



El Segundo City Council Strategic Planning Updates: 05.02.23



OUR MISSION:

Advance Economic Opportunity by working as a bridge between El Segundo's leading businesses and the community to ensure continued prosperity for the City.

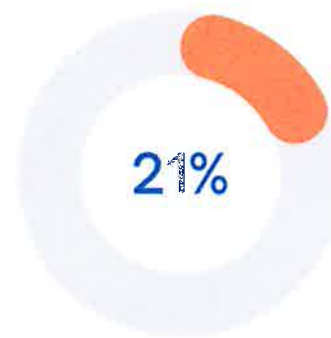
OUR OBJECTIVE:

To address the biggest challenge ESEDC's Board of Governors believes to be facing their businesses today:

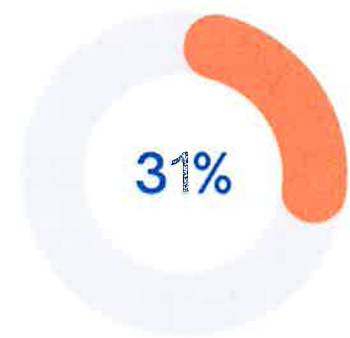
Employee Recruitment & Retention



Businesses are in need of the next generation of leaders - a diversified and tech-forward employee base - for long-term sustainability and growth. Meeting the demands of those future employees is at the heart of the ESEDC's three active initiatives.



In 2010, 21% of residents were above 55 years of age.



In 2021, 31% of residents were above 55 years of age.

ESEDC'S PRIORITY INITIATIVES

LIFESTYLE
AMENITIES &
CONNECTIVITY



DIVERSITY,
EQUITY &
INCLUSION



EXPANDED
HOUSING
OPPORTUNITIES



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DIVERSITY, EQUITY & INCLUSION PROGRESS UPDATE

Sept 29, 2022 - Campus Tours - Underserved High School Students (TechStyle, Aerospace, Mattel)

- 30 Students organized by LA Promise Fund
- Students toured all 3 company campuses in same day, engaged students about career opportunities at respective companies. All transportation and hosting courtesy of ESEDC.



Nov. 30, 2022 – ESEDC Hosts DEI Mixer with Local Businesses

- 70 attendees from ESEDC member companies and City of ES.
- Mixer Goal – Gather larger groups (DEI ERG members from ESEDC companies) to meet & greet and discuss possible DEI activities to align and partner on.



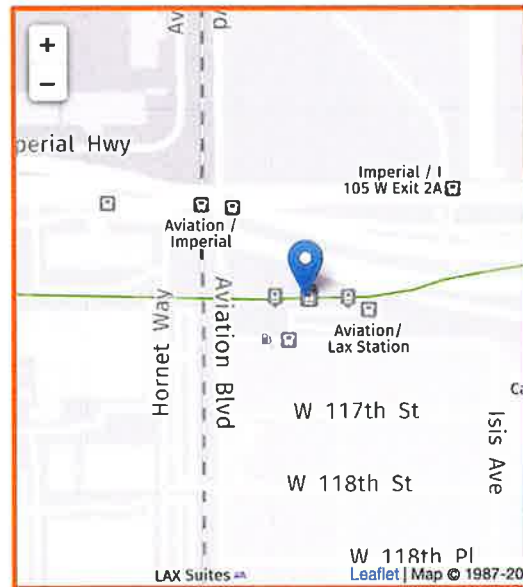
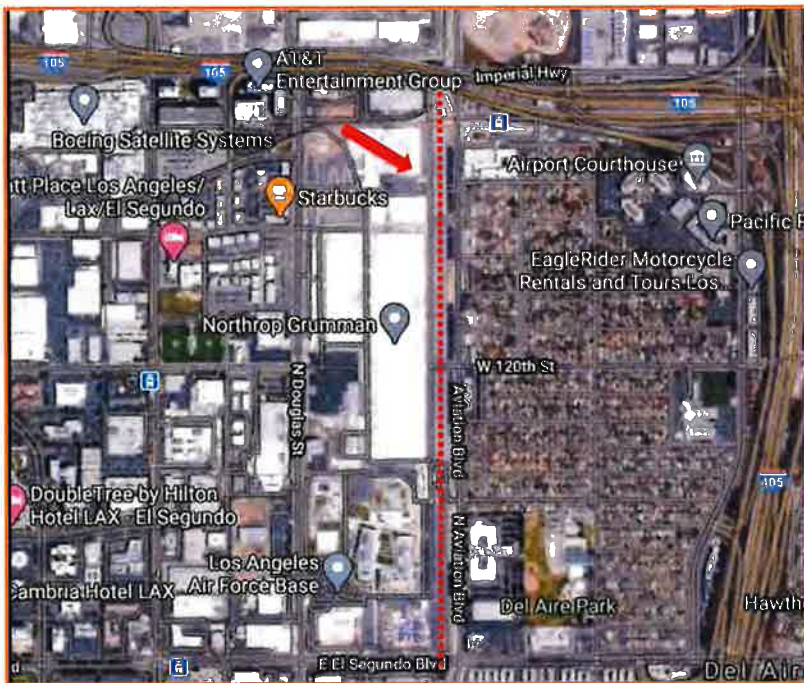
What is the ESEDC's ask of El Segundo City Council?

Continued communication by the City around its community and city-specific DEI programs while the ESEDC continues to support and promote business specific efforts around a more diversified workforce.

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LIFESTYLE AMENITIES & CONNECTIVITY PROGRESS UPDATE



- March 2022: Coordinated Meetings with BNSF Railway
- April 2022: BNSF Railway Letter of Support for Track Relocation and Greenway Exploration
- January 2023: BNSF / LA Metro / ESEDC Team Meeting to Review Greenway Next Steps
- March 2023: ESEDC's Hosts MAT (metro active transit) Meeting at L'Oreal HQ - 25 Attendees
- March 2023: Preliminary Research Meetings to Review Grant Options and Associated Grant Applications
- April 2023: RIOS Services Contracted by ESEDC to Explore Design



What is the ESEDC's ask of El Segundo City Council?

Continued support of select City Staff resources when proposed as well as acting as the "applicant" for future Grant submissions when and if ESEDC staff identify funding opportunities.

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EXPANDING HOUSING OPPORTUNITIES PROGRESS UPDATE

ESEDC contracted the services of The Concord Group to conduct a **“Strategic Analysis for Residential Development for East El Segundo Market”**.

STUDY TAKEAWAYS & KEY CONSIDERATIONS FOR THE CITY:

- o 98% of General Tax Budget for city derived from business.
- o Businesses need to attract the best and brightest and one of the key factors of employees choosing a business: attainable housing solutions close to their employer.
- o 84% of the jobs created in 2021 in El Segundo were well tailored to rental housing solutions.
- o Additional housing if planned strategically can be a **win/win** for businesses, residents and the City at large. Sample case studies of win/win outcomes in Irvine and Anaheim.

DRAFT



Strategic Analysis for Residential Development for East El Segundo Market Area; El Segundo, California

Draft Briefing Book Prepared for
El Segundo Economic Development Corporation
FEBRUARY 6th, 2023

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What is the ESEDC's ask of El Segundo City Council?

P1: Ensure that future strategic planning sessions focus on housing east of PCH and incorporate business feedback and consider the immediate importance around this topic for ongoing retention and recruitment.

P2: A cooperative review of any city-initiated studies on housing in partnership with the ESEDC's Concord Group study to drive the discussion forward with shared ideas around housing opportunities.

Over the last 2 years numerous interviews were conducted with ESEDC's BOG, BOD & associated teams.

Feedback provided has included the following points; including sharing that select enterprises have participated in exercises to evaluate moves to Texas, Seattle and Colorado to secure the future talent pool.

We want our workers back at the office, but that is hard to request when surrounding amenities are limited.

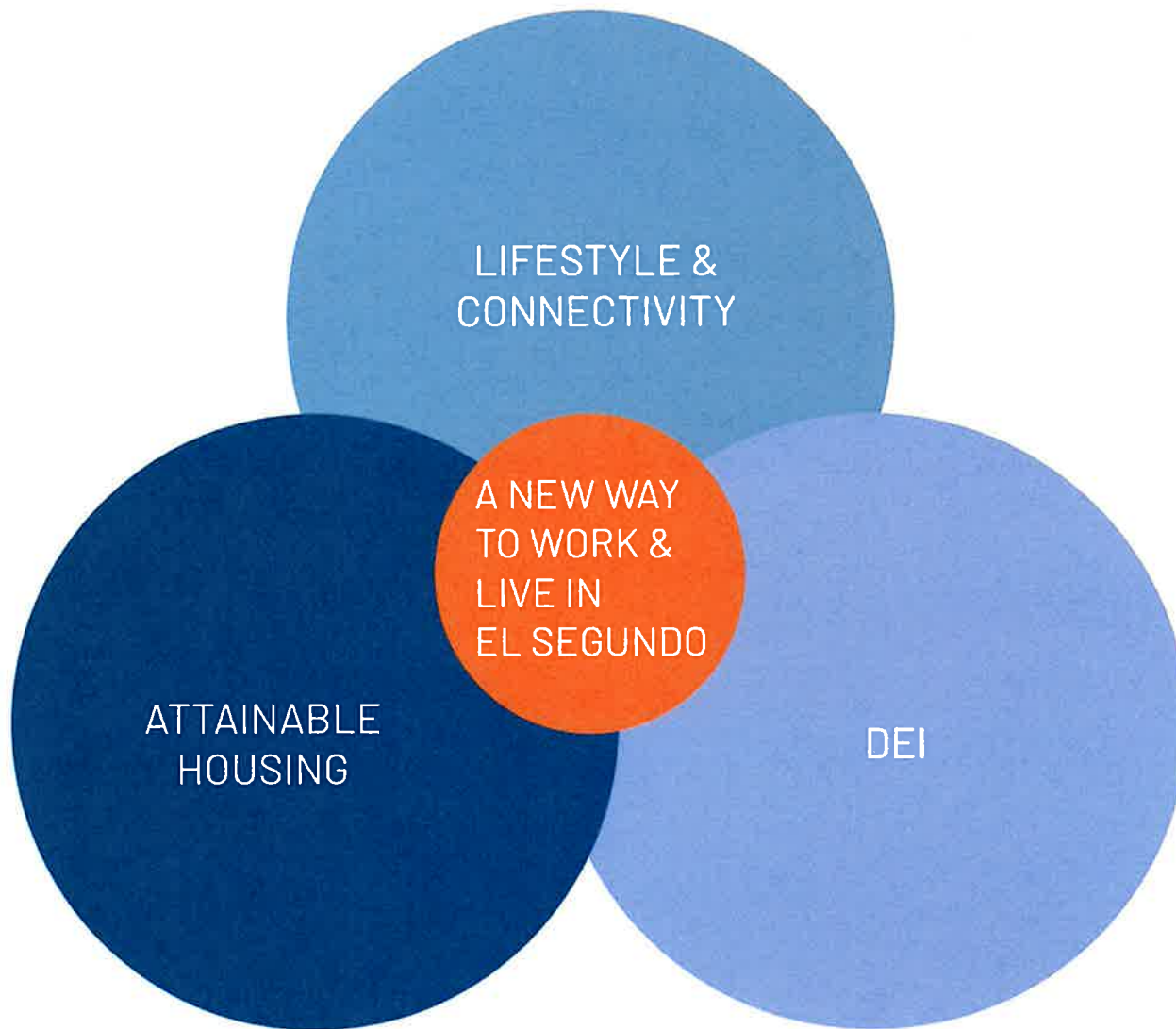
It doesn't make sense for entry level candidates to work in El Segundo.

Younger demographic is having to commute 1 to 1.5 hours to work and makes it extremely difficult to retain them.

We need and want more growth, but the cost of living in El Segundo deters talent from coming.

Our teams are not safe walking or biking on streets from public transportation depots.

Historically, the workforce in El Segundo has represented one demographic, that needs to change in the future.



L'ORÉAL



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