



Implementation of an Annual City Council Adopted Legislative Position Platform

ITEM NO. 6



CITY OF PARAMOUNT



FOLLOW-UP REPORT

- August 4, 2020 – City Council discussion on potential Legislative Position Platform Model
- Concerns about Legislative Platform model
 - Capturing the Voice of City Councilmembers
 - Obtain consensus/input of the City Council via email for a position
- This report is following-up to provide the City Council with updates



ITEM NO. 6

BACKGROUND



- City receives requests to support or oppose County, State, or Federal legislation.
- Important to establish a process that enables:
 - Quick turn-around, efficiency
 - Maintain our voice in Sacramento, Washington D.C.
- Best practices should involve:
 - Uniform process
 - Incorporates the City's Vision, Mission, Values, and Strategic Outcomes
 - Inclusive of all members of the City Council

ITEM NO. 6

4 Types of Approval Processes

- ❖ Administrative Action (Current)
 - Staff recommendation (administration) to the Mayor and the City Council
 - Staff receives a request, City Manager analyzes the legislation, prepares a letter of support or opposition for Mayor approval
- ❖ Separate City Council Vote
 - Support or opposition of legislation must be voted on by the entire City Council
 - *Does not allow for quick-turn around for urgent items*
- ❖ Administrative/City Council Vote
 - Some positions taken by City Council vote, mostly administrative
 - *Ambiguous, administration still makes decision on whether to seek vote*
- ❖ Legislative Platform
 - City Council adopts a Legislative Platform (by Resolution) based on their collective voice
 - Establishes legislative priorities for the year, Guides staff on what type of legislation to support or oppose on behalf of the City Council.

Real Case Study

- Position Letter request from California Contract Cities Association (CCCA)
- Oppose SB 50 (2019, 2020)
 - Attempt to takeaway local control on housing and zoning standards
 - 2019 – Council received an update, but no action was requested
 - January 2020 – Senator Wiener (D-San Francisco) tried to rapisly push the bill through legislature immediately following the holiday break

(Attachment D)



**ACTION ALERT**

Join Our Call to Action

Senate Bill 50 Goes to the Floor. Send Letters!

SB 50 is being heard in the California State Senate today. SB 50 failed its first vote on Wednesday and is currently on call. We strongly encourage member cities to call their senators to oppose SB 50.

SB 50 would, among other things, allow for more density, up to 4-5 stories, limits on floor to area ratio, and limits to parking requirements in areas identified as transit-rich or job-rich. SB 50 does not provide enough flexibility for cities to plan for density. It creates redundancy in zoning law processes, does not provide sufficient funding to increase affordable housing, or addresses development issues in the California Environmental Quality Act.

[Click Here to See How Your City will be Impacted](#)

I. [CCCA's SB 50 Opposition Letter](#)
II. [Sample Opposition Letter](#)

California Contract Cities Association |
www.cccacities.org





January 28, 2020

The Honorable Lena Gonzalez
Senator, California State Senate
State Capitol Building, Room 2068
Sacramento, CA 95814

RE: **SB 50 (Wiener) Planning and Zoning – Oppose Unless Amended**
(as amended 01/06/2020)

Dear Senator Gonzalez:

The City of Paramount joins the majority of California jurisdictions and individuals in continuing to oppose SB 50 unless the measure is further amended. We appreciate the increased attention to more local-based options that could be possible with a "local flexibility plan" for Department of Housing and Community Development (HCD) review and approval. We also value the time Senator Scott Wiener took to travel to the Gateway Cities area of Los Angeles County last year to meet with local representatives and to tour Paramount and neighboring cities. However, efforts at allowing more jurisdiction-specific plans to attain similar results from the bill as developed up to May 2019 do not take away from the comprehensive regulatory overhaul at the heart of SB 50.

We agree with the following concerns common to the Los Angeles County region. The amendments, as crafted, raise the following concerns:

- Housing affordability.** We understand that the intent of SB 50 is to set aside local land use development processes to result in a vastly increased housing stock. We also are aware of the percentage-based affordability measures incorporated into the bill text. However, we cannot overlook rising real estate and cost of housing trends relative to income within the context that California has traditionally maintained a higher-than-average cost of housing. Specific to Paramount, I would like to point to last month's announcement by the County Assessor reported Paramount led for 6th for the fastest percentage growth in property valuation among all 35 Los Angeles County cities.

TOR HARRIS
Mayor
DANIEL LUGER
City Manager
JOHN HALL
City Engineer
NICKO LAMBERT
City Clerk
BRENDA SANCHEZ
Communications

ITEM NO. 6



Current Process

(Administrative – Only Mayor Review/Approval)

City Receives
Position Request



ACTION ALERT

Join Our Call to Action

Senate Bill 50 Goes to the Floor. Send Letters!

SB 50 is being heard in the California State Senate today. SB 50 failed its first vote on Wednesday and is currently on call. We strongly encourage member cities to call their senators to oppose SB 50.

SB 50 would, among other things, allow for more density, up to 4-5 stories, limits on floor to area ratio, and limits to parking requirements in areas identified as transit-rich or job-rich. SB 50 does not provide enough flexibility for cities to plan for density. It creates redundancy in zoning law processes, does not provide sufficient funding to increase affordable housing, or addresses development issues in the California Environmental Quality Act.

[Click Here to See How Your City will be Impacted](#)

I. [CCCA's SB 50 Opposition Letter](#)
II. [Sample Opposition Letter](#)


California Contract Cities Association | www.contractcities.org

Staff reviews Bill,
determines if it
aligns with
priorities

Staff drafts letter,
sends to Mayor
for Approval

**No City Council Input or
Inclusion, No Clear Direction for
Staff**

Letter is sent to
Legislature



January 28, 2020

The Honorable Lena Gonzalez
Senator, California State Senate
State Capitol Building, Room 2068
Sacramento, CA 95814

RE: **SB 50 (Wiener) Planning and Zoning – Oppose Unless Amended**
(as amended 01/05/2020)

Dear Senator Gonzalez:

The City of Paramount joins the majority of California jurisdictions and individuals in continuing to oppose SB 50 unless the measure is further amended. We appreciate the increased attention to more local-based options that could be possible with a "local flexibility plan" for Department of Housing and Community Development (HCD) review and approval. We also value the time Senator Scott Wiener took to travel to the Gateway Cities area of Los Angeles County last year to meet with local representatives and to tour Paramount and neighboring cities. However, efforts at allowing more jurisdiction-specific plans to attain similar results from the bill as developed up to May 2019 do not take away from the comprehensive regulatory overreach at the heart of SB 50.

We agree with the following concerns common to the Los Angeles County region. The amendments, as drafted, raise the following concerns:

- **Housing affordability.** We understand that the intent of SB 50 is to set aside local land use development processes to result in a vastly increased housing stock. We also are aware of the percentage-based affordability measures incorporated into the bill text. However, we cannot overlook rising real estate and cost of housing rentals relative to income within the context that California has traditionally maintained a higher-than-average cost of housing. Specific to Paramount, I would like to point to last month's announcement by the County Assessor reported Paramount led for the fastest percentage growth in property valuation among all 88 Los Angeles County cities.

15405 Colorado Avenue • Paramount, CA 90723-9012 • Ph: 562-220-2000 • Fax: 562-430-6721 • paramountcity.com
[Facebook](https://www.facebook.com/CityOfParamount) | [Instagram](https://www.instagram.com/paramount_pos) | [YouTube](https://www.youtube.com/CityOfParamount)

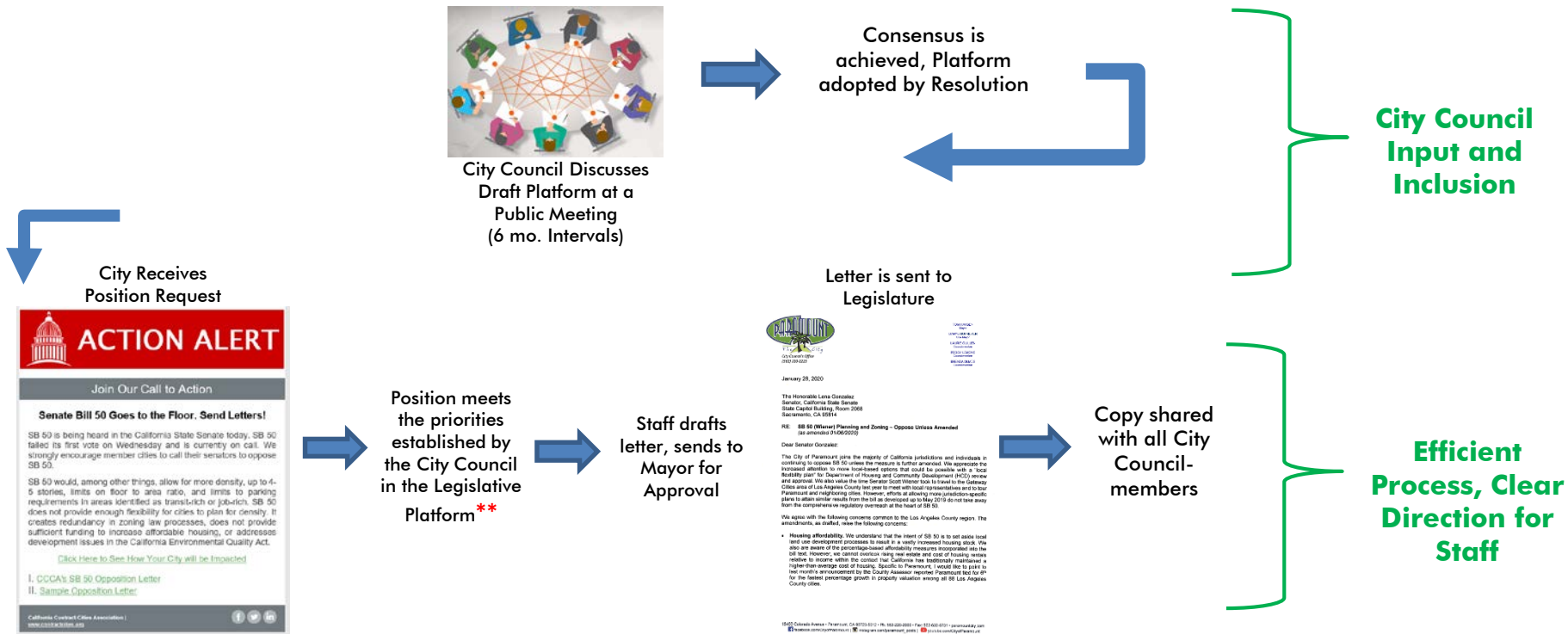
ITEM NO. 6



CITY OF PARAMOUNT

Legislative Position Platform Process

(With City Council Review & Approval)



*****All items not in the Platform will continue to be brought to the City Council for direction***

Original Survey of 14 Cities August 4, 2020

City	Approval Type
Bellflower	Administrative Action
La Mirada	Administrative Action
Signal Hill	Administrative Action
Bell	Separate City Council Action Vote
Bell Gardens	Separate City Council Action Vote
Cerritos	Separate City Council Action Vote
Hawaiian Gardens	Separate City Council Action Vote
Maywood	Separate City Council Action Vote
Norwalk	Separate City Council Action Vote
Santa Fe Springs	Separate City Council Action Vote
Downey	City Council Adopted Legislative Platform
La Palma	City Council Adopted Legislative Platform
Lakewood	City Council Adopted Legislative Platform
South Gate	City Council Adopted Legislative Platform

Updated Survey of 14 Cities **Updated*

City	Approval Type
Bellflower	Administrative Action
La Mirada	Administrative Action
Maywood*	Administrative Action
Santa Fe Springs*	Administrative Action
Signal Hill	Administrative Action
Cerritos*	Administrative/City Council
Hawaiian Gardens*	Administrative/City Council
Bell	Separate City Council Action Vote
Bell Gardens	Separate City Council Action Vote
Norwalk	Separate City Council Action Vote
Downey	City Council Adopted Legislative Platform
La Palma	City Council Adopted Legislative Platform
Lakewood	City Council Adopted Legislative Platform
South Gate	City Council Adopted Legislative Platform

ITEM NO. 6



Sample Legislative Platform Items



- Regional Organizations Partners
 - **All Support Local Control**
 - League of Cities, Gateway Cities COG, SCAG, CCCA
- Goals
 - Advocate the City's legislative interests at all levels of govt.
 - Inform and share information with our reps on key issues that impact on the City.
- Priorities
 - Housing - Oppose legislation that takes away local control for land use and zoning regulations.
 - Public Safety & Health- Support legislation that provides resources to improve disaster preparedness, recovery and resiliency.

ITEM NO. 6



CITY OF PARAMOUNT

City Council Adopted Legislative Platform

More City Council inclusion, Voices Heard

- Unified position that reflects City's Vision, Mission, Values, and Strategic Outcomes
- Voices continued to be heard in Sacramento and Washington D.C
- Preferences expressed in a public meeting
- Continues to afford the Mayor (the appointed leader of the City Council) the opportunity to review and approve all support/opposition letters prior to them going out



ITEM NO. 6



CITY OF PARAMOUNT

City Council Adopted Legislative Platform

Benefits

- Fast, efficient way to respond to requests for position letters
- Provides staff with clear guidance on City Council's Policy Direction
- Will be revised reviewed by the City Council every 6 months to align with the Legislative Calendar



Most Importantly: Ensures that priorities
of all the City Council are included
(not currently the case)

ITEM NO. 6



CITY OF PARAMOUNT



Recommendation

It is recommended that the City Council approve the implementation of the City Council Adopted Legislative Platform model to guide the City's response to requests for legislative positions, beginning in January 2021.

ITEM NO. 6



CITY OF PARAMOUNT



GENERAL PLAN AMENDMENT NO. 20-1 ZONE CHANGE NO. 236

September 1, 2020

ITEM NO. 8



CITY OF PARAMOUNT



REQUEST

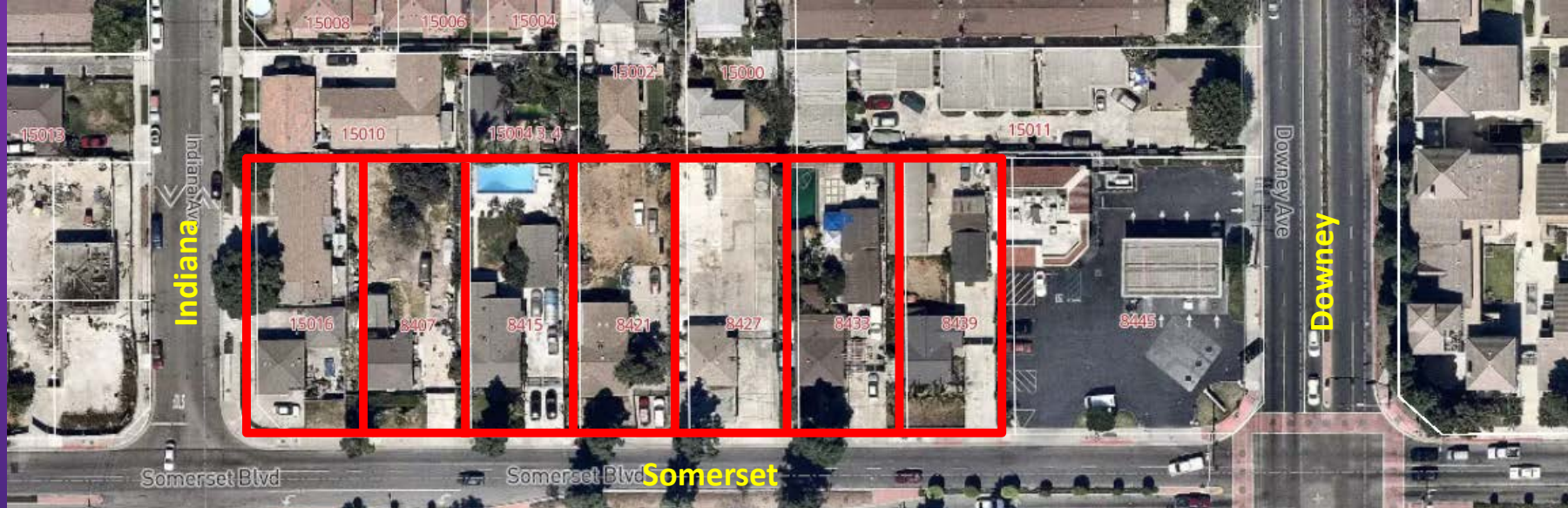
- **General Plan** – Change General Plan Land Use Map land use designation from Commercial to Multiple-Family Residential
- **Zone change** – Change zone from C-M (Commercial-Manufacturing) to R-M (Multiple-Family Residential)





- Properties on the north side of Somerset Blvd between Indiana Ave & 8439 Somerset Boulevard
- Planning Commission recommends approval

ITEM NO.8



Address	Lot Area (sq. ft.)	Housing Units	Tenancy	Notes
15016 Indiana	9,006.0	3	Rental	
8407 Somerset	9,195.6	1	Owner occupied	
8415 Somerset	9,195.6	1	Owner occupied	
8421 Somerset	9,195.6	1	Owner occupied	
8427 Somerset	9,195.6	1	Rental	Mixed-use - beauty salon
8433 Somerset	9,195.6	1	Owner occupied	
8439 Somerset	9,195.6	1	Rental	
TOTAL	64,179.6	9		



15016 Indiana



8407 Somerset

8415 Somerset



8421 Somerset

Address	Lot Area (sq. ft.)	Housing Units	Tenancy	Notes
15016 Indiana	9,006.0	3	Rental	
8407 Somerset	9,195.6	1	Owner occupied	
8415 Somerset	9,195.6	1	Owner occupied	
8421 Somerset	9,195.6	1	Owner occupied	
8427 Somerset	9,195.6	1	Rental	Mixed-use - beauty salon
8433 Somerset	9,195.6	1	Owner occupied	
8439 Somerset	9,195.6	1	Rental	
TOTAL	64,179.6	9		



8427 Somerset



8433 Somerset



8439 Somerset

Address	Lot Area (sq. ft.)	Housing Units	Tenancy	Notes
15016 Indiana	9,006.0	3	Rental	
8407 Somerset	9,195.6	1	Owner occupied	
8415 Somerset	9,195.6	1	Owner occupied	
8421 Somerset	9,195.6	1	Owner occupied	
8427 Somerset	9,195.6	1	Rental	Mixed-use - beauty salon
8433 Somerset	9,195.6	1	Owner occupied	
8439 Somerset	9,195.6	1	Rental	
TOTAL	64,179.6	9		

Land Use



Single-Family Residential



Multiple-Family Residential



Commercial



Light Manufacturing

ITEM NO. 8



CITY OF PARAMOUNT

Existing General Plan Land Use Designation



-  Multiple-Family Residential
-  Single-Family Residential
-  Commercial
-  Somerset Ranch Area Plan

ITEM NO. 8



Proposed General Plan Land Use Designation



ITEM NO. 8



Existing Zoning



PD-PS (Planned Development with Performance Standards)



R-1 (Single-Family Residential)



R-M (Multiple-Family Residential)



C-M (Commercial Manufacturing)

ITEM NO. 8



CITY OF PARAMOUNT

Proposed zoning



PD-PS (Planned Development with Performance Standards)



R-1 (Single-Family Residential)



R-M (Multiple-Family Residential)



C-M (Commercial Manufacturing)

ITEM NO. 8



CITY OF PARAMOUNT

OUTREACH

- No negative responses to survey
- Public hearing notices sent to property owners & tenants within 500 feet

ITEM NO. 8



DISCUSSION

- Zoning adopted in 1962 & unchanged; General Plan has corresponded with zoning (either Commercial or Business Park)
- Residential character
- Change will allow for traditional loans
- Eliminates linear strip commercial development
- Continues land use changes that support resident quality of life

ITEM NO. 8



RECOMMENDED ACTION

General Plan Amendment No. 20-1

Read by title only and adopt **Resolution No. 20:027**.

Zone Change No. 236

Read by title only, waive further reading, introduce **Ordinance No. 1136**, and place it on the next regular agenda for adoption.

ITEM NO. 8





GENERAL PLAN AMENDMENT NO. 20-1 ZONE CHANGE NO. 236

September 1, 2020

ITEM NO. 8



CITY OF PARAMOUNT



ORDINANCE NO. 1137

Citywide Regulations for Mobile Food and Ice Cream Vehicles

September 1, 2020

ITEM NO.9



CITY OF PARAMOUNT



REQUEST

- Citywide regulations for mobile food and ice cream vending vehicles
- Public roadways & private property



ITEM NO.9



CITY OF PARAMOUNT

BACKGROUND



- City Council adopted Sidewalk Vending Ordinance June 2019 to comply with State law
- That ordinance eliminated regulations related to food trucks on private property

ITEM NO.9

BACKGROUND

1996 – City Council adopted regulations for food trucks on private property

- Restricted trucks to 2-hours per location
- Primarily serve employees in industrial areas
- Required City Council Permit



ITEM NO.9

DISCUSSION

- Cities cannot prohibit food trucks on public roadways
- CA Vehicle Code allows cities to regulate time, place and manner of vending



ITEM NO.9



CITY OF PARAMOUNT



DISCUSSION

- Mobile food trucks are viewed as a complement to businesses on private property
- Creative start-up without the expense of a traditional restaurant

ITEM NO.9



CITY OF PARAMOUNT

DISCUSSION

- Municipal Code does not address ice cream trucks
- Appropriate to incorporate ice cream trucks into the City regulations



ITEM NO.9



CITY OF PARAMOUNT

DRAFT ORDINANCE – PUBLIC ROADWAYS

- Public roadway hours
 - Between 8:00 a.m. and 9:00 p.m., Monday through Sunday
- Time at one location
 - 2 hours
- Distance – 500 feet from restaurants and approved special events
- Vending prohibited on the exposed street and/or traffic side of the vending vehicle

ITEM NO.9



DRAFT ORDINANCE – PUBLIC ROADWAYS

- Public roadways near schools –
 - Food truck can not be within 500 ft. of any school property boundary between 7 a.m. and 4 p.m. on regular school days
- Restrictions –
 - Food truck can not operate within 100 ft. of any public roadway intersection controlled by a crosswalk, traffic light, or stop sign
 - Food truck can not operate within 100 ft. of a bus stop.

ITEM NO.9



This aerial map shows the Alondra area, bounded by Virginia Ave to the west, Downey Ave to the east, Georgia Ave to the north, and Monroe St to the south. A red circle highlights a specific site located between Virginia Ave and Downey Ave, north of Monroe St. The site is labeled with the number 8330 and is surrounded by other properties with various zoning codes (R2, R1, RM, PDPS, C3, M1) and addresses (e.g., 8202, 8220, 8304, 8321, 8400, 15920, 15930, 15940, 15950, 15953, 15955, 15958, 15956, 15957, 15746, 15737, 15745, 15744, 8203, 8213, 8225, 8303, 8319, 8329, 8433, 15717, 8509, 15750, 8504, 8512, 8505, 8513, 8514, 8515, 8516, 8517, 8518, 8519, 8520, 8521, 8522, 8523, 8524, 8525, 8526, 8527, 8528, 8529, 8530, 8531, 8532, 8533, 8534, 8535, 8536, 8537, 8538, 8539, 8540, 8541, 8542, 8543, 8544, 8545, 8546, 8547, 8548, 8549, 8550, 8551, 8552, 8553, 8554, 8555, 8556, 8557, 8558, 8559, 8560, 8561, 8562, 8563, 8564, 8565, 8566, 8567, 8568, 8569, 8570, 8571, 8572, 8573, 8574, 8575, 8576, 8577, 8578, 8579, 8580, 8581, 8582, 8583, 8584, 8585, 8586, 8587, 8588, 8589, 8590, 8591, 8592, 8593, 8594, 8595, 8596, 8597, 8598, 8599, 8600, 8601, 8602, 8603, 8604, 8605, 8606, 8607, 8608, 8609, 8610, 8611, 8612, 8613, 8614, 8615, 8616, 8617, 8618, 8619, 8620, 8621, 8622, 8623, 8624, 8625, 8626, 8627, 8628, 8629, 8630, 8631, 8632, 8633, 8634, 8635, 8636, 8637, 8638, 8639, 8640, 8641, 8642, 8643, 8644, 8645, 8646, 8647, 8648, 8649, 8650, 8651, 8652, 8653, 8654, 8655, 8656, 8657, 8658, 8659, 8660, 8661, 8662, 8663, 8664, 8665, 8666, 8667, 8668, 8669, 8670, 8671, 8672, 8673, 8674, 8675, 8676, 8677, 8678, 8679, 8680, 8681, 8682, 8683, 8684, 8685, 8686, 8687, 8688, 8689, 8690, 8691, 8692, 8693, 8694, 8695, 8696, 8697, 8698, 8699, 8700, 8701, 8702, 8703, 8704, 8705, 8706, 8707, 8708, 8709, 8710, 8711, 8712, 8713, 8714, 8715, 8716, 8717, 8718, 8719, 8720, 8721, 8722, 8723, 8724, 8725, 8726, 8727, 8728, 8729, 8730, 8731, 8732, 8733, 8734, 8735, 8736, 8737, 8738, 8739, 8740, 8741, 8742, 8743, 8744, 8745, 8746, 8747, 8748, 8749, 8750, 8751, 8752, 8753, 8754, 8755, 8756, 8757, 8758, 8759, 8760, 8761, 8762, 8763, 8764, 8765, 8766, 8767, 8768, 8769, 8770, 8771, 8772, 8773, 8774, 8775, 8776, 8777, 8778, 8779, 8780, 8781, 8782, 8783, 8784, 8785, 8786, 8787, 8788, 8789, 8790, 8791, 8792, 8793, 8794, 8795, 8796, 8797, 8798, 8799, 8800, 8801, 8802, 8803, 8804, 8805, 8806, 8807, 8808, 8809, 8810, 8811, 8812, 8813, 8814, 8815, 8816, 8817, 8818, 8819, 8820, 8821, 8822, 8823, 8824, 8825, 8826, 8827, 8828, 8829, 8830, 8831, 8832, 8833, 8834, 8835, 8836, 8837, 8838, 8839, 8840, 8841, 8842, 8843, 8844, 8845, 8846, 8847, 8848, 8849, 8850, 8851, 8852, 8853, 8854, 8855, 8856, 8857, 8858, 8859, 8860, 8861, 8862, 8863, 8864, 8865, 8866, 8867, 8868, 8869, 8870, 8871, 8872, 8873, 8874, 8875, 8876, 8877, 8878, 8879, 8880, 8881, 8882, 8883, 8884, 8885, 8886, 8887, 8888, 8889, 8890, 8891, 8892, 8893, 8894, 8895, 8896, 8897, 8898, 8899, 8900, 8901, 8902, 8903, 8904, 8905, 8906, 8907, 8908, 8909, 8910, 8911, 8912, 8913, 8914, 8915, 8916, 8917, 8918, 8919, 8920, 8921, 8922, 8923, 8924, 8925, 8926, 8927, 8928, 8929, 8930, 8931, 8932, 8933, 8934, 8935, 8936, 8937, 8938, 8939, 8940, 8941, 8942, 8943, 8944, 8945, 8946, 8947, 8948, 8949, 8950, 8951, 8952, 8953, 8954, 8955, 8956, 8957, 8958, 8959, 8960, 8961, 8962, 8963, 8964, 8965, 8966, 8967, 8968, 8969, 8970, 8971, 8972, 8973, 8974, 8975, 8976, 8977, 8978, 8979, 8980, 8981, 8982, 8983, 8984, 8985, 8986, 8987, 8988, 8989, 8990, 8991, 8992, 8993, 8994, 8995, 8996, 8997, 8998, 8999, 9000, 9001, 9002, 9003, 9004, 9005, 9006, 9007, 9008, 9009, 9010, 9011, 9012, 9013, 9014, 9015, 9016, 9017, 9018, 9019, 9020, 9021, 9022, 9023, 9024, 9025, 9026, 9027, 9028, 9029, 9030, 9031, 9032, 9033, 9034, 9035, 9036, 9037, 9038, 9039, 9040, 9041, 9042, 9043, 9044, 9045, 9046, 9047, 9048, 9049, 9050, 9051, 9052, 9053, 9054, 9055, 9056, 9057, 9058, 9059, 9060, 9061, 9062, 9063, 9064, 9065, 9066, 9067, 9068, 9069, 9070, 9071, 9072, 9073, 9074, 9075, 9076, 9077, 9078, 9079, 9080, 9081, 9082, 9083, 9084, 9085, 9086, 9087, 9088, 9089, 9090, 9091, 9092, 9093, 9094, 9095, 9096, 9097, 9098, 9099, 9100, 9101, 9102, 9103, 9104, 9105, 9106, 9107, 9108, 9109, 9110, 9111, 9112, 9113, 9114, 9115, 9116, 9117, 9118, 9119, 9120, 9121, 9122, 9123, 9124, 9125, 9126, 9127, 9128, 9129, 9130, 9131, 9132, 9133, 9134, 9135, 9136, 9137, 9138, 9139, 9

DRAFT ORDINANCE – PUBLIC ROADWAYS

- Ice cream truck hours –
 - Limited to 10 a.m. to 6 p.m. or 1/2 hour after sunset, whichever first.
- Ice cream truck limitations – Sales limited to:
 - Public roadways with a speed limit less than 25 mph
 - No sales within 75 feet of an intersection
 - 200 foot distance between ice cream trucks
 - Vehicles must be able to safely pass a parked ice cream truck
 - No audio from a parked truck

ITEM NO. 9

DRAFT ORDINANCE – PRIVATE PROPERTY

- Private property hours –
 - 12 p.m. and 9 p.m., Monday through Sunday
 - Planning Director can modify hours
- Maximum time at one location on private property
 - 4 hours
- Property owner authorization –
 - Must receive written permission from a property owner

ITEM NO.9

DRAFT ORDINANCE – PRIVATE PROPERTY

- Signs
 - All signs must be on private property
- Food trucks may not park in setback areas
- Food trucks can not block vehicle circulation
 - Planning Director to approve location
- Food trucks may not encroach into the public right-of-way

DRAFT ORDINANCE – PUBLIC & PRIVATE

- Tables/chairs
 - No tables or chairs
- Health Department
 - Must have a valid Health Department permit
- Trash –
 - Must have a trash can
 - Must pick-up trash generated within a 100-foot radius of the truck

ITEM NO.9

DRAFT ORDINANCE – PUBLIC & PRIVATE

- Discharges
 - No liquid discharges permitted - e.g., water, grease, oil
 - All discharges must be contained and disposed of properly
- Business license
 - All food vending trucks must have a City of Paramount business license

ITEM NO.9



RECOMMENDED ACTION

Read by title only, waive further reading, introduce **Ordinance No. 1137**, and place it on the next regular agenda for adoption.



ITEM NO.9



CITY OF PARAMOUNT



ORDINANCE NO. 1137

Citywide Regulations for Mobile Food and Ice Cream Vehicles

September 1, 2020

ITEM NO.9



CITY OF PARAMOUNT



Request for Approval of 2020 Census Expenditures

ITEM NO. 10



CITY OF PARAMOUNT

2020 Census Efforts



Print Media

- Around Town monthly newsletter (mailed to every address in the City): Information in five issues in Dec. 2019, January, March, April, and May 2020
- Pulse Beat monthly newspaper: Three mentions in Mayor's column in February, March, July 2020
- CityScape (monthly): Two full-page ads in March and June 2020
- Paramount Journal weekly newspaper: Various stories each month since December 2019

Social Media & Website

- Instagram, Facebook: 11 messages since January 20, 2020
- Numerous news stories and press releases on the City website and news feed
- Tik Tok video contest

Paid Advertisements

- Purchased four Public Service Announcement billboards ads throughout the City running August 17 - October 11

ITEM NO. 10

N/B Downey Ave, North of Alondra Blvd.



ITEM NO. 10



CITY OF PARAMOUNT

2020 Census Efforts (Cont'd)



Paid Promotional Materials

- Street Banner across heavily traveled Paramount Blvd. at Alondra Blvd. for 3 months
- Magnets placed on all City vehicles



Public Information Postings and Signs

- Info placed on electronic message boards placed on streets throughout the City
- Signs posted on large frames at entrances of all City parks
- Messages placed on marquees at various PUSD school campuses
- Mounted posters on A-Frame signs at parks



ITEM NO. 10



CITY OF PARAMOUNT

2020 Census Efforts (Cont'd)



Sponsored Events and Activities

- Weekly Caravan, pop-up events scheduled throughout September
- Raffle giveaway prizes to incentivize participation
- Census Caravan on August 27
- Door Hanger (5,000) distribution/canvassing event in HTC neighborhoods to be held the week of August 17
- Paramount sponsored Carpool Caravan held on June 17, 2020
- Flyer handout at commercial shopping centers on June 20, 2020

Accessing City Databases, Robocalls & e-Newsletters

- Sent 7,000 Water Bill inserts in February and March, 2020
- Email messages sent to recipients in City program databases: Rental Assistance, Recreation Programs, Nixle Public Safety databases
- A series of robocall messages being sent to recipients tracked in City program databases
- City E-Newsletter: 4 stories since January 20, 2020
- Sent flyers and door hangers to senior communities through the City's Nutrition Program materials
- Sent flyers and door hangers to families in STAR Program take-home packets

ITEM NO. 10



Recommendation

It is recommended that the City Council consider and approve the use of General Funds in a cumulative amount not to exceed \$10,000 for the purchase of gift cards and other City merchandise to be raffled off as part of 2020 Census incentive efforts.

ITEM NO. 10



CITY OF PARAMOUNT



Proposed Programs and Spending Plan Funded by State Department of Finance CARES Act Pass-Through Coronavirus Relief Funds

ITEM NO. 11



CITY OF PARAMOUNT

(CARES) Act

- Coronavirus Aid, Relief, and Economic Security (CARES) Act was passed by Congress
- Provides funding to States
- In California, \$500 million has been apportioned to local governments
- Paramount \$684,786

Proposed Activities

- Emergency Rental Assistance Grants
\$150,000/22%
- Business Assistance Grants \$100,000/15%
- Student Learning Assistance Program
\$100,000/15%





City Operations Reimbursement



- Community Public Health 15%
- COVID-19 Mitigating Measures 3%
- Caring for Homeless 15%
- Medical Expenses 3.5%
- Business Recovery Efforts 3%
- Other Qualifying Categories 8.5%

ITEM NO. 11



CITY OF PARAMOUNT

Emergency Rental Assistance Grants

- Provides \$150,000 additional emergency rental and utility assistance grants to income-eligible tenants
- CDBG-CV & Measure H \$264,00
- Total \$414,000



Business Recovery Efforts

- Provides \$100,000 additional business recovery grants to Paramount businesses
- CDBG-CV & CDBG \$245,000
- Business Recovery Plan e.g. Al Fresco
 - Total \$345,000





Student Learning Assistance Program

Through partnership with other agencies:



- Online tutoring services
- Internet access
- All-day child care
- Total \$100,000



ITEM NO. 11



CITY OF PARAMOUNT

City Operations Reimbursement

- Anticipated eligible expenses ~\$1 million
- Community Public Health 15%
- Mitigation Measures 3%
- Caring for Homeless 15%
- Medical Expenses 3.5%
- Business Recovery Efforts 3%
- Other Qualifying Categories 8.5%



ITEM NO. 11

Report Deadline and Funding Adjustments

- First reporting deadline on September 4, 2020
- Multiple required reports for incremental expenditures
- Funds not spent by December 31, 2020 must be returned to the State.

Recommended Action

- Approve the proposed use of CARES Act funds as presented, and authorize the City Manager to make modifications to the programs and funding adjustments as needed allowing the City to maximize the use or reimbursement of funds.



Proposed Programs and Spending Plan Funded by State Department of Finance CARES Act Pass- Through Coronavirus Relief Funds

ITEM NO. 11



CITY OF PARAMOUNT