



PICO WELLBEING PROJECT

Economic Opportunity Ideas

The following ideas were generated by Santa Monica residents through the [Pico Wellbeing Project](#).

Economic Opportunity and Economic Worry

- Cooperative bank/credit union for Pico for lower fees, interest rates, and better access to loans
- Retirement account for undocumented families and seniors
- Local earned income tax credit
- Free classes on financial management, literacy, health, and savings to reduce debt (for youth, too)
- Public area to relieve stress
- 52 Tuesdays - Giving Tuesday every week to support local non-profits
- Reduce stress through community wind-downs
- Babysitting co-op
- Define specific needs and scale for local economic worry and identify service gaps
- Continue efforts on minimum wage increases/living wage, or universal basic income
- Enforce laws against age and gender discrimination and pay inequity

Economic Opportunity and collaboration with Small Businesses

- Better marketing promotion through maps, local publications, signs, advertisements, and online platform
- Connect with Small Business Association
- Grants, rent subsidies, micro-lending, or other financial incentives to local and green businesses
- Microgrants for storefront improvements
- Give reduced permits/taxes to local businesses
- Free expeditors for small businesses and assistance for permits and certificates
- Community events, food fests, cooking competitions/contests with local chefs, restaurants, and
- Promote Blvd through more youth-oriented events, 5K runs, sidewalk events
- Gamify programs to attract residents to local businesses
- Create City-owned commercial space to be used for local pop-ups
- Explore shared parking opportunities
- Require mixed-use for new developments
- Remove barriers to land use change for commercial
- Consider if business mix is serving residents
- Legacy or Heritage Business Program to support long-term
- Discourage chains through restrictive ratios limiting corporate business permits
- Implement SBE/LBE requirements into City contracts

- Revamp PIO goals on unification of the Blvd
- Consider raising assessments for PIO
- Expand Buy Local program, business loyalty program, business discount card, appreciation days, Shop Local Days
- Help stabilize rents for small businesses
- Incentivize lower rents to local businesses in new projects

Economic Opportunity and Workforce Development

- Better marketing of local job opportunities online and through advertising, especially to disenfranchised ethnic
- Better support and promotion of existing training programs (including culinary and hospitality) and Teen Center
- Program to help residents open small restaurants and other startup businesses (esp. on Pico) (seed money)
- Support home-based occupations
- Business incubator at SMC
- Pilot a maker space
- Encourage development of middle-class jobs in the neighborhood
- Expand City Yard job opportunities
- Social enterprise opportunities in SM
- Incentive program for local businesses to hire local residents and/or homeless
- Youth stipends, apprenticeships, and internships/externships (incl. for all City projects) (bring Year UP to SM) (pilot program for HS internships at CSM)
- CSM should prioritize recruitment of local residents
- Connect high tech companies to the community through employment pathway with SMMUSD and SMC, and connect with City of LA efforts: Tech Talent Pipeline and Tech Fair, Training programs with tech start-ups
- Job Bank
- Job and career fairs at the park
- Expand internships at local health clinics, job training for healthcare careers
- Showers/clothing for job interviews
- Work with LA Chamber to identify businesses that are hiring to create a match
- Professionals in the field at parks and schools
- Translation assistance to help folks navigate resources
- Help with resumes and job applications
- Business women's summit
- Skills training to connect to existing jobs in the community
- Vocational, entrepreneurial, and professional management training (not just service) for youth at VAP and SMC and Staff
- Software training (including GIS), coding programs
- Job training at City Yards
- Specialized training for undocumented population, parents, and elderly
- Green building training at SMC, connect to new City energy
- Training to develop co-ops

- Permits for people who went to jail