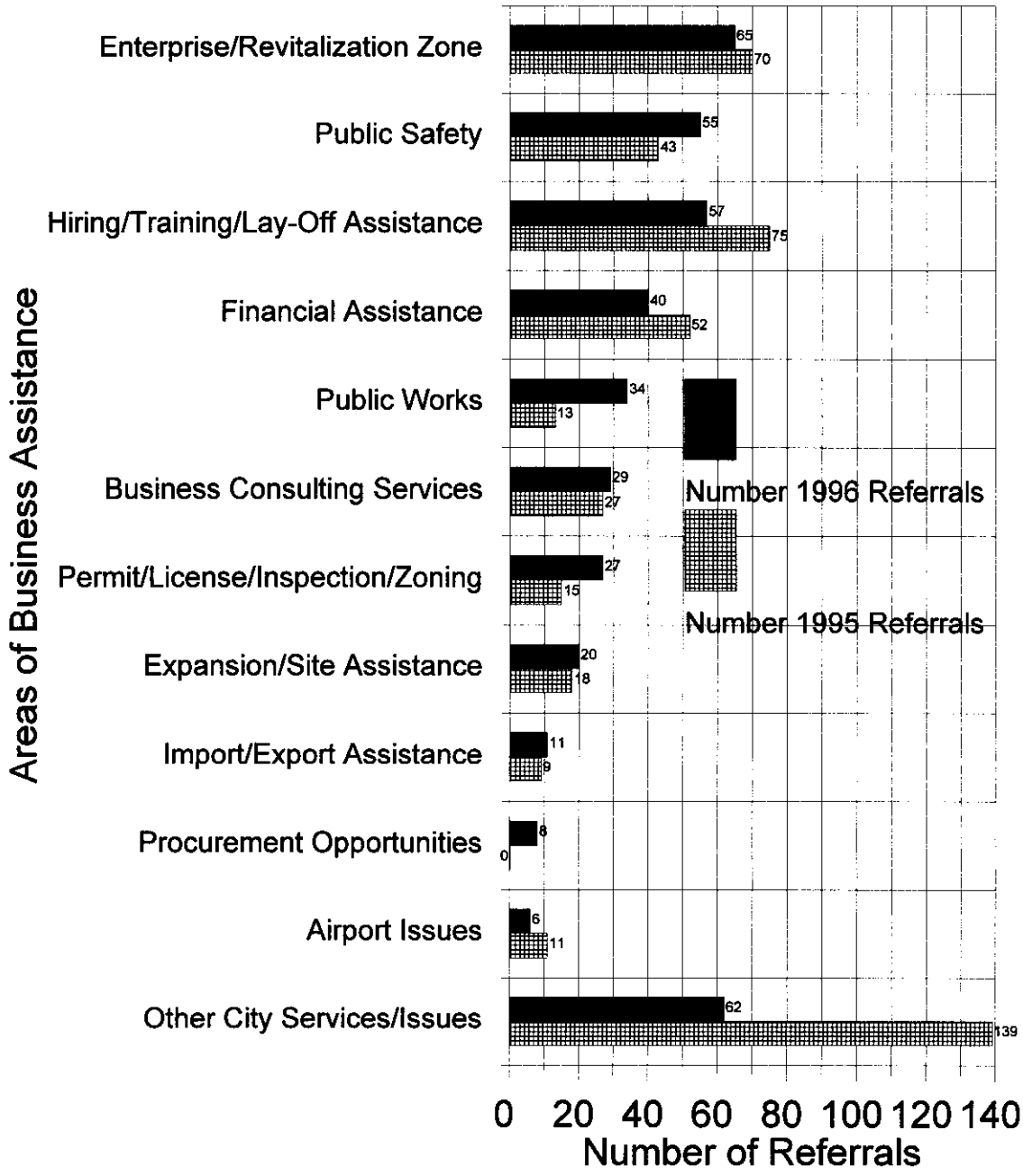


Figure 38

ISSUES REFERRED TO CITY AGENCIES
Comparison of 1995 and 1996



CONCLUSIONS

STRENGTHS

Employment growth was recorded in most industry sectors between 1992 and 1995, with the only major decline occurring in the restructuring health care industry. Employment in older firms (excluding firms in the health care industry) that began business before 1991 increased by 12% between 1992 and 1995, reversing the trend of employment decline in established firms that was reported in the 1995 survey. The 68 new firms in the survey (post-1990 start-up) created 930 new jobs by 1996.

Firms in the *wholesale trade* and *manufacturing* industries each experienced 19% job growth between 1992 and 1995. Firms in wholesale trade are most likely to perceive Long Beach as a positive business location. The wholesale trade sector had the greatest growth between the 1995 and 1996 surveys in the percentage of firms reporting that sales had increased over the previous three years (from 42% to 54%). Outside of the health care industry, wholesale trade firms in the survey had the highest average employment (32 workers). They also created the most jobs of any industry group represented in the survey.

Firms are more optimistic about employment growth, sales growth, and growth in customer base than in the 1995 survey. Consistent with this, fewer firms perceive their industry to be in a recession or downturn than in the 1995 survey.

Firms are much less likely to report they are impacted by regulatory pressures than in 1995. In 1996, firms were also much less likely to report that major customers or suppliers had relocated out of the region.

CHALLENGES

Firms in *North Long Beach* continue to have the highest level of concern about the business environment of any area of the City. North Long Beach firms perceive the City least favorably as a business location, are most likely to consider relocating, are the most affected by regulatory pressures, and report the greatest difficulty in finding qualified employees. These firms were also the most likely to have laid off employees in the past year.

Small firms, which dominate the Retail and Service sectors, also reported major concerns with the business environment. *Retail firms*, which have the smallest average employment (9 workers) of any industry group in the survey, are most likely to consider relocating out of Long Beach. Fewer than one-quarter of retail trade firms experienced sales growth in the past three years, which may be indicative of the shrinking purchasing power of consumers in a local economy still emerging from recession.

While the picture presented of business conditions by wholesale trade and manufacturing firms is generally positive, they experienced the most *problems finding qualified workers* of any industry group in 1996 (32% of wholesale trade firms and 28% of manufacturing firms). They were also the only industry groups that were more likely to experience problems finding workers in 1996 than in 1995. Given the positive employment and sales growth in these sectors in recent years, and their generally positive view of business conditions in Long Beach, the City might consider targeting its training programs and assistance at firms in these industries. (In this regard it should be noted that the manufacturing firms interviewed were more receptive to receiving help in recruiting workers than were the wholesale trade firms interviewed).

In on-site interviews, the most frequently requested technical support and business assistance services were *long-term financing* and assistance with a *public safety* or law enforcement issue around the establishment site. Firms requesting each of these types of assistance were more likely to have experienced sales growth in the past three years, but less likely to perceive Long Beach as a positive business location, than were the overall sample of firms in the survey. The City should continue pay special attention to addressing these issues, as well as public perceptions of its efforts and public awareness of actual decreases in reported crimes, to help keep growing businesses in Long Beach.

Appendix 1

Two-Digit SIC Codes of Survey Respondents

INDUSTRY COVERAGE

1996 Long Beach Business Survey

(business respondents compared to 1992 I.C.E. data)

SIC Code	Industry Title	Number of Firms		
		City of Long Beach	Survey	Percent Coverage
AGRICULTURE, FORESTRY, AND FISHING		**54**	**1**	**2%**
01	Agriculture-Crops	11	0	0%
02	Agriculture-Livestock	2	0	0%
07	Agricultural Services	39	1	3%
09	Fishing	2	0	0%
MINING AND CONSTRUCTION		**296**	**5**	**2%**
13	Oil and Gas Extraction	25	0	0%
14	Mining and Quarrying	1	0	0%
15	General Contractors	92	2	2%
16	Heavy Construction	17	0	0%
17	Construction-Special Trades	187	3	2%
MANUFACTURING		**629**	**61**	**10%**
20	Food Products	7	3	43%
22	Textile Mill Products	3	0	0%
23	Apparel	38	6	16%
24	Lumber and Wood Products	11	4	36%
25	Furniture and Fixtures	12	3	25%
26	Paper	4	0	0%
27	Printing and Publishing	50	5	10%
28	Chemicals	9	4	44%
29	Petroleum Refining	4	3	75%
30	Rubber and Misc. Plastics	13	4	31%
31	Leather Products	1	0	0%
32	Stone, Clay, Glass, Concrete	12	1	8%
33	Primary Metals	6	1	17%

SIC Code	Industry Title	Number of Firms		
		City of Long Beach	Survey	Percent Coverage
34	Fabricated Metal Products	38	4	11%
35	Industrial Equipment & Computer	35	6	17%
36	Electronic Equipment (Ex. Cptr.)	11	5	45%
37	Transportation Equipment	33	7	21%
38	Instruments and Medical Supplies	10	2	20%
39	Misc. Manufacturing Industries	10	3	30%
TRANSPORTATION, COMMUNICATIONS AND UTILITIES		**256**	**50**	**20%**
40	Railroads	0	1	∞
41	Local Transit	5	0	0%
42	Motor Freight and Warehousing	77	8	10%
44	Water Transportation	29	10	34%
45	Transportation by Air	27	14	52%
46	Pipelines (Ex. Natural Gas)	1	0	0%
47	Transportation Services	102	12	12%
48	Communications	7	3	43%
49	Electric, Gas, Sanitary Services	8	2	25%
WHOLESALE TRADE		**372**	**51**	**14%**
50	Wholesale Trade-Durable	220	30	14%
51	Wholesale Trade-Nondurable	152	21	14%
RETAIL TRADE		**1,259**	**73**	**6%**
52	Retail Building Materials	34	0	0%
53	Retail Gen. Merchandise Stores	14	0	0%
54	Retail Food Stores	136	5	4%
55	Automotive Dealers & Gas Stat.	141	8	6%
56	Apparel Stores	84	4	5%
57	Home Furniture Stores	82	9	11%
58	Eating and Drinking Places	451	22	5%
59	Miscellaneous Retail	316	25	8%

SIC Code	Industry Title	Number of Firms		
		City of Long Beach	Survey	Percent Coverage
FINANCE, INSURANCE, AND REAL ESTATE		**553**	**19**	**3%**
60	Depository Financial Institutions	51	2	4%
61	Nondepository Credit Institutions	38	2	5%
62	Security and Commodity Brokers	31	2	6%
63	Insurance Carriers	30	6	20%
64	Insurance Agents and Brokers	104	2	2%
65	Real Estate	285	5	2%
67	Holding and Investment Offices	14	0	0%
SERVICES		**2,057**	**185**	**9%**
70	Hotels and Lodging Places	50	3	6%
72	Personal Services	164	15	9%
73	Business Services	285	27	9%
75	Automotive Repair and Parking	177	9	5%
76	Misc. Repair Services	69	9	13%
78	Motion Pictures	29	5	17%
79	Amusement and Recreation Serv.	49	1	2%
80	Health Services	777	85	11%
81	Legal Services	213	4	2%
82	Educational Services	39	4	10%
83	Social Services	106	5	5%
84	Museums and Galleries	2	0	0%
86	Membership Organizations	76	0	0%
87	Engineering and Management	227	14	6%
88	Private Households	86	0	0%
89	Miscellaneous Services	2	4	200%
NONCLASSIFIABLE ESTABLISHMENTS		**40**	**0**	**0%**
99	Nonclassifiable Establishments	40	0	0%
TOTAL FIRMS IN ALL INDUSTRIES		**5,516**	**445**	**8%**

Appendix 2

Long Beach Industry Structure

(Industry Make-Up and Firm Size)

Note: Data is for firms paying
Unemployment Insurance for employees.
Self-employed individuals such as
certain professionals, individuals
with home offices, and landlords
who manage their own property are
not included in this data.

LONG BEACH INDUSTRY STRUCTURE

Industrial-Commercial Employer Data for Third Quarter 1992

SIC Code	Industry Title	Number of Firms in Each Employment Size Range				
		1-9	10-49	50-99	100-499	500+
AGRICULTURE, FORESTRY, FISHING *Total number of firms = 54* *Total number employees suppressed due to employer confidentiality*						
01	Agriculture-Crops	11				
02	Agriculture-Livestock	*	*			
07	Agricultural Services	29	9	*		
09	Fishing		*	*		
MINING AND CONSTRUCTION *Total no. firms = 296* *Total no. employees = 4,727*						
13	Oil and Gas Extraction	11	11		*	
14	Mining and Quarrying	*				
15	General Contractors	77	14		*	
16	Heavy Construction	8	6	*		
17	Construction-Special Trades	142	37	4	4	
MANUFACTURING *Total number of firms = 629* *Total number of employees = 43,356*						
20	Food Products	*	4	*	*	
22	Textile Mill Products		*			
23	Apparel	28	7	*		
24	Lumber and Wood Products	4	7			
25	Furniture and Fixtures	*	7	*	*	
26	Paper	4				
27	Printing and Publishing	39	9	*		*
28	Chemicals	4	4	*		
29	Petroleum Refining	4				
30	Rubber and Misc. Plastics	8	5			
31	Leather Products	*				
32	Stone, Clay, Glass, Concrete		10	*	*	
33	Primary Metals	5			*	
34	Fabricated Metal Products	21	16	*		
35	Industrial Equipment & Computer	23	10	*		
36	Electronic Equipment (Ex. Cptr.)	11				
37	Transportation Equipment	13	11	*	6	*

SIC Code	Industry Title	Number of Firms in Each Employment Size Range				
		1-9	10-49	50-99	100-499	500+
38	Instruments	*	5		*	*
39	Misc. Manufacturing Industries	5	4	*		
TRANSPORTATION, COMMUNICATIONS, UTILITIES *Total firms=256 Total employees=9,019*						
41	Local Transit	5				
42	Motor Freight and Warehousing	47	26	4		
44	Water Transportation	12	9	4	4	
45	Transportation by Air	13	12	*	*	
46	Pipelines (Ex. Natural Gas)				*	
47	Transportation Services	76	23	*	*	
48	Communications	5			*	*
49	Electric, Gas, Sanitary Services	8				
WHOLESALE TRADE *Total number of firms = 372 Total number of employees = 5,180*						
50	Wholesale Trade-Durable	131	78	6	5	
51	Wholesale Trade-Nondurable	109	37	6		
RETAIL TRADE *Total number of firms = 1,259 Total number of employees = 21,503*						
52	Retail Building Materials	24	7	*	*	
53	Retail Gen. Merchandise Stores	4	5	*	4	
54	Retail Food Stores	101	29	4	*	
55	Automotive Dealers & Gas Stat.	91	40	9	*	
56	Apparel Stores	58	24	*		
57	Home Furniture Stores	70	11	*		
58	Eating and Drinking Places	246	155	33	17	
59	Miscellaneous Retail	253	53	*	5	*
FINANCE, INSURANCE, REAL ESTATE *Total no. firms = 553 Total no. employees = 8,538*						
60	Depository Financial Institutions	16	23	6	5	*
61	Nondepository Credit Institutions	31	7			
62	Security and Commodity Brokers	20	9	*		
63	Insurance Carriers	10	14	6		
64	Insurance Agents and Brokers	94	8	*	*	
65	Real Estate	236	41	*	5	
67	Holding and Investment Offices	12	*			

SIC Code	Industry Title	Number of Firms in Each Employment Size Range				
		1-9	10-49	50-99	100-499	500+
0						
SERVICES	*Total number of firms = 2,057*			*Total number of employees = 39,758*		
70	Hotels and Lodging Places	27	14	*	6	*
72	Personal Services	134	24	5	*	
73	Business Services	187	71	9	18	
75	Automotive Repair and Parking	139	33	4	*	
76	Misc. Repair Services	53	15	*		
78	Motion Pictures	23	6			
79	Amusement and Recreation Serv.	24	22	*		
80	Health Services	652	85	18	18	4
81	Legal Services	171	37	4	*	
82	Educational Services	23	12	4		
83	Social Services	58	39	4	5	
84	Museums and Galleries	*	*			
86	Membership Organizations	54	17	*	4	
87	Engineering and Management	180	38	6	*	
88	Private Households	85	*			
89	Miscellaneous Services	*				
NONCLASSIFIABLE ESTABLISHMENTS		*Total no. firms = 40*		*Total no. employees = 704*		
99	Nonclassifiable Establishments	35	5			

ALL LONG BEACH ESTABLISHMENTS
Total number of firms = 5,516
Total number of nongovernment employees = 132,785
Total number of government employees = 33,068
Total number of nongovernment and government employees = 165,853
Total wages paid in the Third Quarter of 1992 = $1,300,933,892

* ***Indicates data was suppressed because there were fewer than 4 firms in the industry/size group.***

Source: California Employment Development Department Labor Market Information Division

Appendix 3

Zip Codes in Each of the Five Long Beach Planning Areas

LONG BEACH PLANNING AREAS

The City of Long Beach is divided into five planning areas. The zip codes in each of the five planning areas are as follows:

North	West-Central	South-West Central	East	South-Eastern
90805	90806	90801	90808	90803
	90807	90802	90809	90804
	90810	90813	90815	90814
		90822	90840	
		90831	90846	
		90832		
		90844		

Appendix 4

Responses to Open-Ended Survey Questions

Mail Survey and Site Visits

1996 LONG BEACH BUSINESS SURVEY
Responses to Open-Ended Questions

		MAIL SURVEY OPEN-ENDED RESPONSES						ON-SITE INTERVIEW RESPONSES						TOTAL MAIL & ON-SITE RESPONSES					
		Positive		Negative		Action		Positive		Negative		Action		Positive		Negative		Action	
Code Titles	**Codes**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
REGULATORY ISSUE-GENERAL	1	1	0%	23	3%	2	1%	1	1%	7	1%	1	0%	2	0%	30	2%	3	0%
Environmental Regulation-General	2	0	0%	8	1%	1	0%	0	0%	3	0%	0	0%	0	0%	11	1%	1	0%
Air Quality	3	0	0%	6	1%	1	0%	0	0%	1	0%	0	0%	0	0%	7	1%	1	0%
Water Quality	4	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%
Hazardous Materials Management	5	0	0%	0	0%	0	0%	0	0%	2	0%	0	0%	0	0%	2	0%	0	0%
Airport Noise	6	0	0%	5	1%	0	0%	0	0%	2	0%	2	1%	0	0%	7	1%	2	0%
Subtotal-Environmental Regulation Issues		*0*	*0%*	*20*	*3%*	*2*	*1%*	*0*	*0%*	*8*	*1%*	*2*	*1%*	*0*	*0%*	*28*	*2%*	*4*	*1%*
Maritime Regulation-General	10	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%
Container Weight	11	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Oil Spill Liability	12	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%
Fuel Tax	13	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1	0%
Subtotal-Maritime Regulation Issues		*0*	*0%*	*2*	*0%*	*0*	*0%*	*0*	*0%*	*0*	*0%*	*1*	*0%*	*0*	*0%*	*2*	*0%*	*1*	*0%*
Health and Safety-General	20	0	0%	2	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	0%	0	0%
Cal OSHA	21	1	0%	6	1%	0	0%	0	0%	0	0%	0	0%	1	0%	6	0%	0	0%
Workers Compensation	22	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
ADA	23	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Subtotal-Health and Safety Issues		*1*	*0%*	*8*	*1%*	*0*	*0%*	*0*	*0%*	*0*	*0%*	*0*	*0%*	*1*	*0%*	*8*	*1%*	*0*	*0%*
City Regulations-General	30	0	0%	23	3%	12	3%	1	1%	22	3%	11	3%	1	0%	45	3%	23	3%
Planning and Building Permits	31	1	0%	8	1%	5	1%	2	1%	15	2%	5	2%	3	0%	23	2%	10	1%
No Smoking Ordinance	32	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1	0%	0	0%
City Fire Department	33	0	0%	0	0%	0	0%	0	0%	2	0%	0	0%	0	0%	2	0%	0	0%
Subtotal-City Regulatory Issues		*1*	*0%*	*31*	*5%*	*17*	*5%*	*3*	*2%*	*40*	*6%*	*16*	*5%*	*4*	*1%*	*71*	*5%*	*33*	*5%*
Other-County, State, Federal Reg.s	35	1	0%	15	2%	3	1%	0	0%	5	1%	1	0%	1	0%	20	2%	4	1%
ALL REGULATORY ISSUES		*4*	*1%*	*99*	*15%*	*24*	*7%*	*4*	*2%*	*60*	*9%*	*21*	*6%*	*8*	*1%*	*159*	*12%*	*45*	*7%*
TAXES-GENERAL	40	2	0%	10	1%	8	2%	1	1%	*123*	0%	*43*	0%	3	0%	133	10%	51	8%
City Taxes-General	41	5	1%	9	1%	5	1%	0	0%	8	1%	4	1%	5	1%	17	1%	9	1%
Business License Fees	42	2	0%	32	5%	17	5%	1	1%	18	3%	3	1%	3	0%	50	4%	20	3%
Telephone Tax	43	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Electric Tax	44	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Parking Fees	45	0	0%	0	0%	1	0%	0	0%	2	0%	0	0%	0	0%	2	0%	1	0%
Bixby Knolls Fees	46	1	0%	3	0%	1	0%	0	0%	7	1%	3	1%	1	0%	10	1%	4	1%
Subtotal-All City Tax Issues		*8*	*2%*	*44*	*7%*	*24*	*7%*	*1*	*1%*	*27*	*4%*	*6*	*2%*	*9*	*1%*	*71*	*5%*	*30*	*4%*

1996 LONG BEACH BUSINESS SURVEY
Responses to Open-Ended Questions

	MAIL SURVEY OPEN-ENDED RESPONSES								ON-SITE INTERVIEW RESPONSES						TOTAL MAIL & ON-SITE RESPONSES					
		Positive		Negative		Action			Positive		Negative		Action		Positive		Negative		Action	
Code Titles	**Codes**	**No.**	**%**	**No.**	**%**	**No.**	**%**		**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
State Taxes-General	50	0	0%	0	0%	0	0%		0	0%	3	0%	0	0%	0	0%	3	0%	0	0%
Unitary Tax	51	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
ALL TAX ISSUES		*10*	*2%*	*54*	*8%*	*32*	*9%*		*2*	*1%*	*39*	*6%*	*11*	*3%*	*12*	*2%*	*93*	*7%*	*43*	*6%*
BUSINESS ENVIRONMENT-GENERAL	60	1	0%	0	0%	0	0%		2	1%	1	0%	0	0%	3	0%	1	0%	0	0%
Economic Strength-General	61	9	2%	0	0%	0	0%		5	3%	0	0%	0	0%	14	2%	0	0%	0	0%
Central Location	62	116	22%	8	1%	0	0%		13	8%	1	0%	1	0%	129	18%	9	1%	1	0%
Access to Large Customer Base	63	51	10%	1	0%	0	0%		11	6%	0	0%	0	0%	62	9%	1	0%	0	0%
Widely Recognized Identity of Long Beach	64	6	1%	1	0%	0	0%		1	1%	0	0%	0	0%	7	1%	1	0%	0	0%
Cultural/Educational/Recreational	65	1	0%	0	0%	0	0%		0	0%	0	0%	0	0%	1	0%	0	0%	0	0%
Cultural Diversity of City	66	17	3%	3	0%	0	0%		1	1%	0	0%	0	0%	18	3%	3	0%	0	0%
Excellent Climate	67	9	2%	0	0%	0	0%		0	0%	0	0%	0	0%	9	1%	0	0%	0	0%
Beach Community	68	4	1%	0	0%	0	0%		1	1%	0	0%	0	0%	5	1%	0	0%	0	0%
Close Proximity of Homes to Business	69	10	2%	0	0%	0	0%		0	0%	0	0%	0	0%	10	1%	0	0%	0	0%
Firm is Well Established and Known	70	15	3%	0	0%	0	0%		9	5%	2	0%	1	0%	24	3%	2	0%	1	0%
Active Business Community	71	13	2%	1	0%	1	0%		1	1%	0	0%	0	0%	14	2%	1	0%	1	0%
Attractive Downtown Area	72	3	1%	0	0%	0	0%		5	3%	0	0%	0	0%	8	1%	0	0%	0	0%
Good Aerospace Industry	73	1	0%	1	0%	0	0%		1	1%	0	0%	0	0%	2	0%	1	0%	0	0%
Pacific Rim Access	74	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Long Beach is Home	75	10	2%	0	0%	0	0%		0	0%	1	0%	0	0%	10	1%	1	0%	0	0%
World Trade Center Export Development	76	0	0%	0	0%	0	0%		0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Lack of Competition	77	4	1%	0	0%	0	0%		1	1%	0	0%	0	0%	5	1%	0	0%	0	0%
Abundance of Complementary Businesses	78	18	3%	0	0%	0	0%		2	1%	0	0%	0	0%	20	3%	0	0%	0	0%
Subtotal-All Economic Strengths		*288*	*54%*	*15*	*2%*	*1*	*0%*		*53*	*31%*	*5*	*1%*	*2*	*1%*	*341*	*49%*	*20*	*2%*	*3*	*0%*
Economic Weakness-General	80	2	0%	11	2%	3	1%		0	0%	6	1%	1	0%	2	0%	17	1%	4	1%
Loss of Aerospace	81	0	0%	1	0%	0	0%		0	0%	1	0%	0	0%	0	0%	2	0%	0	0%
Lack of Jobs	82	0	0%	12	2%	6	2%		0	0%	14	2%	3	1%	0	0%	26	2%	9	1%
Weak Retail Sector	83	0	0%	1	0%	0	0%		0	0%	4	1%	2	1%	0	0%	5	0%	2	0%
Recession, Lack of Economic Growth	84	0	0%	12	2%	1	0%		1	1%	20	3%	0	0%	1	0%	32	2%	1	0%
Loss of Big Businesses	85	0	0%	15	2%	1	0%		1	1%	13	2%	1	0%	1	0%	28	2%	2	0%
Lack of Major Corporations	86	2	0%	4	1%	7	2%		0	0%	0	0%	0	0%	2	0%	4	0%	7	1%
Loss of customer Base	87	1	0%	15	2%	0	0%		2	1%	30	5%	1	0%	3	0%	45	3%	1	0%
Under-Utilization of Long Beach Airport	88	1	0%	14	2%	10	3%		1	1%	10	2%	12	4%	2	0%	24	2%	22	3%

1996 LONG BEACH BUSINESS SURVEY
Responses to Open-Ended Questions

		MAIL SURVEY OPEN-ENDED RESPONSES						ON-SITE INTERVIEW RESPONSES						TOTAL MAIL & ON-SITE RESPONSES					
		Positive		Negative		Action		Positive		Negative		Action		Positive		Negative		Action	
Code Titles	**Codes**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Closure of Shipyard	89	0	0%	0	0%	0	0%	0	0%	5	1%	2	1%	0	0%	5	0%	2	0%
Cost of Living	90	0	0%	4	1%	0	0%	0	0%	0	0%	0	0%	0	0%	4	0%	0	0%
Residents Moving Out of Long Beach	91	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Closure of Naval Base	92	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Residential Property Values	93	0	0%	2	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	0%	0	0%
Too Much Competition/Industry Saturated	94	0	0%	8	1%	1	0%	0	0%	4	1%	1	0%	0	0%	12	1%	2	0%
Lack of Night Life	95	0	0%	1	0%	1	0%	1	1%	7	1%	1	0%	1	0%	8	1%	2	0%
Neighbor Businesses Closing Down/Leaving	96	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%
Signage	97	0	0%	1	0%	2	1%	0	0%	4	1%	1	0%	0	0%	5	0%	3	0%
Population Base	98	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Subtotal-All Economic Weaknesses		*7*	*1%*	*101*	*15%*	*32*	*9%*	*6*	*3%*	*118*	*18%*	*25*	*8%*	*13*	*2%*	*219*	*17%*	*57*	*8%*
ALL BUSINESS ENVIRONMENT ISSUES		*295*	*56%*	*116*	*17%*	*33*	*10%*	*59*	*34%*	*123*	*19%*	*27*	*8%*	*354*	*50%*	*239*	*18%*	*60*	*9%*
FACTORS OF PRODUCTION-GENERAL	100	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Transportation Infrastructure-General	101	13	2%	2	0%	1	0%	0	0%	2	0%	0	0%	13	2%	4	0%	1	0%
Port Facilities	102	41	8%	4	1%	1	0%	4	2%	4	1%	1	0%	45	6%	8	1%	2	0%
Rail Facilities	103	2	0%	0	0%	1	0%	0	0%	1	0%	0	0%	2	0%	1	0%	1	0%
Freeways	104	40	8%	1	0%	2	1%	5	3%	2	0%	0	0%	45	6%	3	0%	2	0%
Roads	105	1	0%	2	0%	2	1%	0	0%	5	1%	0	0%	1	0%	7	1%	2	0%
Traffic Control and Safety	106	1	0%	3	0%	1	0%	2	1%	5	1%	2	1%	3	0%	8	1%	3	0%
Alameda Corridor	107	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1	0%
Truck Traffic	108	0	0%	1	0%	0	0%	0	0%	4	1%	0	0%	0	0%	5	0%	0	0%
Long Beach Airport	109	13	2%	2	0%	1	0%	1	1%	2	0%	0	0%	14	2%	4	0%	1	0%
Los Angeles International Airport	110	1	0%	0	0%	0	0%	0	0%	0	0%	1	0%	1	0%	0	0%	1	0%
Subtotal-Transportation Infrastructure Issues		*112*	*21%*	*15*	*2%*	*9*	*3%*	*12*	*7%*	*25*	*4%*	*5*	*2%*	*124*	*18%*	*40*	*3%*	*14*	*2%*
Work Force-General	120	8	2%	5	1%	0	0%	0	0%	2	0%	0	0%	8	1%	7	1%	0	0%
Skills and Education of Labor Pool	121	5	1%	3	0%	0	0%	0	0%	6	1%	0	0%	5	1%	9	1%	0	0%
Wage Rates in Labor Market	122	3	1%	7	1%	0	0%	0	0%	2	0%	0	0%	3	0%	9	1%	0	0%
Relations with Organized Labor	123	0	0%	0	0%	0	0%	1	1%	1	0%	0	0%	1	0%	1	0%	0	0%
Subtotal-Work Force Issues		*16*	*3%*	*15*	*2%*	*0*	*0%*	*1*	*1%*	*11*	*2%*	*0*	*0%*	*17*	*2%*	*26*	*2%*	*0*	*0%*
Insurance-General	130	0	0%	7	1%	1	0%	0	0%	4	1%	1	0%	0	0%	11	1%	2	0%
Workers Compensation Insurance-Cost	131	0	0%	5	1%	0	0%	0	0%	2	0%	0	0%	0	0%	7	1%	0	0%
Liability	132	0	0%	2	0%	0	0%	1	1%	0	0%	0	0%	1	0%	2	0%	0	0%

1996 LONG BEACH BUSINESS SURVEY
Responses to Open-Ended Questions

		MAIL SURVEY OPEN-ENDED RESPONSES						ON-SITE INTERVIEW RESPONSES						TOTAL MAIL & ON-SITE RESPONSES					
		Positive		Negative		Action		Positive		Negative		Action		Positive		Negative		Action	
Code Titles	**Codes**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Property Damage/Loss	133	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Subtotal-Insurance Issues		*0*	*0%*	*14*	*2%*	*1*	*0%*	*1*	*1%*	*6*	*1%*	*1*	*0%*	*1*	*0%*	*20*	*2%*	*2*	*0%*
Real Estate/Facilities-General	140	3	1%	5	1%	4	1%	3	2%	7	1%	0	0%	6	1%	12	1%	4	1%
Cost of Real Estate/Facilities	141	1	0%	2	0%	1	0%	1	1%	0	0%	0	0%	2	0%	2	0%	1	0%
Availability of Land/Facilities for Expansion	142	1	0%	9	1%	2	1%	10	6%	27	4%	15	5%	11	2%	36	3%	17	3%
Subtotal-Real Estate/Facilities Issues		*5*	*1%*	*16*	*2%*	*7*	*2%*	*14*	*8%*	*34*	*5%*	*15*	*5%*	*19*	*3%*	*50*	*4%*	*22*	*3%*
Utilities-General	150	0	0%	8	1%	3	1%	0	0%	2	0%	0	0%	0	0%	10	1%	3	0%
Electricity	151	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Gas	152	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1	0%	0	0%
Water	153	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Telephone	154	0	0%	2	0%	1	0%	0	0%	3	0%	2	1%	0	0%	5	0%	3	0%
Subtotal-Utility Issues		*0*	*0%*	*10*	*1%*	*4*	*1%*	*0*	*0%*	*6*	*1%*	*2*	*1%*	*0*	*0%*	*16*	*1%*	*6*	*1%*
Financing-General	160	1	0%	1	0%	6	2%	8	5%	18	3%	22	7%	9	1%	19	1%	28	4%
Availability of Financing-Operating Costs	161	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Availability of Financing-Capital Costs	162	0	0%	0	0%	0	0%	0	0%	4	1%	6	2%	0	0%	4	0%	6	1%
Subtotal-Financing Issues		*1*	*0%*	*1*	*0%*	*6*	*2%*	*8*	*5%*	*22*	*3%*	*28*	*9%*	*9*	*1%*	*23*	*2%*	*34*	*5%*
Financial Incentives	170	3	1%	0	0%	3	1%	4	2%	8	1%	5	2%	7	1%	8	1%	8	1%
Enterprize Zone	171	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Revitalization Zone	172	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
City Loan/Financing Program	173	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Subtotal-Financial Incentive Issues		*3*	*1%*	*0*	*0%*	*3*	*1%*	*4*	*2%*	*8*	*1%*	*5*	*2%*	*7*	*1%*	*8*	*1%*	*8*	*1%*
ALL PRODUCTION FACTORS		*137*	*26%*	*71*	*11%*	*30*	*9%*	*40*	*23%*	*112*	*17%*	*56*	*17%*	*177*	*25%*	*183*	*14%*	*86*	*13%*
CITY GOVERNMENT-GENERAL	180	6	1%	11	2%	3	1%	8	5%	9	1%	3	1%	14	2%	20	2%	6	1%
Responsiveness to Business-General	181	5	1%	2	0%	2	1%	4	2%	1	0%	1	0%	9	1%	3	0%	3	0%
Supporting Business	182	5	1%	12	2%	9	3%	0	0%	3	0%	2	1%	5	1%	15	1%	11	2%
Following-Through on Issues	183	0	0%	1	0%	2	1%	1	1%	3	0%	0	0%	1	0%	4	0%	2	0%
Attentiveness to Small Business	184	0	0%	5	1%	5	1%	0	0%	2	0%	1	0%	0	0%	7	1%	6	1%
Attentiveness to Businesses Already Here	185	0	0%	1	0%	5	1%	2	1%	3	0%	2	1%	2	0%	4	0%	7	1%
Attentiveness to Manufacturing	186	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Recruitment of New Business	187	0	0%	3	0%	11	3%	1	1%	3	0%	5	2%	1	0%	6	0%	16	2%
Preference to Local Firms for City Business	188	1	0%	4	1%	9	3%	3	2%	9	1%	4	1%	4	1%	13	1%	13	2%
Help for Bixby Knolls	189	0	0%	1	0%	5	1%	0	0%	0	0%	2	1%	0	0%	1	0%	7	1%

1996 LONG BEACH BUSINESS SURVEY
Responses to Open-Ended Questions

		MAIL SURVEY OPEN-ENDED RESPONSES						ON-SITE INTERVIEW RESPONSES						TOTAL MAIL & ON-SITE RESPONSES					
		Positive		Negative		Action		Positive		Negative		Action		Positive		Negative		Action	
Code Titles	**Codes**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Help for Other Neighborhood Within City	190	0	0%	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%
Subtotal-All City Responsiveness Issues		*11*	*2%*	*29*	*4%*	*49*	*14%*	*11*	*6%*	*24*	*4%*	*17*	*5%*	*22*	*3%*	*53*	*4%*	*66*	*10%*
Efficiency and Effectiveness-General	200	0	0%	1	0%	1	0%	0	0%	1	0%	1	0%	0	0%	2	0%	2	0%
Leadership	201	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Cooperation	202	2	0%	4	1%	6	2%	0	0%	2	0%	0	0%	2	0%	6	0%	6	1%
Coordination Within City Government	203	0	0%	1	0%	1	0%	0	0%	1	0%	2	1%	0	0%	2	0%	3	0%
Productivity	204	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Bureaucracy	205	0	0%	6	1%	0	0%	0	0%	6	1%	1	0%	0	0%	12	1%	1	0%
Work with Businesses/Community	206	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Subtotal-All City Efficiency and Effectiveness Issues		*2*	*0%*	*12*	*2%*	*8*	*2%*	*0*	*0%*	*10*	*2%*	*4*	*1%*	*2*	*0%*	*22*	*2%*	*12*	*2%*
City Agencies-General	210	1	0%	2	0%	0	0%	0	0%	1	0%	2	1%	1	0%	3	0%	2	0%
Police-General	211	1	0%	2	0%	3	1%	6	3%	8	1%	2	1%	7	1%	10	1%	5	1%
Police Availability	212	2	0%	4	1%	27	8%	10	6%	6	1%	6	2%	12	2%	10	1%	33	5%
Fire	213	1	0%	1	0%	0	0%	0	0%	0	0%	0	0%	1	0%	1	0%	0	0%
Planning	214	0	0%	3	0%	2	1%	2	1%	3	0%	0	0%	2	0%	6	0%	2	0%
Building Permits/Inspection	215	1	0%	1	0%	0	0%	3	2%	3	0%	0	0%	4	1%	4	0%	0	0%
Business Development Center	216	2	0%	0	0%	0	0%	0	0%	0	0%	0	0%	2	0%	0	0%	0	0%
Parking Management	217	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Redevelopment-General	218	0	0%	5	1%	1	0%	0	0%	2	0%	2	1%	0	0%	7	1%	3	0%
Redevelopment-Downtown	219	3	1%	2	0%	0	0%	0	0%	0	0%	1	0%	3	0%	2	0%	1	0%
Redevelopment-Central Long Beach	220	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Redevelopment-West Long Beach	221	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Subtotal-All City Agency Issues		*11*	*2%*	*20*	*3%*	*33*	*10%*	*21*	*12%*	*23*	*4%*	*13*	*4%*	*32*	*5%*	*43*	*3%*	*46*	*7%*
ALL CITY GOVERNMENT ISSUES		*30*	*6%*	*72*	*11%*	*93*	*27%*	*40*	*23%*	*66*	*10%*	*37*	*11%*	70	10%	138	10%	130	19%
PUBLIC SAFETY-GENERAL	230	13	2%	87	13%	32	9%	4	2%	27	4%	12	4%	17	2%	114	9%	44	7%
Vandalism/Graffiti	231	1	0%	3	0%	1	0%	0	0%	11	2%	1	0%	1	0%	14	1%	2	0%
Homeless People Loitering/Harassing	232	0	0%	8	1%	10	3%	0	0%	15	2%	3	1%	0	0%	23	2%	13	2%
Prostitution	233	0	0%	1	0%	2	1%	0	0%	3	0%	1	0%	0	0%	4	0%	3	0%
Drugs	234	0	0%	3	0%	4	1%	1	1%	5	1%	2	1%	1	0%	8	1%	6	1%
Crime Against Property	235	1	0%	31	5%	7	2%	3	2%	55	8%	4	1%	4	1%	86	7%	11	2%
Crime Against People	236	1	0%	30	4%	11	3%	1	1%	52	8%	4	1%	2	0%	82	6%	15	2%
Riot	237	0	0%	0	0%	0	0%	1	1%	1	0%	0	0%	1	0%	1	0%	0	0%

1996 LONG BEACH BUSINESS SURVEY
Responses to Open-Ended Questions

		MAIL SURVEY OPEN-ENDED RESPONSES						ON-SITE INTERVIEW RESPONSES						TOTAL MAIL & ON-SITE RESPONSES					
		Positive		Negative		Action		Positive		Negative		Action		Positive		Negative		Action	
Code Titles	**Codes**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**	**No.**	**%**
Gangs	238	0	0%	11	2%	4	1%	0	0%	5	1%	0	0%	0	0%	16	1%	4	1%
ALL PUBLIC SAFETY ISSUES		*16*	*3%*	*174*	*26%*	*71*	*21%*	*10*	*6%*	*174*	*27%*	*27*	*8%*	*26*	*4%*	*348*	*26%*	*98*	*15%*
SOCIO-ECONOMIC ISSUES-GENERAL	250	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Schools/Quality of Education	251	0	0%	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%
Programs for Homeless	252	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%
Creating Jobs	253	0	0%	0	0%	1	0%	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%
Youth Programs	254	0	0%	0	0%	0	0%	0	0%	2	0%	9	3%	0	0%	2	0%	9	1%
Changing Demographics	255	26	5%	4	1%	1	0%	2	1%	4	1%	2	1%	28	4%	8	1%	3	0%
Public Image of Long Beach	256	7	1%	12	2%	8	2%	2	1%	6	1%	7	2%	9	1%	18	1%	15	2%
ALL SOCIO-ECONOMIC ISSUES		*33*	*6%*	*16*	*2%*	*11*	*3%*	*4*	*2%*	*12*	*2%*	*18*	*5%*	*37*	*5%*	*28*	*2%*	*29*	*4%*
BUILT ENVIRONMENT-GENERAL	270	4	1%	10	1%	24	7%	3	2%	8	1%	18	5%	7	1%	18	1%	42	6%
Blight/Deterioration	271	0	0%	34	5%	12	3%	1	1%	15	2%	9	3%	1	0%	49	4%	21	3%
Clean, Convenient Public Spaces	272	0	0%	1	0%	5	1%	2	1%	6	1%	6	2%	2	0%	7	1%	11	2%
Flood	273	0	0%	4	1%	2	1%	2	1%	2	0%	0	0%	2	0%	6	0%	2	0%
Flood Drainage	274	0	0%	2	0%	1	0%	0	0%	0	0%	0	0%	0	0%	2	0%	1	0%
Parking	275	1	0%	14	2%	6	2%	3	2%	25	4%	4	1%	4	1%	39	3%	10	1%
Lighting	276	0	0%	0	0%	0	0%	0	0%	2	0%	1	0%	0	0%	2	0%	1	0%
ALL BUILT ENVIRONMENT ISSUES		*5*	*1%*	*65*	*10%*	*50*	*15%*	*11*	*6%*	*58*	*9%*	*38*	*12%*	*16*	*2%*	*123*	*9%*	*88*	*13%*
EDUCATION-GENERAL	300	0	0%	0	0%	0	0%	0	0%	0	0%	3	1%	0	0%	0	0%	3	0%
Teach Strong Basic Skills	301	0	0%	0	0%	0	0%	0	0%	1	0%	25	8%	0	0%	1	0%	25	4%
Teach English Skills	302	0	0%	0	0%	0	0%	0	0%	1	0%	14	4%	0	0%	1	0%	14	2%
Bilingual Capability	303	0	0%	0	0%	0	0%	0	0%	0	0%	8	2%	0	0%	0	0%	8	1%
Computer Literacy	304	0	0%	0	0%	0	0%	0	0%	1	0%	7	2%	0	0%	1	0%	7	1%
Vocational Training	305	0	0%	0	0%	0	0%	1	1%	0	0%	8	2%	1	0%	0	0%	8	1%
Orientation to Work Place Requirements	306	0	0%	0	0%	0	0%	0	0%	1	0%	9	3%	0	0%	1	0%	9	1%
Motivation, Discipline, Work-Oriented Attitude	307	0	0%	0	0%	0	0%	0	0%	1	0%	7	2%	0	0%	1	0%	7	1%
Customized Training for Firm	308	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1	0%
Union Referral of Workers for Hiring	309	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	1	0%
Availability of Good Training Services	310	0	0%	0	0%	0	0%	1	1%	0	0%	5	2%	1	0%	0	0%	5	1%
Educational Reform Needed	311	0	0%	0	0%	0	0%	0	0%	1	0%	6	2%	0	0%	1	0%	6	1%
ALL EDUCATION ISSUES		*0*	*0%*	*0*	*0%*	*0*	*0%*	*2*	*1%*	*6*	*1%*	*94*	*29%*	*2*	*0%*	*6*	*0%*	*94*	*14%*
TOTAL SURVEY RESPONSES		**530**	100%	**667**	100%	**344**	100%	**172**	100%	**650**	100%	**329**	100%	**702**	100%	**1,317**	100%	**673**	100%

Economic Roundtable
315 West 9th St, Suite 310,
Los Angeles, CA 90015
213-892·8104