



# CITY COUNCIL MEETING

February 2, 2021



**PEGGY LEMONS**

Mayor



**BRENDA OLMOS**

Vice Mayor



**ISABEL AGUAYO**

Councilmember



**LAURIE GUILLEN**

Councilmember



**VILMA CUELLAR  
STALLINGS**

Councilmember

VIA REMOTE LIVE WEBCAST



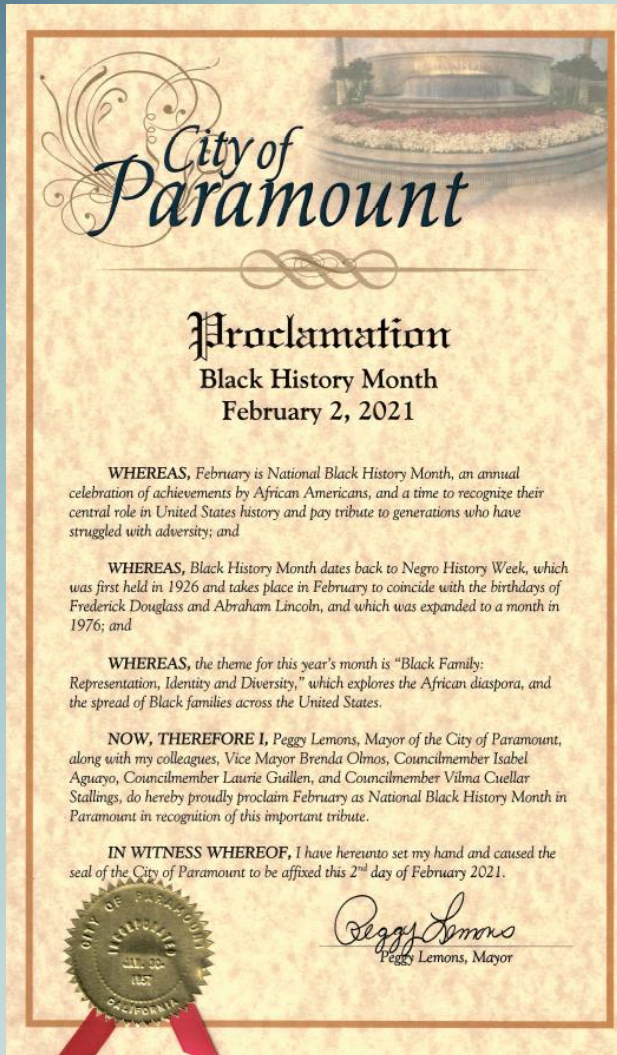
# CITY COUNCIL MEETING

February 2, 2021

## National Black History Month

Dr. Linda Timmons,  
Unity in the Community Committee Member  
Reading a poem titled:

"The Hill We Climb"  
by National Youth Poet Laureate Amanda Gorman



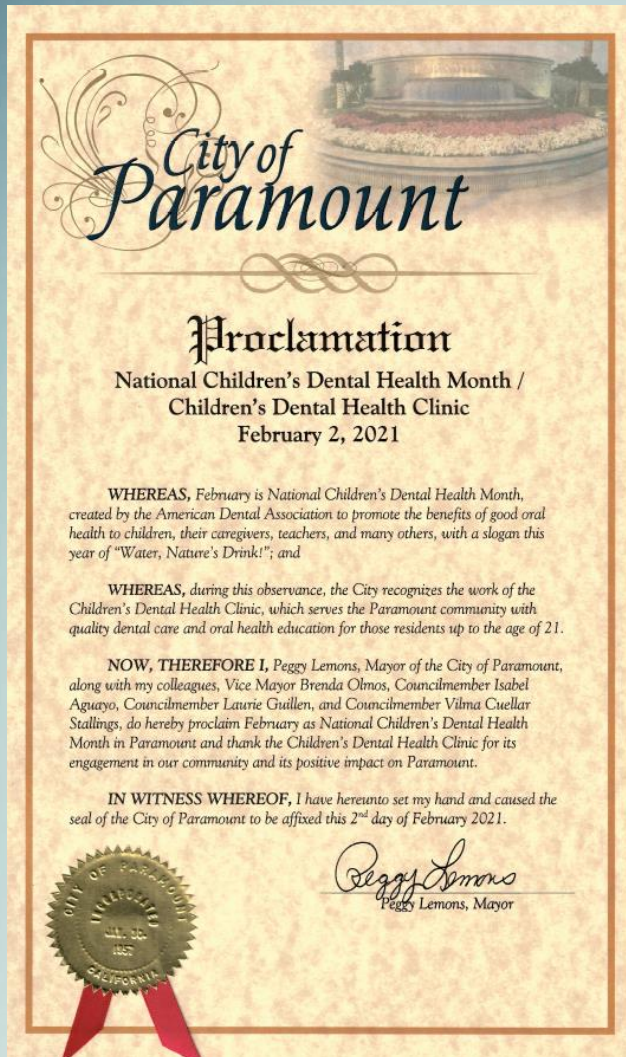
ITEM NO. 1





# CITY COUNCIL MEETING

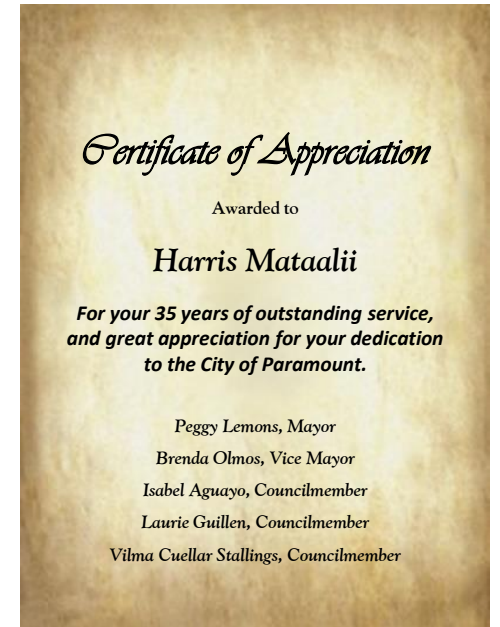
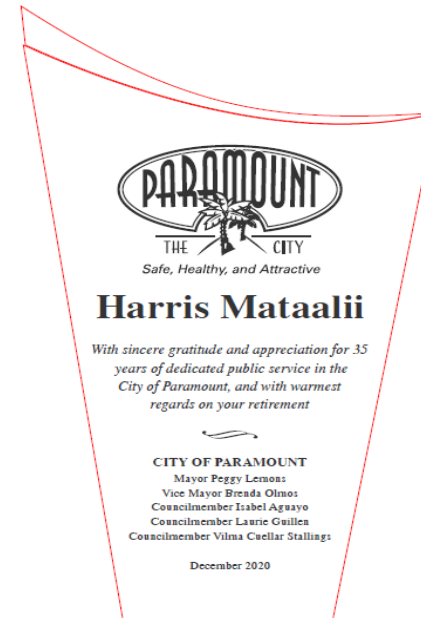
February 2, 2021



## National Children's Dental Health Month: Children's Dental Clinic

ITEM NO. 2

# Harris Mataalii – 35 Years of Service



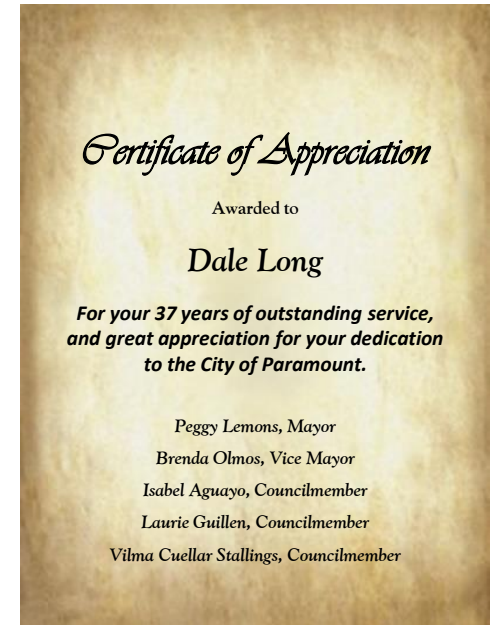
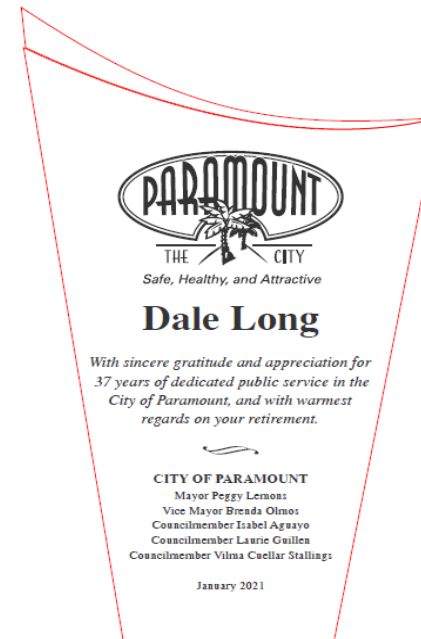
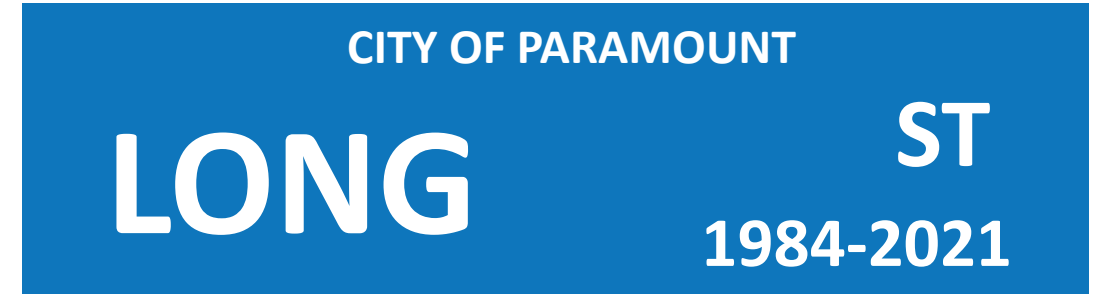
ITEM NO.3



CITY OF PARAMOUNT



# Dale Long – 37 Years of Service



ITEM NO.3



CITY OF PARAMOUNT



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**LAURIE GUILLEN**

Councilmember



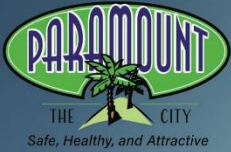
**VILMA CUELLAR  
STALLINGS**

Councilmember

## City Council Public Comment Updates

VIA REMOTE LIVE WEBCAST





# CITY COUNCIL MEETING

February 2, 2021



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**VILMA CUELLAR**

**STALLINGS**

Councilmember

## Public Comments

VIA REMOTE LIVE WEBCAST



# CITY COUNCIL MEETING

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Councilmember



**VILMA CUELLAR**

**STALLINGS**

Councilmember

## Consent Calendar

VIA REMOTE LIVE WEBCAST





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**LAURIE GUILLEN**

Councilmember



**VILMA CUELLAR**

**STALLINGS**

Councilmember

## Item #8: Pipeline Franchise Agreement

VIA REMOTE LIVE WEBCAST



# CITY COUNCIL MEETING

February 2, 2021



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Councilmember



**LAURIE GUILLEN**

Councilmember



**VILMA CUELLAR**

**STALLINGS**

Councilmember

**Item #9: Amending Chapters 10.04.010 and 10.04.020 of the P.M.C.**

VIA REMOTE LIVE WEBCAST





# CITY COUNCIL MEETING

February 2, 2021



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**ISABEL AGUAYO**

Councilmember



**LAURIE GUILLEN**

Councilmember



**VILMA CUELLAR**

**STALLINGS**

Councilmember

**Item # 10: Amending Chapters 8.04.010 and 8.04.040 of the P.M.C.**

VIA REMOTE LIVE WEBCAST





# COVID-19 Vaccine Updates and FY 2021 Budget Adjustments

ITEM NO. 11



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# COVID-19 Vaccine/Budget Updates

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- The COVID-19 Vaccine
  - Federal and State Disbursement
  - County Health Distribution and Guidelines
- Limited Supply
- Mass Distribution Sites/Medical Point of Dispensing (MPOD)
- New State Direction

ITEM NO. 11

# COVID-19 Vaccine/Budget Updates



- Other City Vaccine Assistance
  - Medical Taxi Program
    - Temporary Expansion of Eligibility/No Cost to Residents
    - Drive-Through MPODs
    - Other Vaccination Clinics
    - Estimated Cost of \$5,000 (Prop A Transit)
  - Vaccine Appointment Assistance
    - List of Seniors Needing Assistance
    - Excess Vaccine from Local Medical Sites
      - Senior Stand-by List

ITEM NO. 11



# COVID-19 Vaccine/Budget Updates

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- Other City Vaccine Assistance
  - City of Paramount Vaccine Distribution Assistance
    - Estimated Cost of \$76,000 in Rec PT Staff Support
    - Funded With COVID Reserve Fund or CDBG

ITEM NO. 11

# Recommendation

- Recommended Action
  - Approve the following:
    1. Temporary Expansion of Medical Taxi Program Eligibility for COVID Vaccine Transportation
    2. FY 2021 Budget Adjustment of \$5,000 for Expanded Medical Taxi Services
    3. FY 2021 Budget Adjustment of \$75,900 for Staffing and Resources to Support Vaccine Distribution Activities

ITEM NO.11







# Explore Paramount – Shop Local Campaign

ITEM NO. 12



CITY OF PARAMOUNT



# New Shop Local Campaign

Three-pronged approach:

1. Marketing and Advertising
2. Customer Incentive Program
3. Online Accessibility and Presence



ITEM NO. 12



The background of the slide is a repeating pattern of lightbulbs. Most are green with a white filament, but some are yellow, indicating they are lit. The pattern is dense and covers the entire slide area.

# "Explore Paramount" Shop Local Campaign

Marketing and Advertising Support



**TRIPLEPI SMITH**  
marketing • technology • public affairs

January 2021

# Overview

- Introduction to Tripepi Smith Team
- Campaign Goal
- Brand Strategy Process
  - Campaign Name Brainstorming/Selection
  - Campaign Logo Brainstorming/Selection
  - Campaign Collateral Development
- Next Steps





# Your Tripepi Smith Team



**Ryder Todd  
Smith**  
President



**Jennifer  
Nentwig**  
Director



**Sara Madsen**  
Business Analyst



TRIPEPI SMITH

# Marketing Campaign Goal

- Motivate residents and visitors to support Paramount businesses through a Paramount-specific campaign brand strategy (including a new campaign name and logo)







# Brand Strategy Process

# Campaign Name Brainstorming/Selection

- Interviews with leaders from the City of Paramount and the Chamber of Commerce
- The resulting name that was selected was:

**Explore Paramount**

*Dine. Shop. Experience.*



A word cloud on a dark green background. The word 'Exploring' is the largest and most prominent, centered in a light green font. Surrounding it are various other words in different colors and sizes, including: 'Discovering' (green), 'small' (yellow), 'Connection' (pink), 'Wow' (yellow), 'Shop' (blue), 'community' (blue), 'Aha' (green), 'new' (green), 'Love' (purple), 'Think' (blue), 'Surprising' (pink), 'Excitement' (pink), 'Safe' (green), 'Trying' (green), and 'Freshness' (blue).



TRIPEPI SMITH



# Campaign Logo Brainstorming/Selection

- Fresh colors that “pop”
- Combination of elements that tell a story
- Can be used together with City of Paramount and Chamber of Commerce logos as space permits

EXPLORE  
PARAMOUNT  
*Dine. Shop. Experience.*



# Campaign Collateral Development

- Street banner
- Street signs
- Stickers
- Flyers
- Email template
- Press release template
- Social media graphic templates



TRIPLEPI SMITH





# Customer Incentive Program



ITEM NO. 12



CITY OF PARAMOUNT



# Receipts for Rewards Program

- \$50 in receipts = Chance to Win \$\$
- Weekly Drawings for gift cards to local businesses
- Administered by the Chamber of Commerce



ITEM NO. 12





# Implementation

- Program will be promoted on social media, posters, and Pulse Beat advertising.
- City will provide \$5,000 of CARES Act funds to jumpstart program, businesses will donate gift cards the prizes as program grows (more on this later).
- The Chamber will recruit businesses to join in and encourage participation for all businesses.

ITEM NO.12



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# Online Presence & Accessibility



ITEM NO. 12





# COVID-19 Challenges for Local Merchants

- COVID-19 Restrictions on businesses.
- The lack of an e-commerce presence for local merchants
- Resulting in difficult times for local businesses.



ITEM NO. 12

# Giftbar:

## Online Gift Card Experience



- Giftbar is an e-gift card platform.
- Country's largest digital gift card marketplace.
- Providing merchants an online presence to do business.



# Online e-Gift Cards

- E-gift cards can be sold 24/7.
- Generates immediate revenue for merchants.
- Creates new customers.
- Typically generates more revenue than their face value.
- Provide economic growth to the local economy.

# Giftbar Benefits

- A proprietary website that is dedicated to only Paramount businesses.
- Registered merchants can customize their profiles and share their URL's on their social media accounts or emails.
- Customized barcodes to minimize fraud.
- Trackable and manageable data available to merchants.

# Program Details



- A two year program
- City will subsidize \$3,000 from General Fund to offset fees for businesses and customers.
- Merchants will get 100% revenue of all transactions.
- Customers will not pay any additional fees for the purchase of e-gift cards.





Support your community! While you're staying in, help small businesses near you by purchasing their gift cards!

SIGN IN or SIGN UP  
CHECK BALANCE



View all Gift Cards  
ALL CATEGORIES

Browse By Category ▾

Shop By Neighborhood ▾  
1 SELECTED



Admiral Pest Control  
Gift Cards

Select Merchant



Affordable Openers  
Gift Cards

Select Merchant



Bellflower Diner  
Gift Cards

Select Merchant



Bellflower Radiator  
Repair Gift Cards

Select Merchant



Bless Tires Inc  
Gift Cards

Select Merchant



Eddie's Flower Shop  
#2 Gift Cards

Select Merchant



## BLESS TIRES INC Gift Cards

Email, Text or Print at Home



No reviews found for this location.

BELLFLOWER

9042 Artesia Blvd , Bellflower, CA 90706

MAP / HOURS / 5625849010

\$ 50

Step 1 — Choose Amount

You get this \$50 gift card for only \$40, thanks to our partnership with the City of Bellflower.

Looking for brake repairs in Santa Fe Springs, CA? What about a wheel alignment or an oil change? Give us a call. We're on hand 7 days a week to handle all of your auto repair needs. We stock and install a variety of lift, leveling and lowering kits.

the GIFT CARD SERVICE for LOCAL GIFT-WORTHY BOUTIQUES, SERVICES and RESTAURANTS

### Own A Giftable Local Business?

Join the ranks of Giftbar's curated marketplace of over 10,000 local businesses nationwide.

BECOME A MERCHANT — APPLY NOW



# Next Steps

- Consolidate “Explore Paramount” resources into one website and one
  - ❖ Paramount Al Fresco
  - ❖ Online Gift Cards
  - ❖ Receipts for Rewards
  - ❖ Shop Paramount Information
  - ❖ Social Media
  - ❖ Advertising
- Launch Date: February 8, 2021



ITEM NO.12





# Recommended Action

It is recommended that the City Council receive and file this report, and approve an amendment to the Fiscal Year 2021 Adopted Budget in the amount of \$3,000 for an E-gift card program and authorize the City Manager, or designee, to enter into a two-year agreement with Giftbar.



ITEM NO. 12





# Explore Paramount – Shop Local Campaign

**EXPLORE**  
**PARAMOUNT**  
*Dine. Shop. Experience.*



ITEM NO. 12



CITY OF PARAMOUNT





# Review of Community Gardens

ITEM NO. 13



CITY OF PARAMOUNT





# Community Garden Review

- Community Garden Background – Former and Current Sites
  - DWP Property – Jefferson St./Progress Park
  - Garfield & Petterson
  - SCE Property – Orange & Cortland



# Community Garden Review

## Former Jefferson St./ Progress Park Site

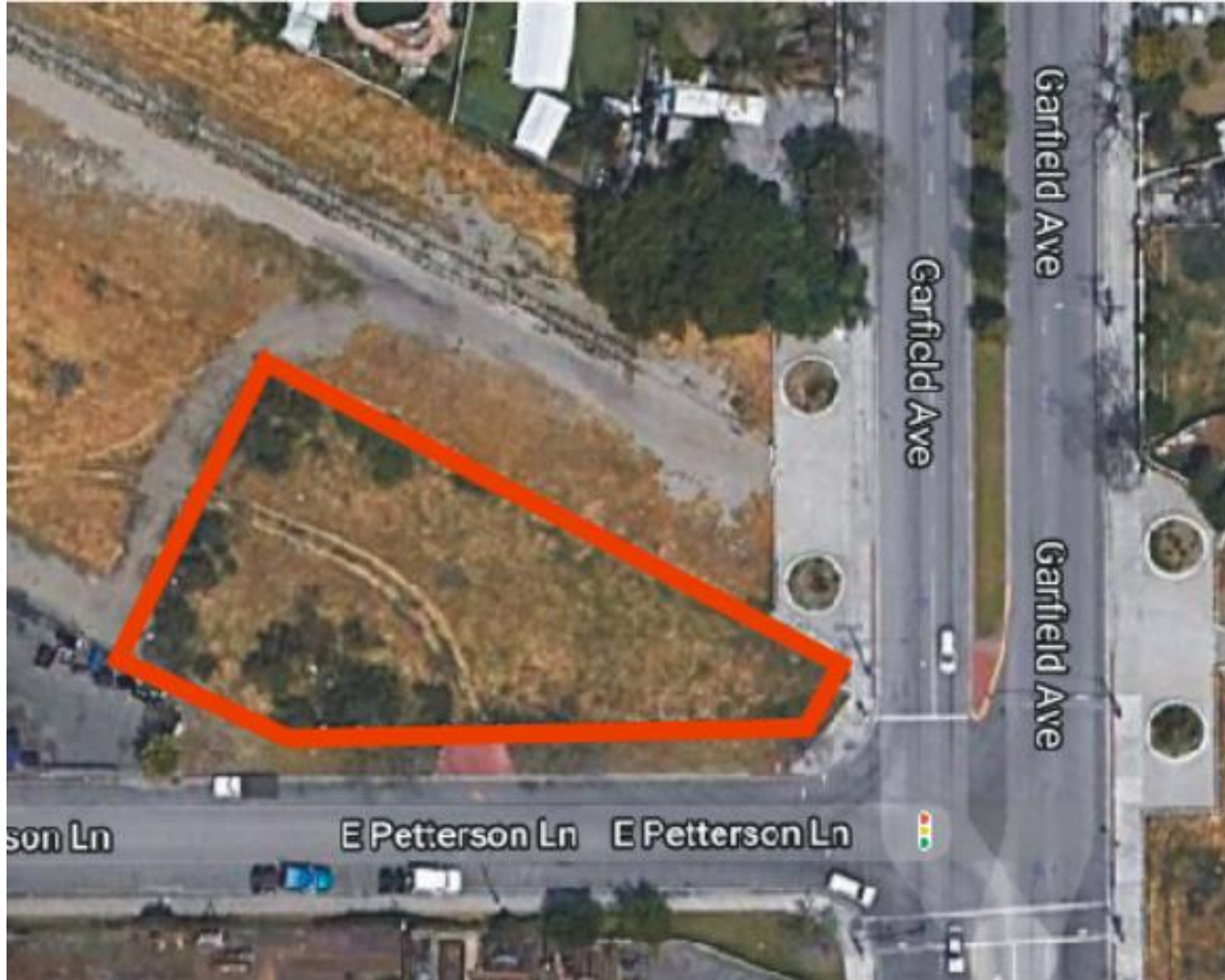
- Lost to PUSD school development



ITEM NO.13



# Community Garden Review



## Former Garfield Ave./Petterson Ln. Site

- Lost to development, inadequate location, & future bike path on Metro property

ITEM NO.13

# Community Garden Review



## Current Orange/Cortland Site

- Space for 28 gardeners
- Dedicated on-site parking
- Residential neighborhood
- CS&R Department manages community garden program
- PW Department provides site maintenance

ITEM NO.13





# Community Garden Review



- STAR Garden Site
  - Progress Park
  - ASES Funded
  - Re-Open to STAR Families – 2021
  - Return to student operation in Fall 2021
- PUSD Garden Sites
  - Current: Collins, Odyssey, & PHS West Campus
  - Proposed: PHS Senior Campus & Roosevelt

ITEM NO.13



# Community Garden Review

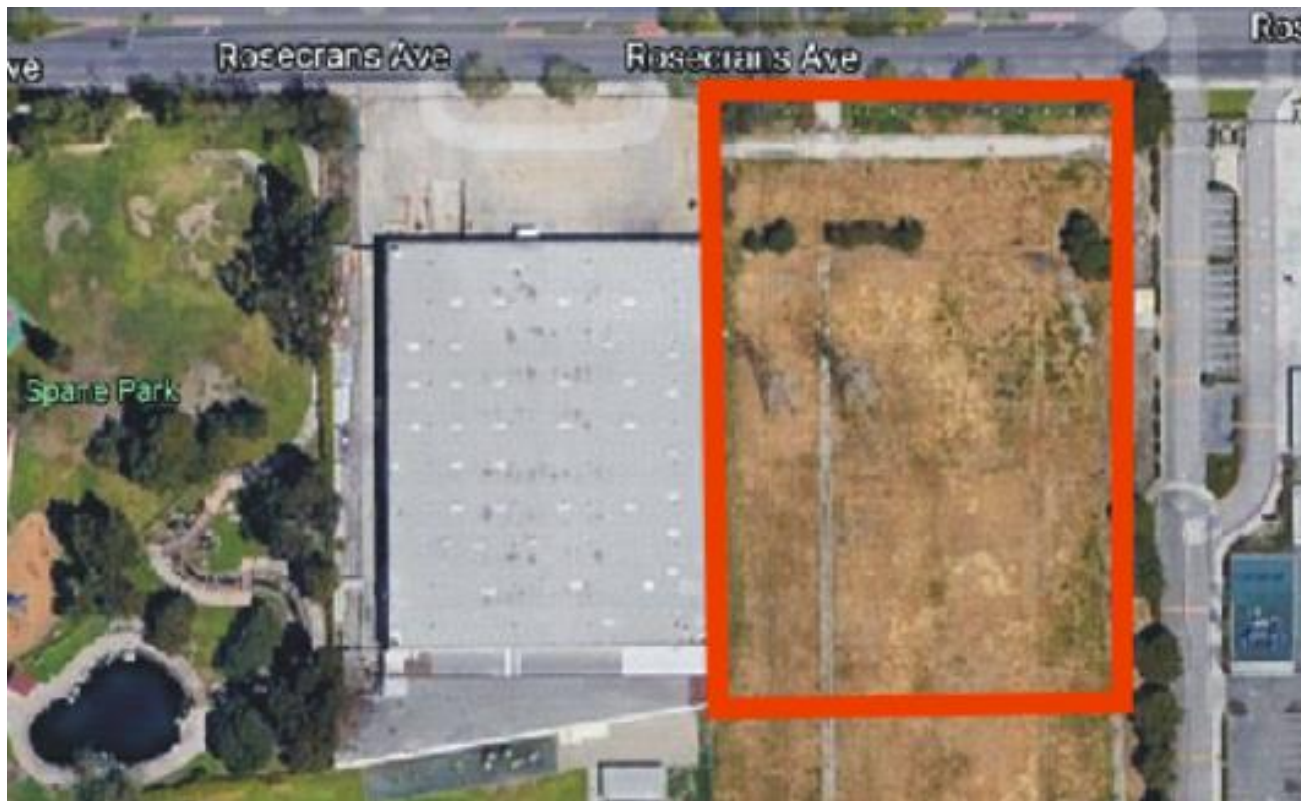
- Future Development Options
  - Development Obstacle – Land
  - Available Land: DWP and SCE right-of-ways
  - DWP – Not a current option
  - SCE Options: new garden and/or expansion of current garden
    - New Proposed Site – SCE property south of Rosecrans







# Community Garden Review



- Proposed SCE Community Garden Site
  - South of Rosecrans
  - Permit Application
  - Request for on-site parking
  - Possible School Involvement

ITEM NO.13

# Community Garden Review

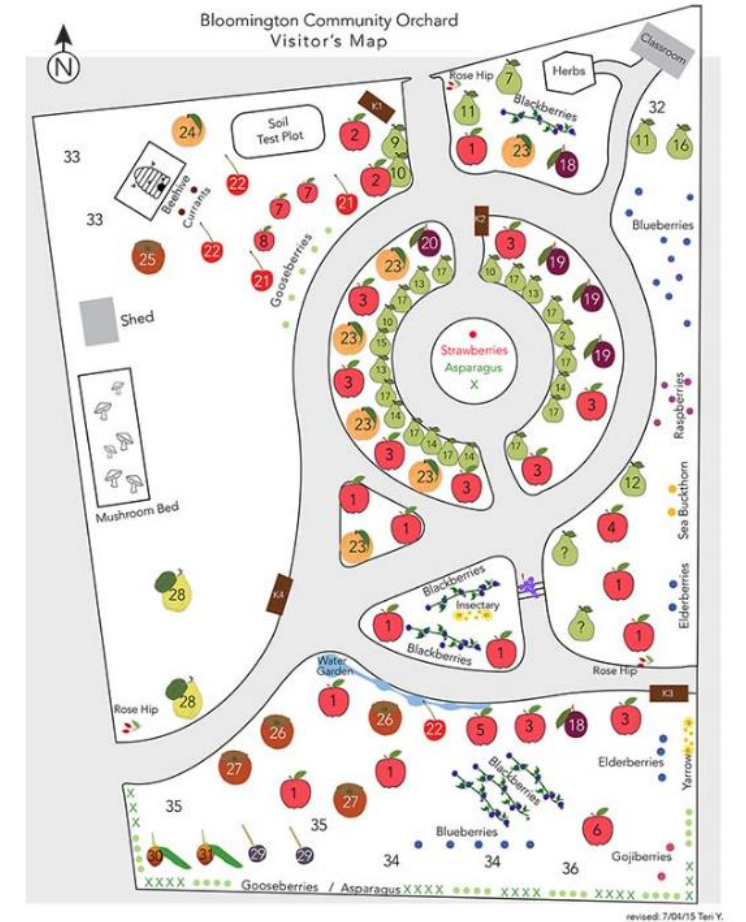


- Future Development Options
  - Garden-Share Events
  - Community Orchard – Dills Park
    - Fenced Orchard
    - Walking Trail – connections to Rio Puente Mobilehome Park, mini-pitch, existing park trail

ITEM NO.13



# Community Garden Review



ITEM NO.13

# Recommendation

It is recommended that the City Council receive and file this report.

ITEM NO.13







# Neighborhood Permit Parking Request for the 6500 block of San Carlos Street

ITEM NO. 14



CITY OF PARAMOUNT



# Background

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- » City Council adopted Resolution 20:029 on October 2020
  - Amended the procedures for establishing permit parking in the City





# Analysis

- » Resolution No. 20:029 provides the Public Safety Director to recommend permit parking for neighborhoods affected by newly established services
  - Staff anticipates an increase in parked vehicles at the 6500 block of San Carlos Street challenging the local parking needs
  - Permit parking would help residents at the 6500 block of San Carlos Street with their parking needs



ITEM NO.14

# Mini-Soccer Court



» City Council approved the construction of a mini-soccer court on August 2020



– Located at the north end of Dills Park adjacent to the 6500 block of San Carlos Street

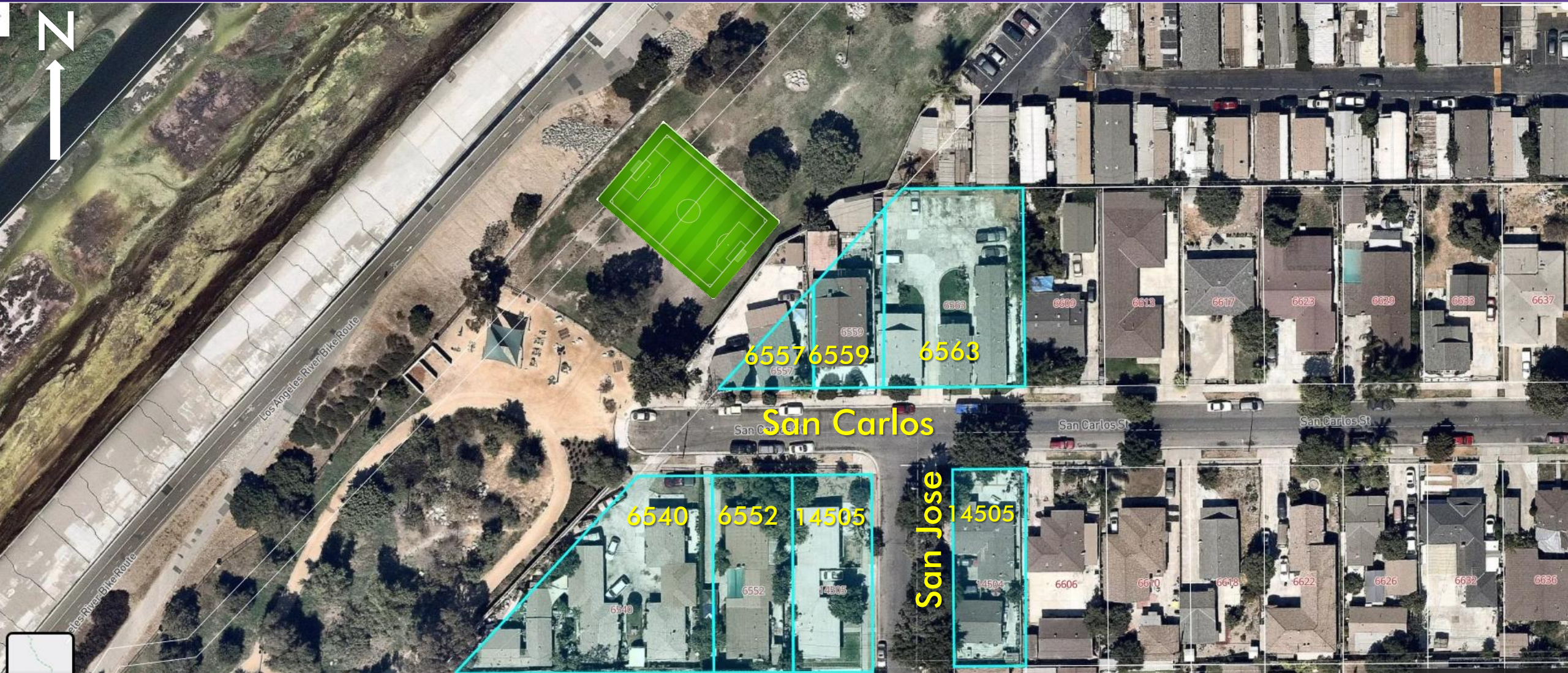


– An upgrade to the existing open park area at Dills Park

ITEM NO.14



# Proposed Permit-Parking Area





# Mini-Soccer Court Site



ITEM NO.14



CITY OF PARAMOUNT



# Survey Analysis

- » In October 2020, Public Safety surveyed seven parcel property owners along the 6500 block of San Carlos Street to obtain consensus on the permit-parking proposal
  - Public Safety received an **86 percent** response from property owners in favor of establishing permit parking



ITEM NO. 14



CITY OF PARAMOUNT

# Recommendation

**It is recommended that the City Council authorize Neighborhood Permit Parking for the 6500 block of San Carlos Street, which will be effective immediately.**

ITEM NO.14







# Neighborhood Permit Parking Request for the 6500 block of San Carlos Street

ITEM NO. 14



CITY OF PARAMOUNT





# Median Modifications on Orange Avenue by Zamboni Middle School and Associated Budget Adjustment

ITEM NO. 15



CITY OF PARAMOUNT



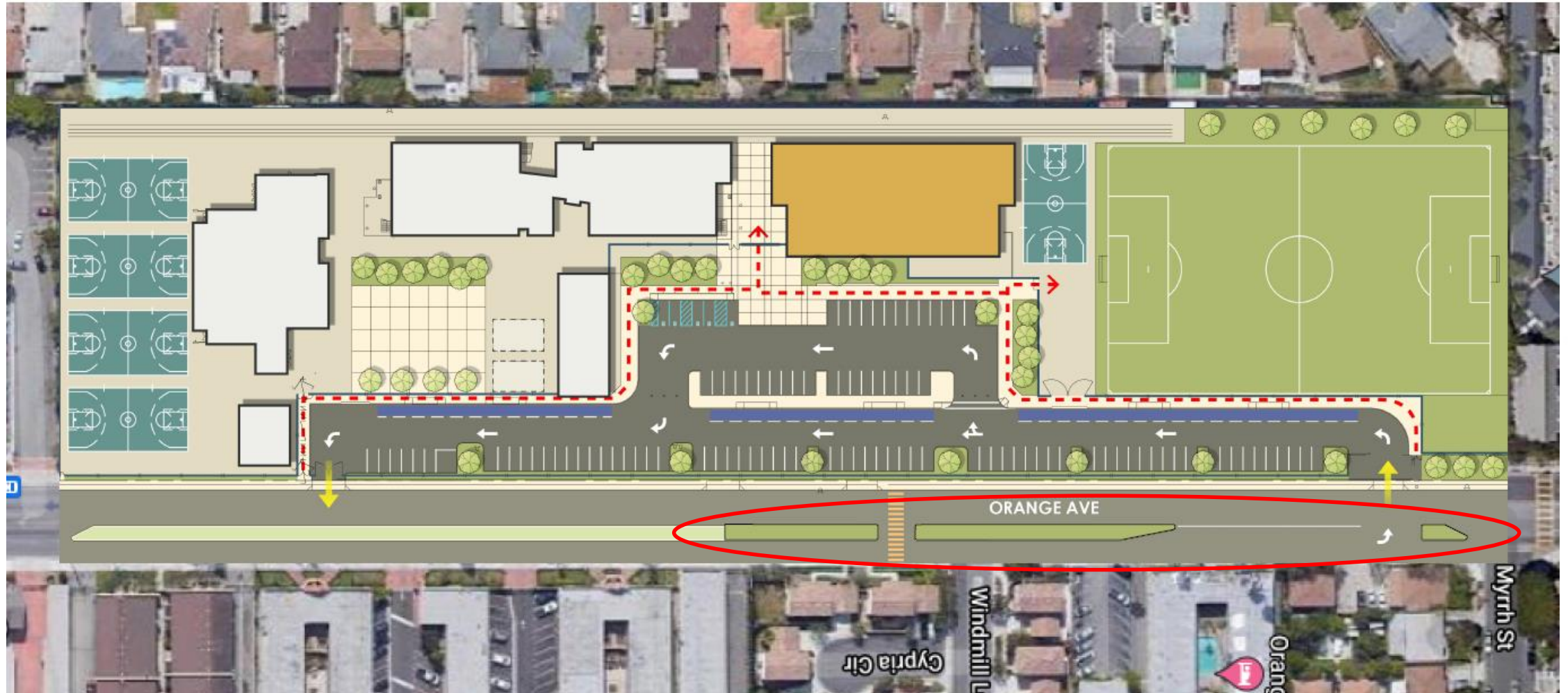
# Existing Site Plan



ITEM NO.15



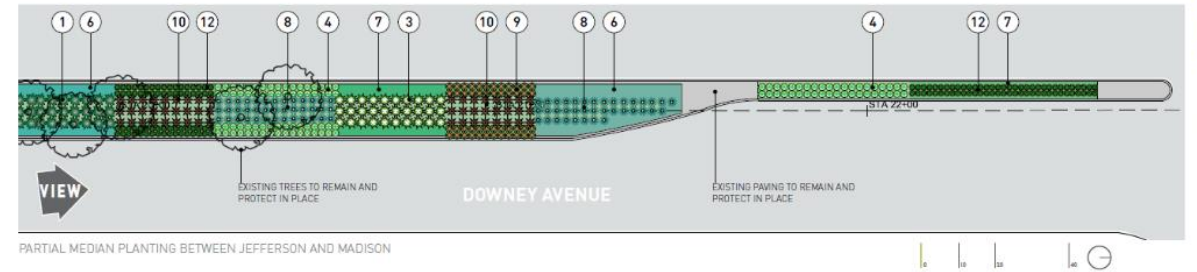
# Proposed Site Plan



ITEM NO.15



# Current Drought Tolerant Planting



1  
AGAVE ATTENUATA  
FORKTAIL AGAVE



2  
AGAVE PARRYI  
TRUNCATA  
ARTICHOKE AGAVE



3  
AGAVE ANGUSTIFOLIA  
MARGINATA  
VARIEGATED  
CARIBBEAN AGAVE



4  
ALOE VERA  
MEDICINAL ALOE



5  
DASYLIRION WHEELERI  
DESERT SPOON



6  
CEANOTHUS  
CALIFORNIA WILD LILAC



7  
DYMONDIA MARGARATA  
SILVER CARPET



8  
LEYMUS CONDENSATUS  
CANYON PRINCE  
BLUE RYE GRASS



9  
ALOE STRIATA  
CORAL ALOE



10  
PHORMIUM TENAX  
DUSKY CHIEF  
NEW ZEALAND FLAX



11  
SENECIO TALINOIDES  
CYLINDRICUS



12  
STIPA TENUISSIMA  
MEXICAN FEATHER GRASS

MEDIAN PLANTING PALETTE EXHIBIT  
DOWNEY AVENUE MEDIANS PILOT PROJECT - downey, ca  
06.26.2014

ITEM NO.15



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# Recommendation

It is recommended that the City Council:

1: Approve the median modifications on Orange Avenue by Zamboni Middle School located between Alondra Boulevard and Myrrh Street; and

2: Authorize the budget adjustment for additional services under the existing contract with Brightview Landscape Services Inc., Gardena, California in the amount of \$135,015.27.

ITEM NO.15







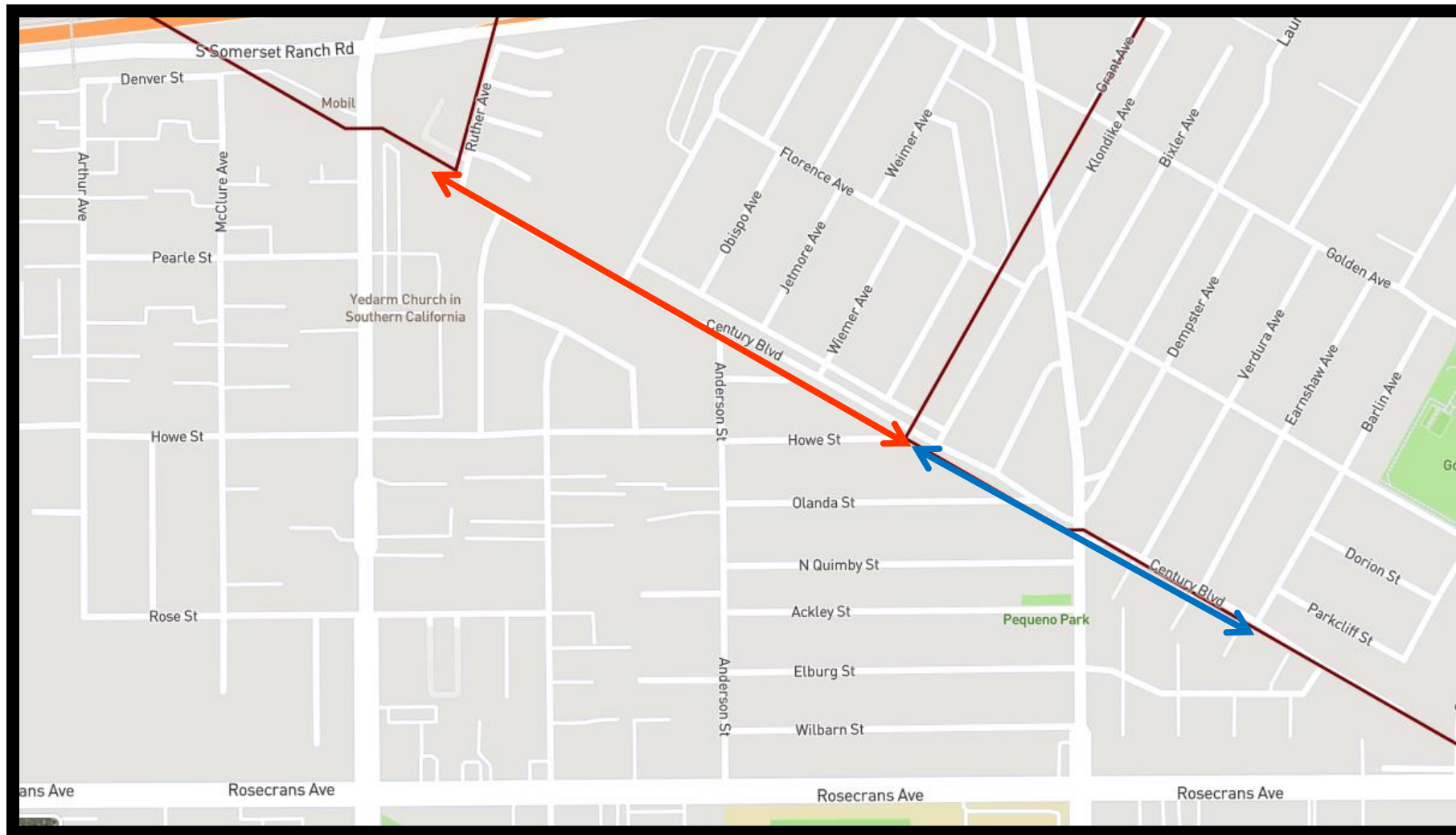
# Agreement with the City of Downey for Century Boulevard Improvements

ITEM NO. 16



CITY OF PARAMOUNT

# Century Boulevard



↔ Paramount

↔ Downey

ITEM NO.16



# Recommendation

**It is recommended that the City Council approve the agreement with the City of Downey for the Century Boulevard improvements and authorize the Mayor or her designee to execute the agreement.**

ITEM NO.16





# Planning Department 2020 Year-end Review

February 2, 2021  
City Council

ITEM NO. 17



CITY OF PARAMOUNT



# Planning Department

- Planning Division
- Building and Safety Division
- During COVID-19, with construction/development (especially housing) considered critical infrastructure, high level of service maintained with new safety protocols

ITEM NO. 17



# Planning Division Summary

Administrative Actions	56
Development Review Applications	15
Conditional Use Permits	22
Filming Permits	3
Zoning Ordinance Text Amendments	3
Zone Change	4
General Plan Amendment	2
Tentative Tract Map (Land Subdivision)	1

ITEM NO. 17





# Building and Safety Division

Total permits issued	399
Total inspections performed	7,158



## April 2020

City Council approved update to Building Code

- Allows for **safe, accessible, efficient, and sustainable** buildings
- New requirement for electric vehicle (EV) charging outlets in new garages

ITEM NO. 17

# 15158-15302 Orange Ave.

11 new homes



CITY OF PARAMOUNT



# Accessory Dwelling Units (ADUs)

- 15 permits issued for ADUs in 2020
- 3 of the 15 ADUs completed; 12 under construction



ITEM NO. 17



CITY OF PARAMOUNT

# 7317 Somerset Blvd.



2012

By by ABC7.com staff  
Monday, August 19, 2019



## Cause:

Unpermitted tenants illegally & dangerously extracting oil from marijuana plants without proper precautions

ITEM NO. 17



# Horchateria Rio Luna

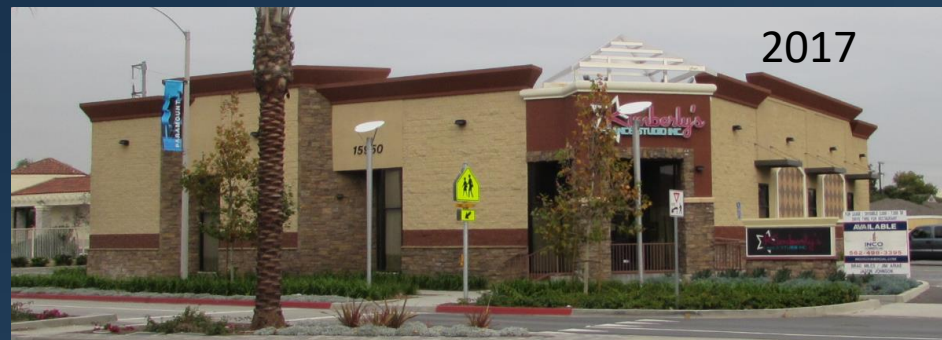
15950 Paramount Blvd.



Artist: Miriam Bricio



2010



2017



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# Home Improvement Program

## (Residential Exterior Remodel)

- Federal HOME funds
- 4 projects completed
  - Chester St. (8510 block)
  - Georgia Ave. (15900 block)
  - Perilla Ave. (15300 block)
  - Walnut Ave. (7400 block)
- 3 in preconstruction phase
- 3 applications under review

CITY OF PARAMOUNT

**Home Improvements  
Made Easy. . .  
with the City's Money**



**PLANNING  
DEPARTMENT**  
16400 COLORADO AVENUE  
PARAMOUNT, CA 90723-5012  
(562) 220-2036

**Home Improvements  
Made Easy. . .  
with the City's Money**

Make your residential renovation dreams come true by taking advantage of Paramount's Home Improvement Program.

- It's a great opportunity.
- It's available to you right now.
- And best of all . . . the City pays for almost the whole thing.\*

The program provides money for exterior improvements – stucco and paint, windows and doors, landscaping, garage doors, and more – for owner-occupied, single-family homes in need of repairs. The City covers 80%-90% of the cost for qualifying owners.

More than that, interest-free loans can help fund the homeowner's financial contribution, which reduces the out-of-pocket expenses for a value-enhancing remodel of your home.

Join the hundreds of homeowners in Paramount who have spruced up their homes through this program.

Call (562) 220-2036 today for more details.

\*There are income and other requirements for the program.





# Home Improvement Program

## (Residential Exterior Remodel)



ITEM NO. 17



CITY OF PARAMOUNT

# Commercial Rehabilitation Program

- Federal CDBG funds



ITEM NO. 17



CITY OF PARAMOUNT



# Zoning Ordinance Text Amendments

- Art in Public Places
- Indoor recreation
- Digital window sign/gas station monument sign

## Other Municipal Code Amendments

- Food truck ordinance
- Parking lot sweeping ordinance

ITEM NO. 17



CITY OF PARAMOUNT

# Arts in Public Places Ordinance



Artist: Miranda Villanueva  
6529 Somerset







**"The Calmness of the City"**  
By Tracy Negrete

**Untitled**  
By Miriam Bricio



**"Rose Mallow in the Sun"**  
By Mer Young



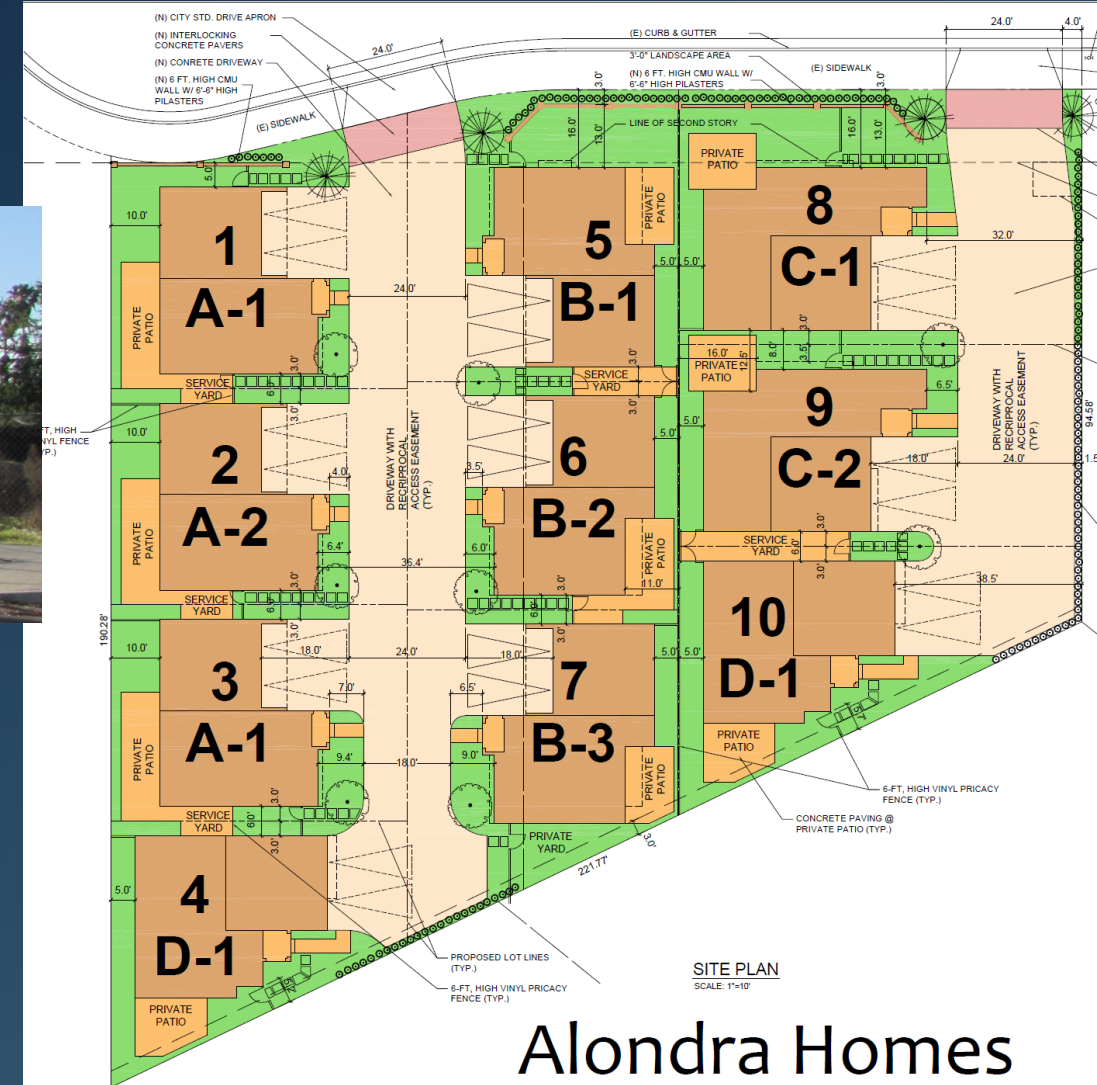
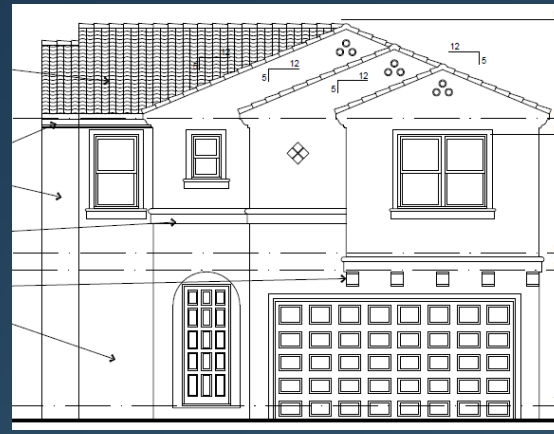
**"Before there was love, there was silence"**  
By Charlotte Medina



ITEM NO. 17

# Upcoming 2021

## 10 new homes



## Alondra Homes

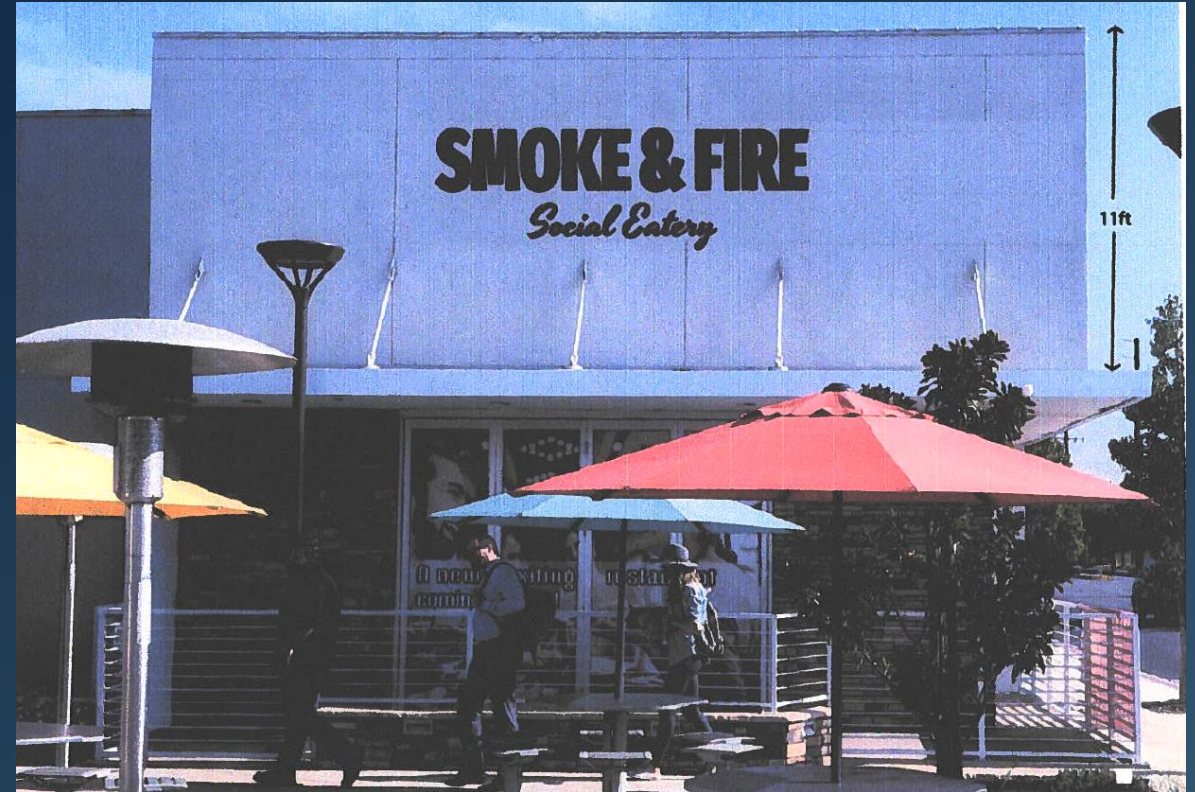


CITY OF PARAMOUNT



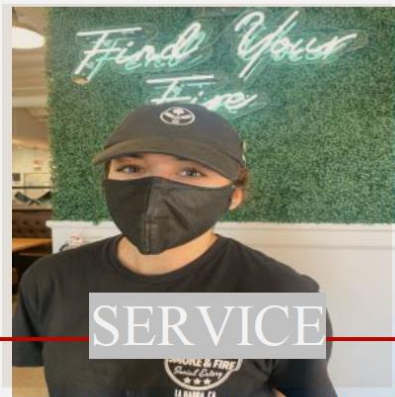
# Upcoming 2021

## Smoke & Fire Social Eatery



### PARTNERSHIP

WE WILL PROVIDE 50 -60  
NEW JOBS FOR LOCAL  
RESIDENTS



### SERVICE

WE LIVE BY THE GOLDEN RULE; WE  
BELIEVE IN GOING ABOVE AND  
BEYOND FOR EVERY GUEST

ITEM NO. 17



# Upcoming 2021



ITEM NO. 17



CITY OF PARAMOUNT



# Upcoming 2021

## North Paramount Gateway Specific Plan

- Develop contemporary “user-friendly” plan
- Reduce vehicle miles traveled (VMT)
- Mobility/parking assessment
- Take advantage of upcoming West Santa Ana Branch light rail line & corridor
- Sustainability
  - Design
  - Promote community health & well being
  - Strengthen the economic vitality of businesses & people



# Housing Element Environmental Justice Element Safety Element

- Began October 2020
- Complete October 2021
- English workshop yesterday (recorded)
- Spanish workshop tomorrow (recorded)
- More meetings in late spring 2021

SURVEY!

<https://migsurvey.limequery.com/212232?lang=en>

Please join in a  
community  
conversation  
about Housing  
and Environmental  
Justice

*Por favor, únase a  
una conversación  
comunitaria sobre  
Vivienda y Justicia  
Ambiental*



Do you have ideas to share about housing and environmental justice?

The City invites you to "meet" with neighbors and City staff to discuss these topics. This online workshop will be fun and informative. It's easy to participate on your computer or phone!

*Tiene ideas para compartir sobre la vivienda y la justicia ambiental? La ciudad le invita a "reunirse" con los vecinos y el personal de la ciudad para discutir estos temas. Este taller en línea será divertido e informativo. Es fácil participar en su computadora o teléfono!*

## English Workshop

February 1, 2021  
Monday 6-8 pm

### Zoom log in:

<https://zoom.us/j/91610866585>  
Meeting ID: 916 1086 6585

## Taller de Español

3 de Febrero de 2021  
Miércoles 6-8 pm

### Iniciar sesión en Zoom:

<https://zoom.us/j/92952842583>  
Identificación de la reunión: 929 5284 2583



QR Code

For more information, visit:

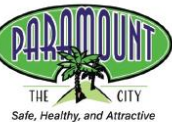
Para más información visite:

**[www.paramountcity.com/community/  
planning-department/housing-element](http://www.paramountcity.com/community/planning-department/housing-element)**

Or call:

O llamar:

**(562) 220-2036**





# Recommended Action

Receive and File



ITEM NO. 17



CITY OF PARAMOUNT



# Planning Department 2020 Year-end Review

February 2, 2021  
City Council

ITEM NO. 17



CITY OF PARAMOUNT





# CITY COUNCIL MEETING

February 2, 2021



**PEGGY LEMONS**

Mayor



**BRENDA OLMOS**

Vice Mayor



**ISABEL AGUAYO**

Councilmember



**LAURIE GUILLEN**

Councilmember



**VILMA CUELLAR**

**STALLINGS**

Councilmember

## Comments/Committee Reports

VIA REMOTE LIVE WEBCAST



# CITY COUNCIL MEETING

February 2, 2021



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Vice Mayor



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Councilmember



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Councilmember



**VILMA CUELLAR**

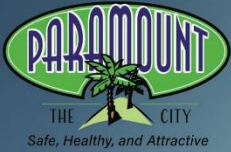
**STALLINGS**

Councilmember

## Closed Session

VIA REMOTE LIVE WEBCAST





# CITY COUNCIL MEETING

February 2, 2021



**PEGGY LEMONS**

Mayor



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Vice Mayor



**ISABEL AGUAYO**

Councilmember



**LAURIE GUILLEN**

Councilmember



**VILMA CUELLAR  
STALLINGS**

Councilmember

## Adjournment

VIA REMOTE LIVE WEBCAST

