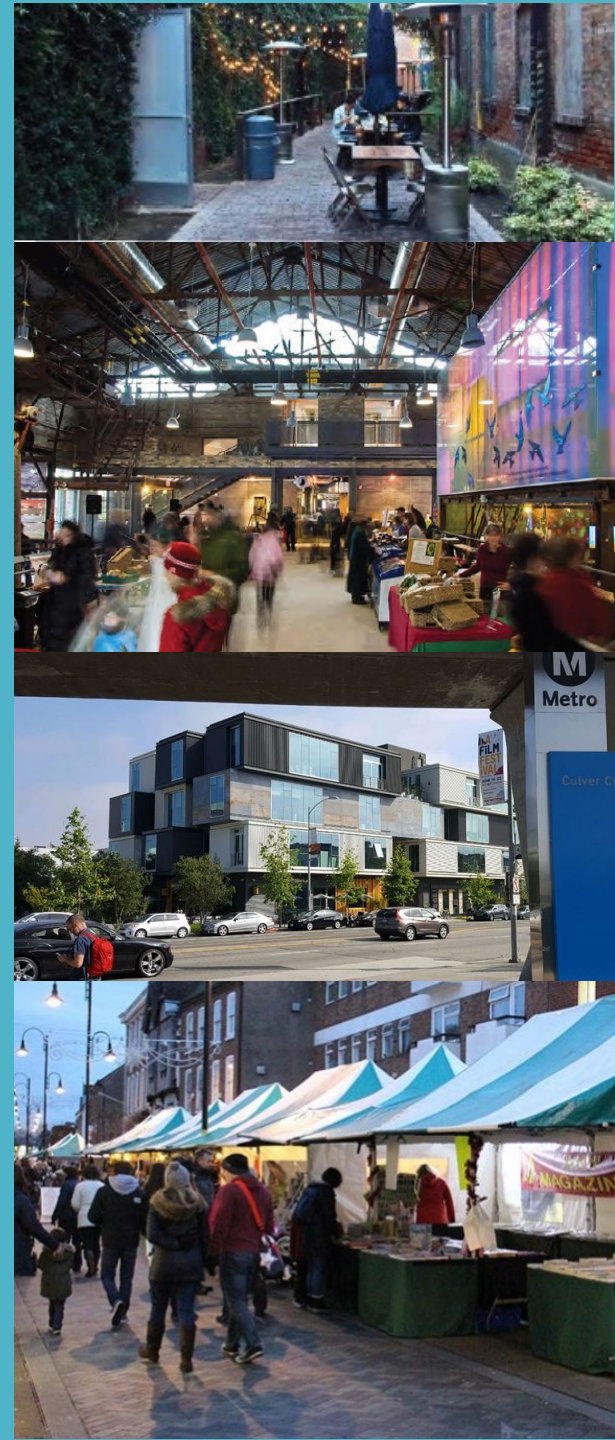


# **Resolution No. 19:040**

## Senate Bill (SB) 2 Planning Grants Program Application

City Council  
October 15, 2019



## Background – SB 2

- September 2017 – Governor Brown signed SB 2
- SB established recording fee of \$75.00 on real estate transactions
- Funds intended to increase supply of affordable housing
- 50% of SB 2 funds go to local governments to update planning documents



## Background – SB 2

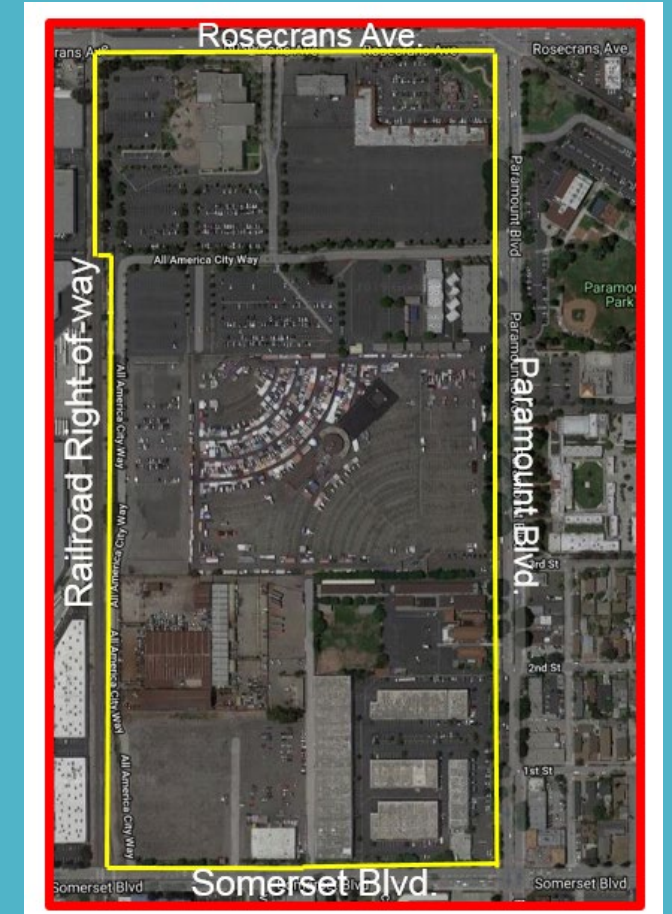
- 2019 – HCD issued notice of availability for SB 2 funds
- Technical & financial assistance to cities to update planning documents & land use ordinances
- Examples – general plans, community plans, specific plans
- Requires resolution authorizing staff to sign & submit the program application





# Clearwater East Specific Plan

- 1987 – City Council adopted Clearwater East Specific Plan
- May 2019 – City Council amended Clearwater East Specific Plan
  - Allowed for housing and added development standards

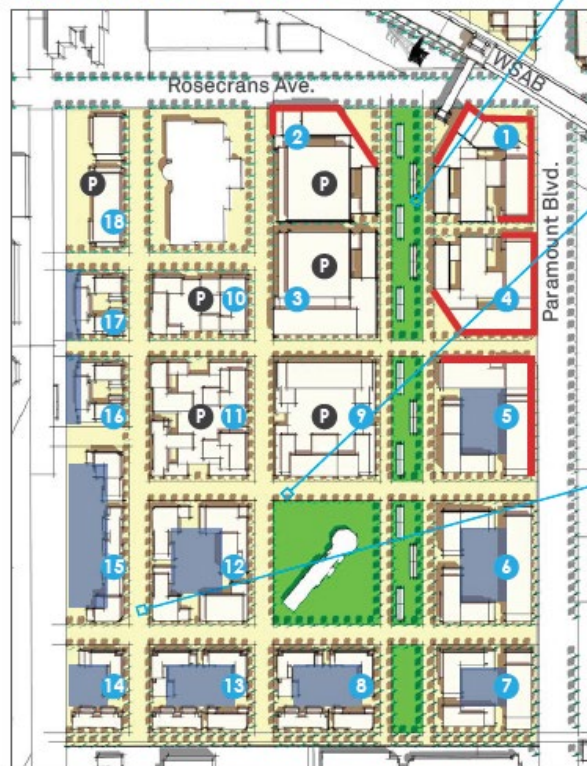


# Paramount/South Gate Station Area Plan

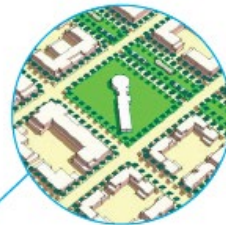
- Reviewed by the City Council in April
- Conceptual blueprint for transit-supportive development
- Link residential development with infrastructure
- Reduce VMT and GHG
- Business incubator



FIGURE 4.6 - CONCEPT PLAN



Redeveloped strip mall



Repurposed drive in theater



Lower density housing with limited mixed-use

LEGEND

- Potential Retail Frontage
- Potential Surface Parking
- P Potential Podium/Structured Parking
- 1 Block Designation



## **Recommended Action**

Read by title only and adopt Resolution No. 19:040

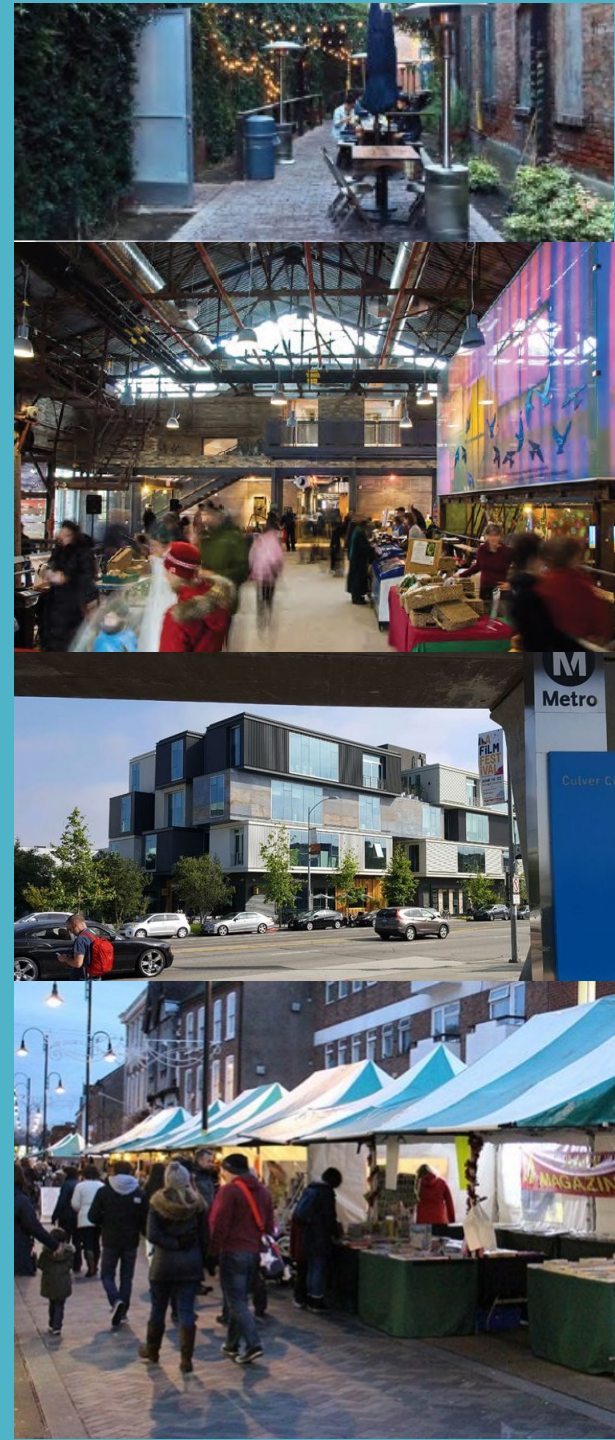


# **Resolution No. 19:040**

## **Senate Bill (SB) 2 Planning Grants Program Application**

**City Council**

**October 15, 2019**





**AMENDMENT TO PROMISSORY NOTE – 8421  
ADAMS STREET**



# BACKGROUND

- Request to amend a promissory note
  - Senior housing project at 8421 Adams Street
- City gave the developer a loan of \$948,500 from Federal HOME funds
  - Development of a 35-unit senior housing project
  - 9 units to rented at an affordable rate for 20 years
  - Project completed in 2013







# REQUEST

- Amendment requested to convert a yearly audit to alternative reporting procedures
- MDG Associates, the City's HOME fund consultant, has reviewed the request
- MDG has determined that an alternate financial review can be conducted to meet Federal HOME guidelines
  - Alternate review involves the yearly submittal of financial statements related to income, residual receipts, and reserve balances
- The City Attorney has approved the amended promissory note



## **RECOMMENDED ACTION**

- Approve the amendment to the promissory note for the senior housing project at 8421 Adams Street



**AMENDMENT TO PROMISSORY NOTE – 8421  
ADAMS STREET**

# City Council Meeting



# October 15, 2019

# CRIME PREVENTION EFFORTS

- ❑ October is *National Crime Prevention Month*
- ❑ The Los Angeles County Sheriff's Department (LASD) received a proclamation at the October 1, 2019 City Council meeting
- ❑ LASD and Public Safety staff scheduled specific community engagement events in October
- ❑ On-going Crime Prevention efforts





# CRIME PREVENTION MONTH

## ❑ Community Engagement Events

- *Coffee with a Deputy* – October 3, 2019
- *Tacos with a Deputy* – October 16, 2019
- Safety Tips via Social Media Outlets



# ON-GOING CRIME PREVENTION EFFORTS

## ☐ **Enforcement**

- 5 Special Assignment Officers (BEAT Map)
- Parole, Probation, and Truancy Operations
- L.A. County Deputy District Attorney

## ☐ **Supplemental Enforcement**

- Overtime Hours to Address Crime Trends
- Dedicated Vehicles to Assist Patrol Deputies
- Decoy Vehicles



# ON-GOING CRIME PREVENTION EFFORTS

## ❑ **Community Engagement**

- Neighborhood Watch Meetings
- Homeless Outreach Efforts
- Good Neighbor Program (GNP)
- Home Security Rebate Program
- Code Enforcement Division
- Community Service Officers
- Extended Station Hours



# ON-GOING CRIME PREVENTION EFFORTS

## Paramount Team

Beat Leaders & Sergeant

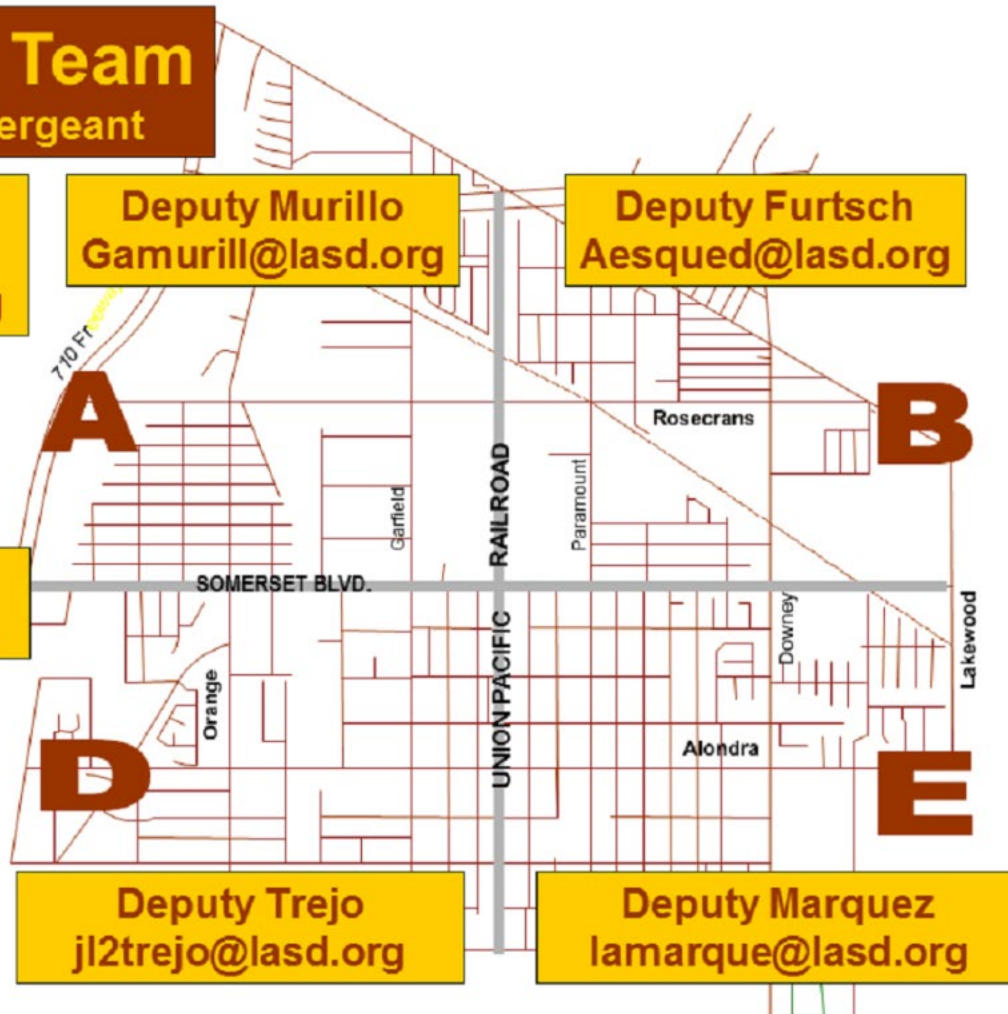
Sergeant Sanchez  
(562) 220-2195  
Esanchez@lasd.org

Deputy Murillo  
Gamurill@lasd.org

Deputy Furtsch  
Aesqued@lasd.org

## PARKS

Deputy McGee  
qjmcgee@lasd.org



Deputy Trejo  
jl2trejo@lasd.org

Deputy Marquez  
lamarque@lasd.org

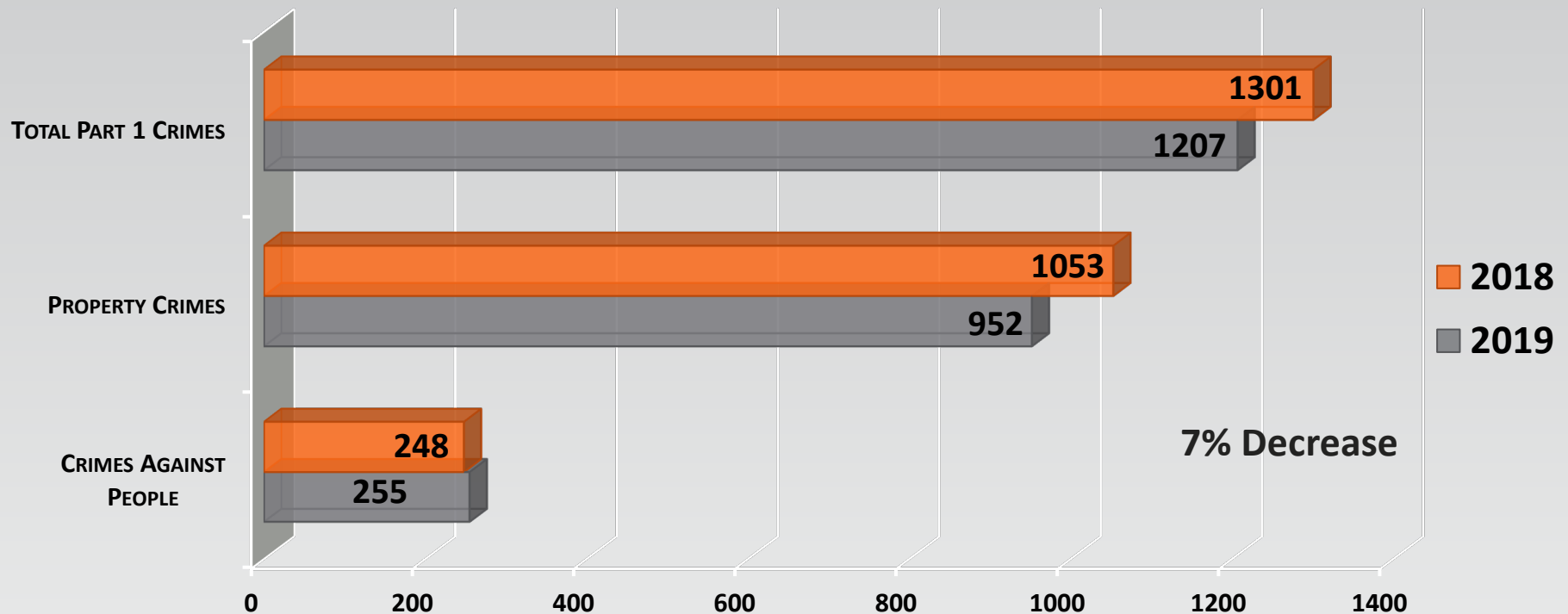


# CRIME PREVENTION EQUALS RESULTS

## ❑ Uniform Crime Report (UCR)

YTD 2019 to 2018 (January to September) Part 1 Crimes (property and crimes against people)

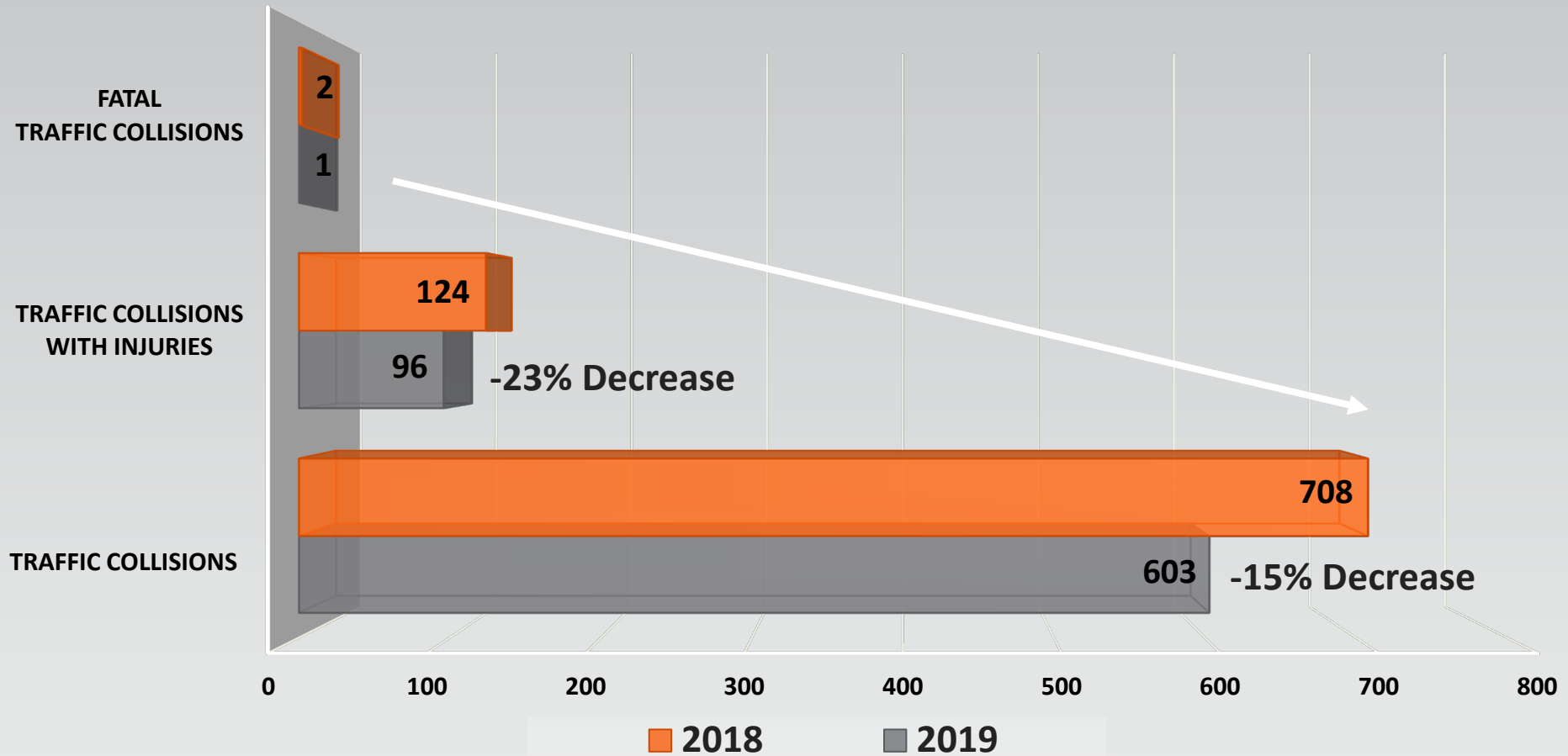
- UCR Part 1 Crimes are down by 7%



# CRIME PREVENTION EQUALS RESULTS (CONT'D)

## ☐ Traffic Enforcement Efforts

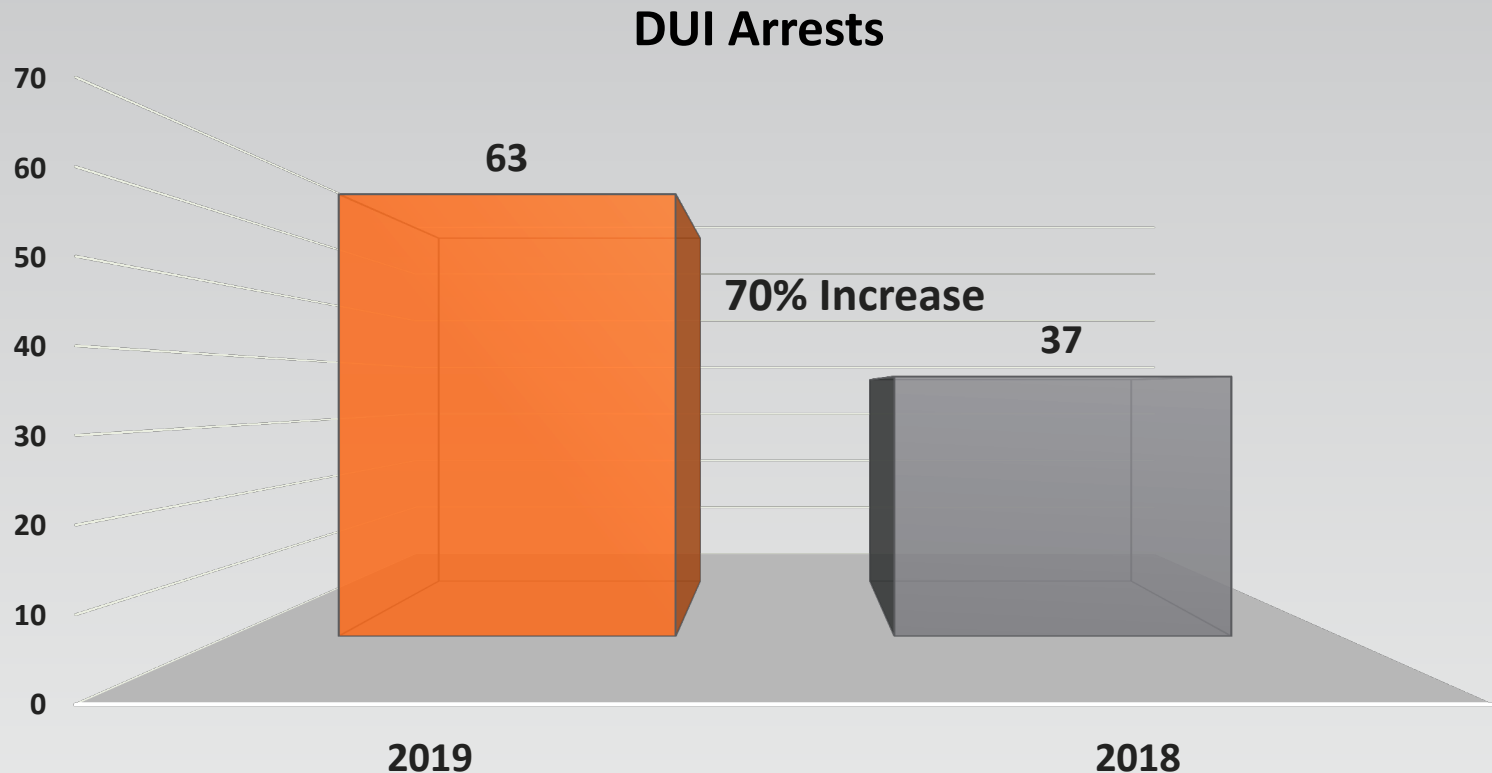
○ YTD 2019 to 2018 (January to September)



# CRIME PREVENTION EQUALS RESULTS (CONT'D)

## ❑ DUI Abatement Efforts

- YTD 2019 to 2018 (January to September)



# City Council Meeting



# October 15, 2019





# Potential Sales Tax Measure – Additional Information

City Council Meeting – October 15, 2019



# Additional Information

- **The City of Paramount is committed to providing:**
  - Public safety
  - Well-maintained streets and roads
  - Safe, clean parks and other public areas
  - A vibrant local business climate
  - Services that enhance quality of life for Paramount residents
- **Recent trends:**
  - Gang related crimes have dropped by 94% (10 yr. period)
  - Unemployment down significantly since 2009
  - Higher high school graduation rates and more college attendance
  - Median home values increased by nearly 95% since 2012
- **66% of residents believe Paramount provides a better quality of life than other neighboring cities**





# Additional Information

- **Financial concern – structural budget deficit**
- **Expenditures outpacing revenues**
- **Situation is not unexpected; reported in previous budgets**
- **City has taken many steps to address the structural budget deficit over the years**
  - Organizational efficiencies
  - Staff cuts
  - Benefit cuts
  - Innovations
  - Partnerships
  - UUT
  - Economic development
  - Obtaining grant funds



# Additional Information

- **Grant Funding**
  - Example – Community Services & Recreation Department
    - Awarded at least 28 separate and ongoing grants since 2000
    - About \$40 million received for:
      - Multiple park grants
      - Trails and walking path grants
      - Facility grants
      - After school program grants
      - Several multi-year and/or ongoing annual grants
    - Such grants support the City efforts for building/maintaining Paramount's high quality of life standard





# Additional Information

- **Additional revenues needed to continue providing optimal service expected by the Paramount community**
- **Flexible General Fund revenues needed**
  - Allows City Council discretion to shift expenditures to priorities as needed, and as times change
  - Special funds much less flexible



# Additional Information

- **Potential sales tax measure**
  - Sales tax – general purpose tax
  - $\frac{3}{4}$  of one percent increase
  - Increase from 9.5% to 10.25%
  - Could generate \$4-6 million to address budget deficit
  - Would allow tax revenues to stay and be used in Paramount



# Additional Information

- **Proposition 218**
  - Added voter approval requirements for all local government taxes which previously did not exist
- **Voter Approval Required**
  - General Tax
    - Revenues to be used for any governmental purpose
    - Majority vote required (50% + 1)
  - Special Tax
    - Revenues to be used for a specific purpose
    - Super majority vote required (66% majority)



# Additional Information

- **Examples:**
  - General Tax
    - City operations as a whole, including:
      - Public safety programs
      - Infrastructure projects
      - Homeless outreach programs
  - Special Tax
    - Used for a specific purpose
    - Building a new sports complex
      - Specific location
      - 10 soccer fields
      - 10 baseball fields





# Additional Information

- **General Tax recommended by staff**
  - Allows flexibility for City Council
  - Allows City to respond to changing priorities
  - Allows City to respond to emergency situations
  - Allows City to maintain Public Safety service levels, particularly for the Sheriff's Department contract



# Additional Information

- **Recent sales tax measures and revenue collected in Paramount:**

Sales Tax Measure	Purpose	Year	Amount
Measure R (Metro)	Sales Tax for Transportation	2008	½ cent
Measure M (Metro)	Sales Tax for Transportation	2016	½ cent*
Measure H (LA County)	Sales Tax for Homeless Services	2017	¼ cent**

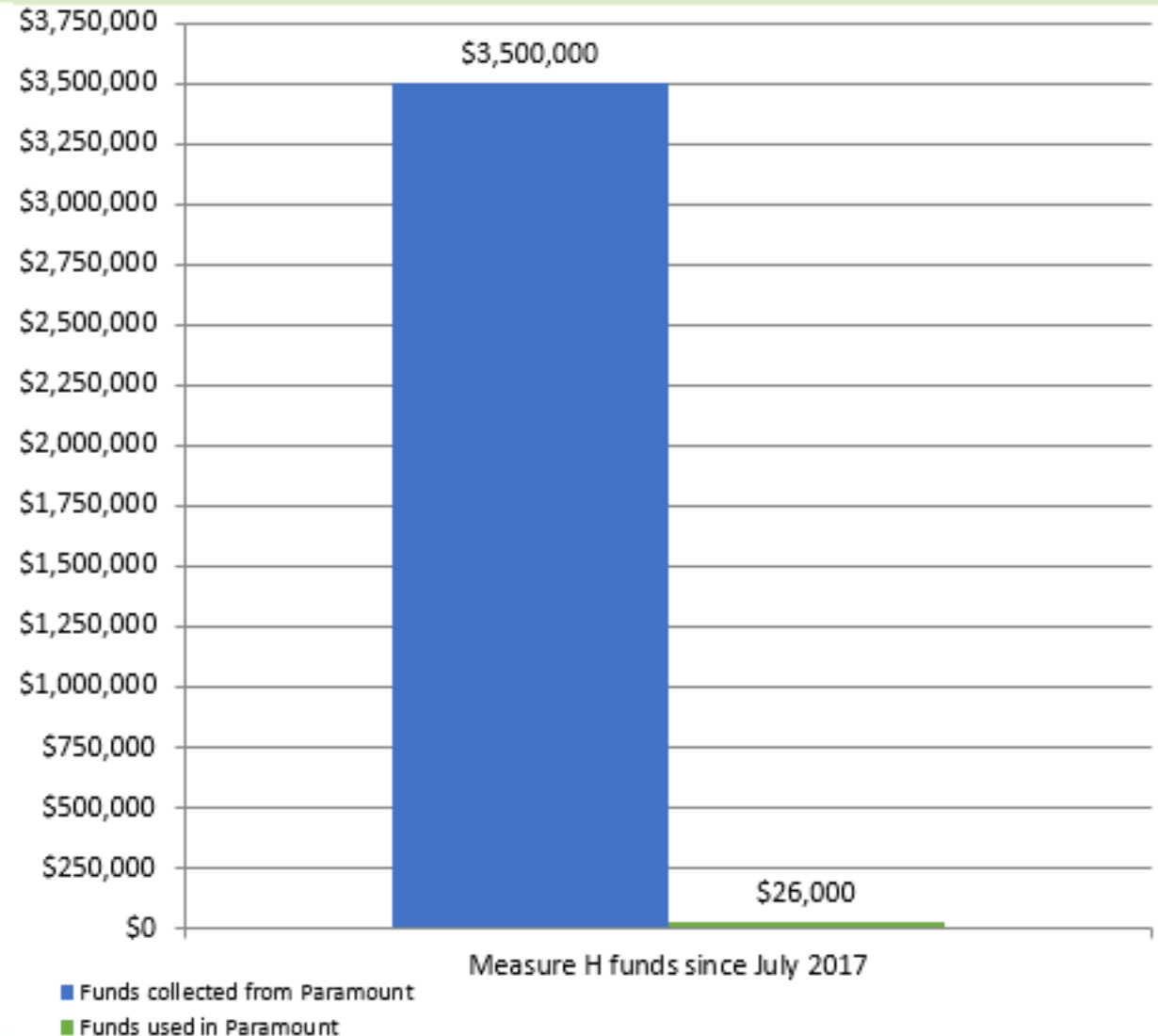
\* Extends and increases Measure R to a permanent one cent sales tax

\*\* Sunsets after ten years (March 2027)



# Additional Information

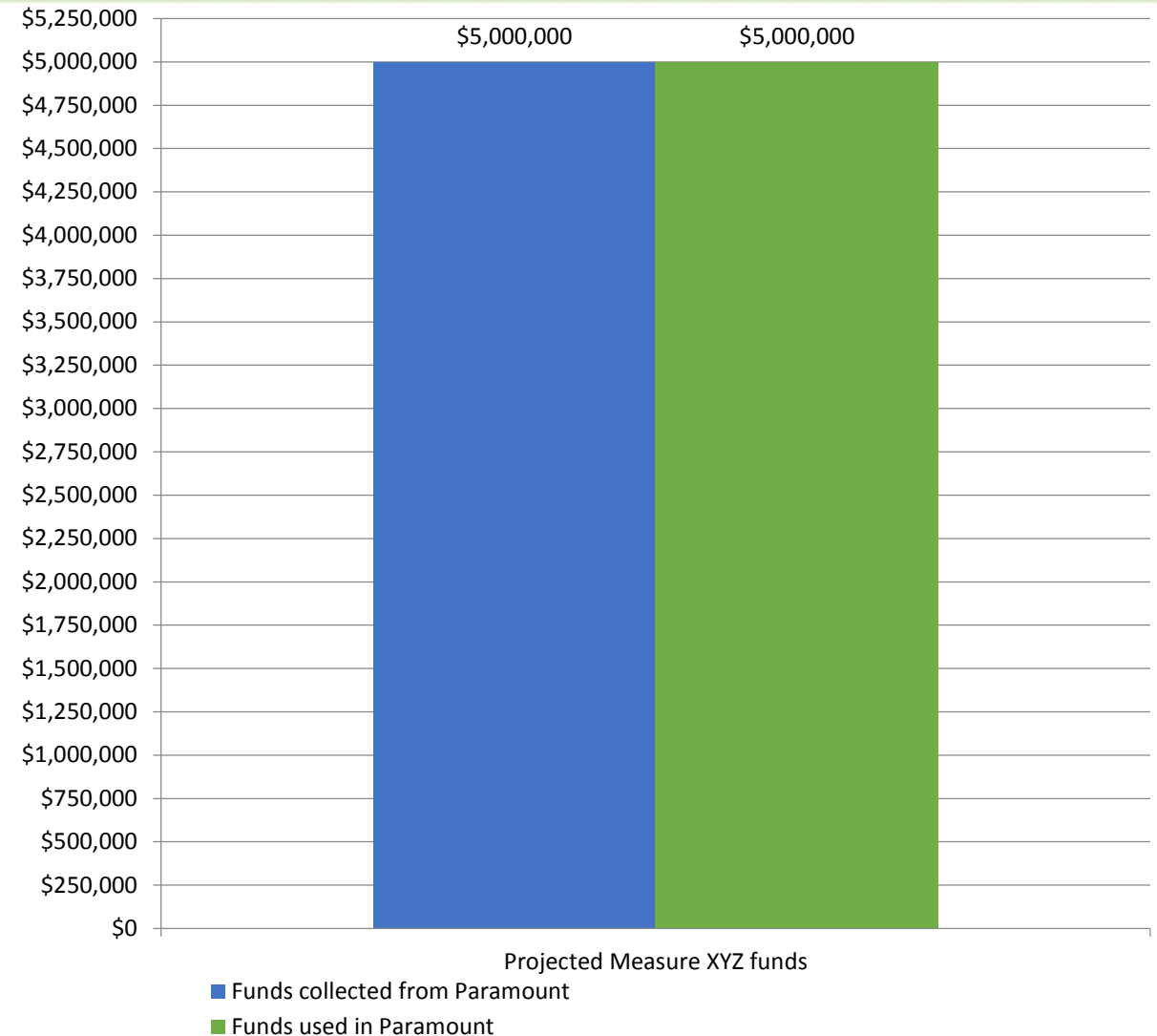
- LA County's Measure H, passed in 2017 for homeless programs, has collected about \$3.5 million from Paramount point of sales since July 2017
- To date, we've only received about \$26,000 in return
- Current taxes are largely being used to benefit homelessness programs outside of Paramount





# Additional Information

- **Hypothetical Sales Tax Measure -**
  - Paramount Measure XYZ
- **All new sales tax collected in Paramount, stay in Paramount**
- **Keep tax revenue local**







# Additional Information

- Sales tax rates for area cities
- Paramount not only city having to resort to sales tax measure
- Several cities, including Paramount, considering sales tax measure
- Revenues scarce for all cities

\* Set for March 2020 election

Cities	Rate
Santa Fe Springs	10.50%
Compton	10.25%
Cudahy	10.25%
Huntington Park	10.25%
Long Beach	10.25%
Lynwood	10.25%
Pico Rivera	10.25%
South Gate	10.25%
Commerce	10.00%
Downey	10.00%
Bellflower	9.50%
Cerritos*	9.50%
Lakewood	9.50%
Norwalk	9.50%
<b>Paramount</b>	<b>9.50%</b>



# Additional Information

- **Scientific surveys**
  - Use of scientific methods including random sampling and statistical analysis
  - Surveys are representative of a population within a statistical margin of error
  - National surveys to gauge options are often conducted from a sample of 1,000 persons
- **Paramount survey conducted in May 2019**
  - Consultant – FM3
  - 392 total sample size (275 likely voters in March 2020)
  - Margin of error +/- 5.90%
  - Residents pleased with City direction
  - 77% stated support for a potential sale tax measure





# Additional Information

- **Accuracy of previous FM3 surveys:**
  - Paramount UUT (March 2015)
    - Survey – 76% support
    - Election result – 75%
  - Measure M (November 2016)
    - Survey – 71% support
    - Election result – 71.15%
  - Measure W (November 2018)
    - Survey – 71%
    - Election Result – 69.5%



# Additional Information

## Hypothetical Ballot Language Tested in Survey:

### **PARAMOUNT ESSENTIAL SERVICES/PUBLIC SAFETY MEASURE**

To maintain City of Paramount's levels of public safety, 911 emergency response, neighborhood sheriff patrols/station hours; repair streets/potholes; earthquake retrofit bridges; improve traffic safety; address homelessness; retain/attract jobs; maintain gang prevention/parks/youth afterschool programs/senior services; other general services; shall an ordinance establishing a  $\frac{3}{4}$ -cent sales tax providing approximately \$4,000,000 annually until ended by voters be adopted; requires independent audits; all funds used to benefit Paramount only?



# Additional Information

- **Community Education/Outreach Program**
  - Hired consultant – TBWB Strategies
    - Draft mailer







# Additional Information

- **Summary**

- Residents positive about the City's direction
- Expenditures continue outpacing revenues
- Structural budget deficit; no surprise
- Cost savings measures implemented over the years
- Additional and flexible revenues needed to continue providing optimal service
- Potential sales tax measure;  $\frac{3}{4}$  one percent increase; \$4-6 million new revenue
- Other agencies have increased sales tax rate
- Additional sales tax revenue generated should stay local to benefit Paramount
- Scientific survey of registered voters conducted in May 2019
- Scientific survey respondents:
  - 61% pleased with the City's direction
  - 77% stated support for sales tax measure
- Community education/outreach program underway



# Potential Sales Tax Measure – Additional Information

City Council Meeting – October 15, 2019