



Mayor's Award of Excellence

ITEM NO. 1



Proclamation: National Hispanic Heritage Month

ITEM NO. 2



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Proclamation: National Preparedness Month – American Red Cross

ITEM NO. 3



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Certificate of Recognition: Paramount Youth Soccer Organization

ITEM NO. 4



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Certificate of Recognition: Summer Concerts and Back to School Event Sponsors

ITEM NO. 5



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Karina Lam – 23 Years of Service



ITEM NO. 6

Shaun O'Brien – 23 Years of Service



ITEM NO. 6



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City Council Public Comments Updates

ITEM NO.



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Public Comments

ITEM NO.



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Consent Calendar

ITEM NO.



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City of Paramount

Comprehensive User Fee Study



Willdan Project Team

- Chris Fisher, Project Director
 - Cost-of-service expert
 - Resource coordination, QA/QC
 - Review of reports and models
 - 21 years experience at Willdan with cost-of-service studies, including cost allocation, user fee, impact fee, utility rates
- Tony Thrasher, Senior Project Manager
 - Lead analytical and modeling efforts, strategy development
 - Develop models, provide support and direction to analysts
 - Extensive Cost Allocation Plan (CAP), user fee (UF), utility rate experience
- Priti Patel, Senior Financial Analyst
 - Assist with analytical and modeling efforts, additional support as necessary
 - Incorporate direct data and City feedback

What are User Fees?

- User Fees fund programs and services that provide private benefit to individuals requesting them, with limited or no benefit to the community as a whole
- State Law requires that 1) individual use of the service must be voluntary, and 2) fees must reasonably relate to the services provided

What is a User Fee Study?

- Primary goal of a User Fee Study is to determine the “reasonable” full cost of providing services
- Each fee or service’s cost is calculated individually
- Develop fully burdened hourly rates for personnel
 - Salary & Benefit cost divided by billable hours
 - Layer on direct and indirect overhead as applicable to the position’s department and services provided
- Up to 100% of the full cost may be recovered
- The City may decide to set fees lower than full cost

Objectives of User Fee Study

- Develop a rational basis for setting fees
- Understand total costs of providing services
- Identify subsidy amounts, if applicable
- Identify appropriate fee adjustments that enhance fairness and equity
- Maintain consistency with local policy and objectives, and compliance with state law
- Develop updatable, comprehensive list of fees

Scope of the Study

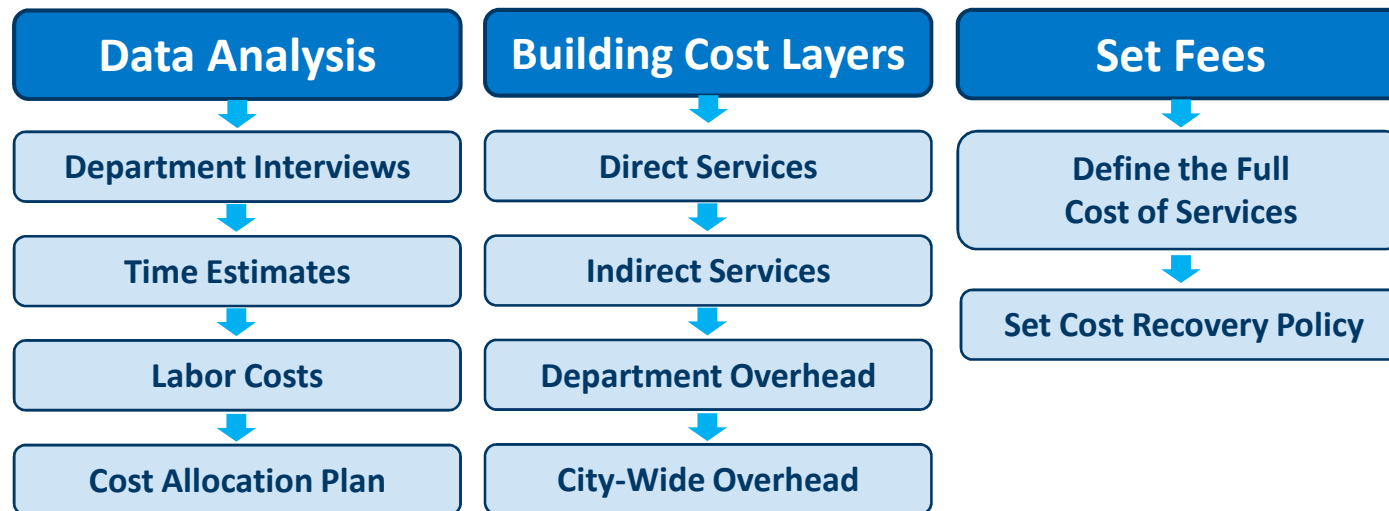
- Review and calculate cost of providing services and related fees charged by the following departments and divisions:
 - Community Services and Recreation
 - Building
 - Planning
 - Public Works

Data & City Staff Participation

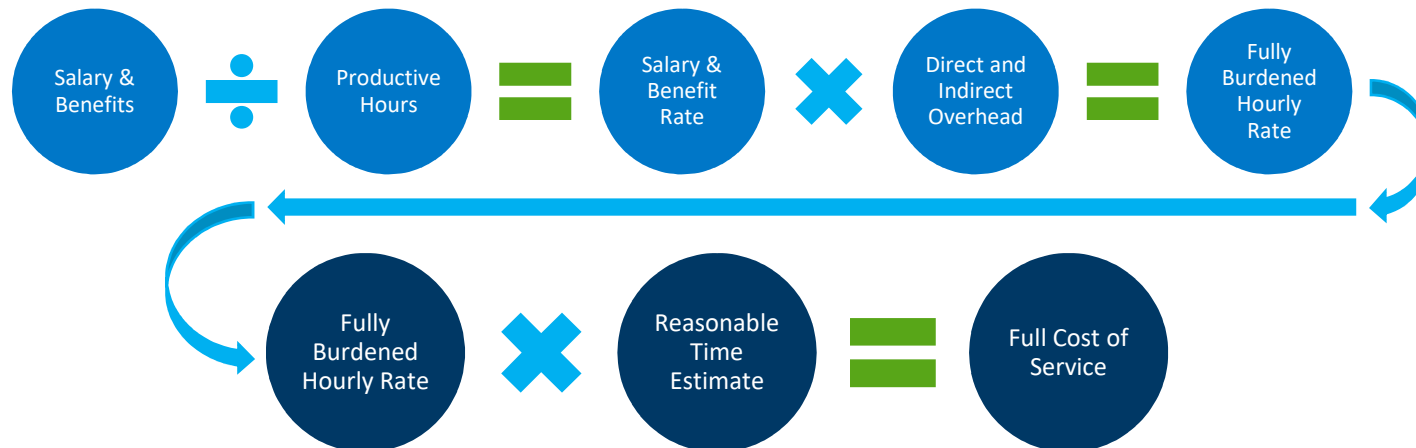
Willdan used the following to determine full cost of providing each service:

- Department budgets, Salary & Benefit information, other cost data
- Staffing Structures
- Central Service/Indirect Cost Allocation Plan
- Productive/billable hours
- Direct & Indirect work hours
- Time estimates to complete tasks
- City/Department input, feedback and policies

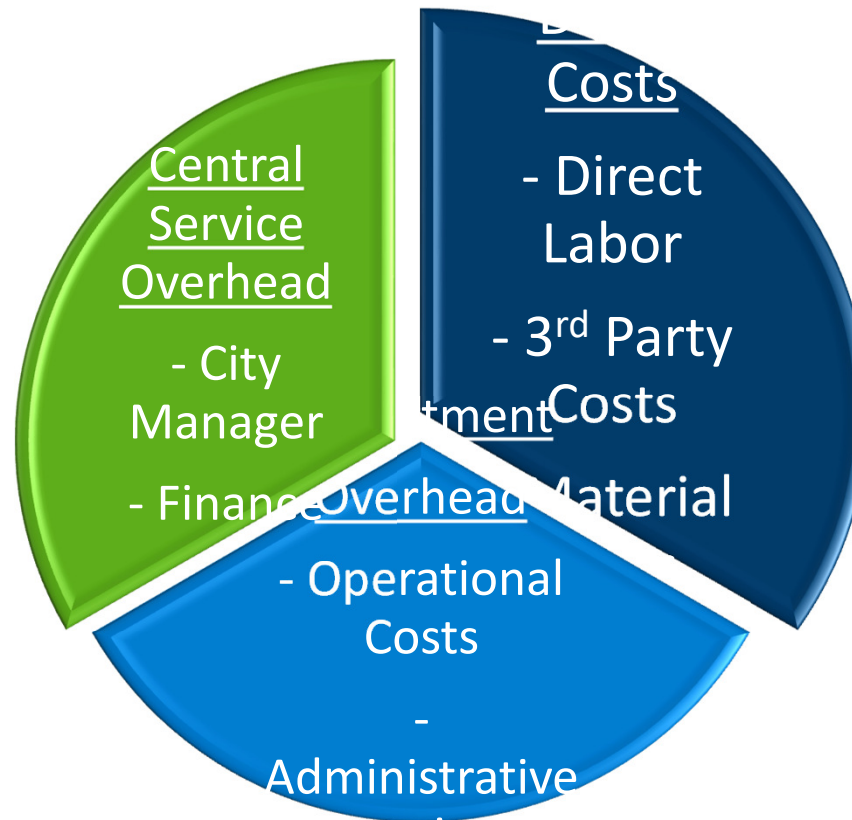
Summary Steps of the Study



Cost of Service Calculation

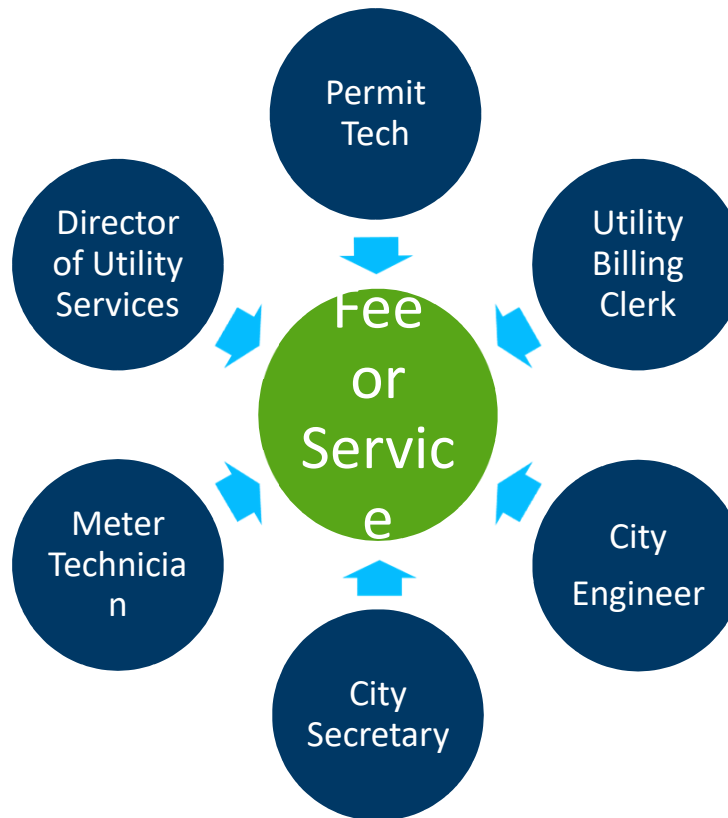


Typical Fee Composition



Fee Cost Composition Example

- Fully Burdened Hourly rates predominately used to calculate full cost for fees
- Important to keep in mind all processes, personnel, and indirect support involved to calculate full cost for services



Community Services and Recreation

- Recreation and Community Services consists primarily facility rental fees and other recreation services.
 - Such fees can be set based on City policy rather than cost
 - Overall, the department is currently at a 14% cost recovery
- It is generally accepted that Recreation and Community Services programs provide some public benefit to the community and are subsidized.
 - Fee schedules show full cost determination for many programs
- Suggested fee notes:
 - There would be an increase to 3 fees
 - 120 fees would remain as currently set

Building

- For fees based on a time-based analysis
 - As a result, there would be an increase to 95 fees
 - 8 fees would remain as currently set
 - 11 fees would decrease
 - 15 new fees would be added
- Building Permit Fee Program
 - The City uses valuation to determine the cost of permits.
 - Current cost recovery is at 18%
 - Staff is suggesting a fee increase of 20% which would bring the cost recovery to 22%

Planning

- Analysis consists of using the fully burdened hourly rates of staff and the time it reasonably takes to provide service.
- Suggested fee notes:
 - There would be an increase to 22 fees
 - 5 fees would remain as currently set
 - 1 fees would change from variable to a flat amount
 - 1 fee would change to the actual cost of service
 - 20 new fees would be added
 - The average fee change would be a 58% increase

Engineering

- Analysis consists of using the fully burdened hourly rates of staff and the time it reasonably takes to provide service.
- Suggested fee notes:
 - There would be an increase to 9 fees
 - 10 fees would remain as currently set
 - 3 fees changed from LA County to a flat amount
 - 9 new fees would be added
 - Average fee increase would be 25% for flat fee services

Policy Considerations

- General standard: individuals or groups who receive private benefit from service should pay 100% of cost
- In certain situations, subsidization is an effective public policy tool:
 - Encourage participation
 - Ensure compliance when cost is prohibitive to residents
 - Allow access to services
- Recommended that City include an annual inflation factor which will allow City Council by resolution to annually adjust fees based on CPI or other factor

Questions and Answers





Pimenta Ave. & Paseo St.
Resolution No. 21:025/
General Plan Amendment No. 21-1
Ordinance No. 1154/Zone Change No. 238

September 7, 2021
City Council

ITEM NO. 12



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Background

- Request by Alan H. Shen of 15348 Pimenta Ave.
- **General Plan** – Change the land use designation on the General Plan Land Use Map from Commercial to Single-Family Residential
- **Zone Change** – Change zone from C-3 (General Commercial) to R-1 (Single-Family Residential)
- Properties between Pimenta Ave. and Lakewood Blvd. [8851 Paseo St., 8857 Paseo St., 15160 Pimenta Ave., 15348 Pimenta Ave., & 15342 Pimenta Ave.]
- Planning Commission recommended approval 8/10/21



ITEM NO. 12

Aerial View



Address	Lot Area (sq. ft.)	Housing Units	Tenancy	Year Built
8851 Paseo	2,997	1	Owner occupied	1922
8857 Paseo	2,884	1	Owner occupied	1915
15160 Pimenta	3,654	1	Rental	1915
15348 Pimenta	3,000	1	Owner occupied	1920
15352 Pimenta	3,000	1	Rental	1920
TOTAL	15,535	5		

ITEM NO. 12



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Site Conditions



ITEM NO. 12

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Site Conditions



ITEM NO. 12

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Existing Land Use Designation



Single-Family Residential



General Commercial



ITEM NO. 12



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Proposed Land Use Designation



Single-Family Residential



General Commercial







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Existing Zoning

-  R-1 (Single-Family Residential)
-  C-3 (General Commercial)
-  R-M (Multiple-Family Residential)
-  PDPS (Planned Development with Performance Standards)



ITEM NO. 12

Proposed Zoning

-  R-1 (Single-Family Residential)
-  C-3 (General Commercial)
-  R-M (Multiple-Family Residential)
-  PDPS (Planned Development with Performance Standards)



ITEM NO. 12

Discussion



- Zoning Map adopted in 1962 and properties zoned M-1 (Light Manufacturing), rezoned in 1989 to present day C-3 (General-Commercial)
- Consistency between General Plan, zoning, and onsite existing conditions
- The selected sites retain residential character (100 years old)
- Eliminate commercial encroachment on a primarily residential neighborhood
- The change would allow for increased opportunities for residential refinancing and remodeling
- Bank lending a challenge for legal nonconforming properties

ITEM NO. 12

Outreach



- July 8, staff mailed letters to the affected property owners & tenants
- July 21, staff went door-to-door to notify the occupied homes
- Staff mailed public hearing notice for Planning Commission & City Council meetings to property owners & tenants within 500 feet

ITEM NO. 12



Recommended Action

- **General Plan Amendment No. 21-1**

Read by title only and adopt **Resolution No. 21:025**

- **Zone Change No. 238**

Read by title only, waive further reading, introduce **Ordinance No. 1154**, and place it on the next regular agenda for adoption

ITEM NO. 12



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Public Hearing Edward Byrne Memorial Justice Assistance Grant (JAG) Program Funding for Fiscal Year 2021-2022

ITEM NO. 13



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Public Hearing: FY 2021 Consolidated Annual Performance and Evaluation Report (CAPER)

ITEM NO. 14



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FY 2021 CAPER

- HUD requires annual public hearing regarding CAPER
 - CAPER: Annual review of City's progress in meeting specific goals & objectives in 1-Year Action Plan/5-Year Consolidated Plan





FY 2021 CAPER (continued)

- FY 2021 City budgeted:
\$793,614 in CDBG funds
\$309,230 in HOME funds
\$935,242 in CDBG-CV funds

ITEM NO. 14

FY 2021 CAPER (continued)

- Achieved most FY 2021 1-year Action Plan goals
 - Fair Housing/Code Enforcement/Graffiti Removal/Commercial and Residential Rehab Projects
- Accomplishments consistent with 5-year Consolidated Plan objectives

ITEM NO. 14



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Recommended Action

- City Council:
 - 1) Conduct a public hearing
 - 2) Receive and file the FY 2021 CAPER

ITEM NO. 14



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Public Hearing: FY 2021 Consolidated Annual Performance and Evaluation Report (CAPER)

ITEM NO. 14



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ORDINANCE NO. 1153

Updating the City's Municipal Election Date

ITEM NO. 15



CITY OF PARAMOUNT

Background



- Current Election Date (SB 415)
 - First Tuesday after the First Monday in **March** of even-numbered years
- New Statewide Primary Election Dates (SB 970)
 - **June** 2022
 - **March** 2024
 - **June** 2026
 - **March** 2028

ITEM NO. 15

Background (cont.)



- History of Changes to the Statewide Primary Election Date:
 - 2000 March
 - 2004 March
 - 2008 February
 - 2012 June
 - 2016 June
 - 2020 March
 - 2022 June
- Councilmember Terms of Office (SB 590)

ITEM NO. 15

Proposed Ordinance



- Election Date
 - Even-numbered years to coincide with the statewide primary elections
- Terms of Office
- Looking Toward the Future

ITEM NO. 15



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Recommendation

It is recommended that the City Council read by title only, waive further reading, introduce Ordinance No. 1153, and place it on the September 21, 2021 agenda for adoption.

ITEM NO. 15



CITY OF PARAMOUNT



ORDINANCE NO. 1153

Updating the City's Municipal Election Date

ITEM NO. 15



CITY OF PARAMOUNT



Resolution No. 21:028 Approving the Application for Outdoor Equity Grants Program Funds

ITEM NO. 16



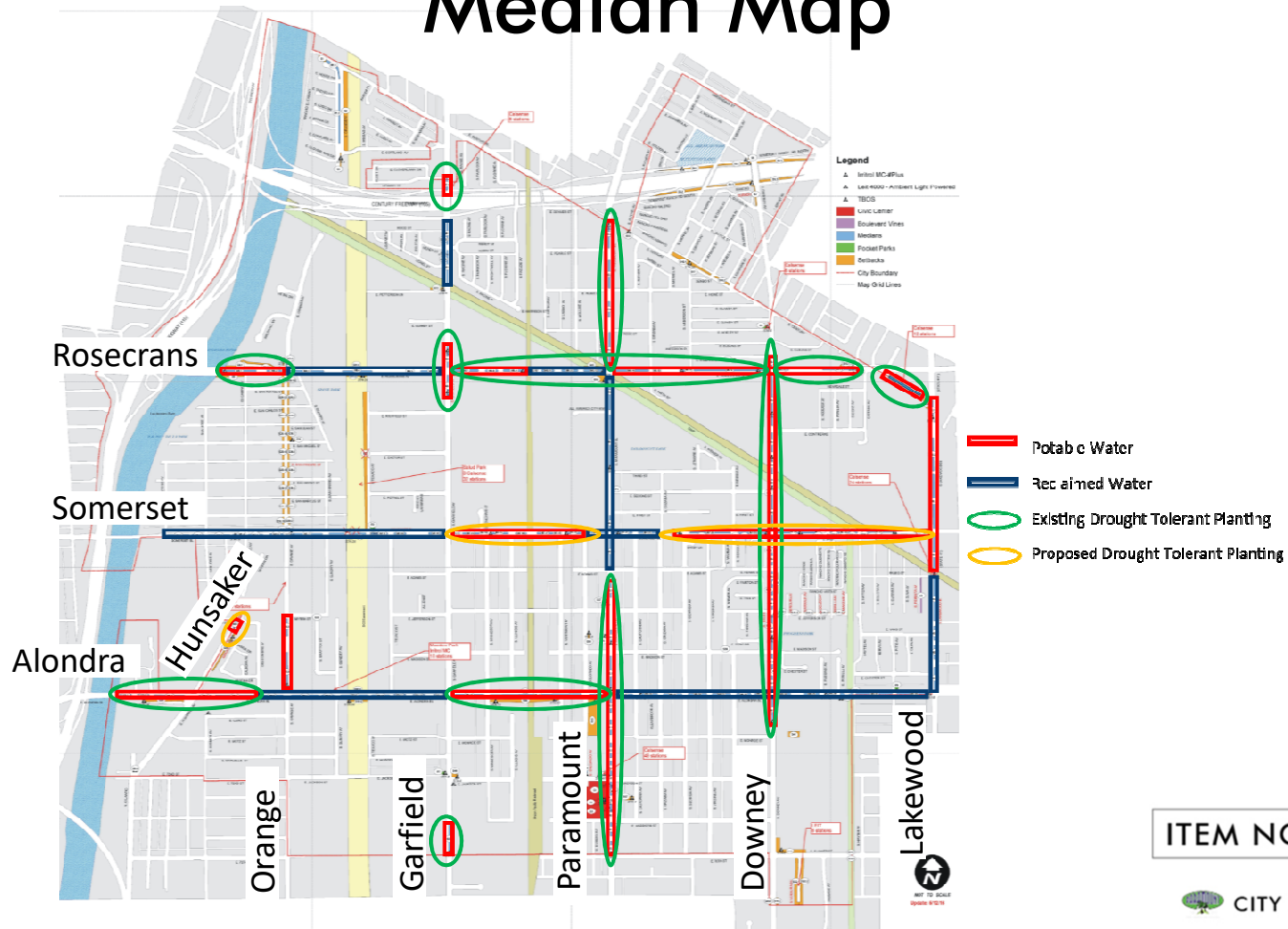
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Approval of Landscaping Services by BrightView Landscape Services for Drought Tolerant Median Conversion Project (City Project No. 9236)

ITEM NO. 17

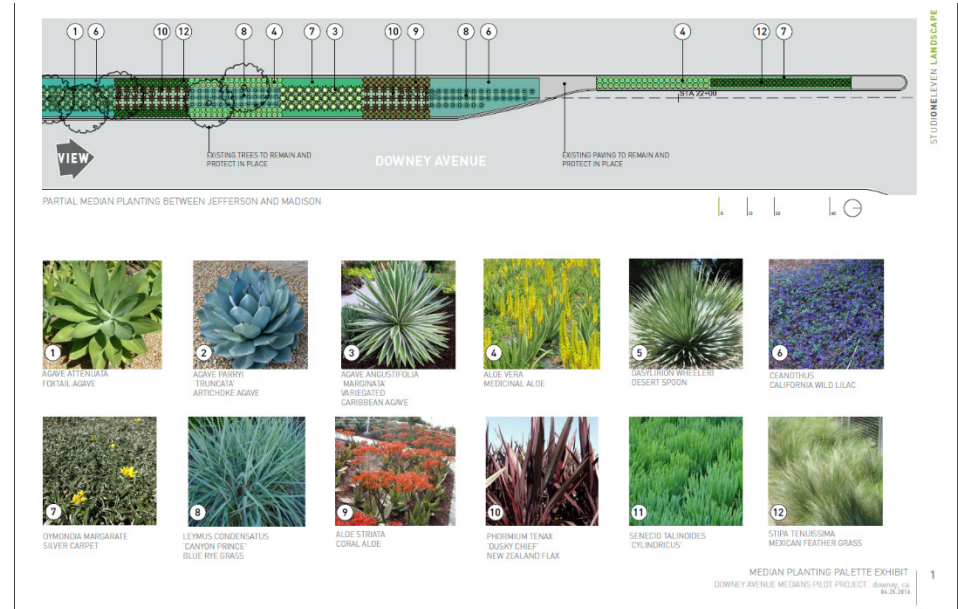
Median Map



ITEM NO. 17

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Current Drought Tolerant Planting



ITEM NO. 17



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Recommendation

It is recommended that the City Council approve the landscaping services for drought tolerant median conversion project by BrightView Landscape Services Inc., Gardena, California, in the amount of \$202,511.39.

ITEM NO. 17



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Approval:
Amendments to the Agreements with AKM
Consulting Engineers and Bucknam & Associates
for services related to the Well 16 Project

ITEM NO. 18



CITY OF PARAMOUNT



Approval of Preliminary Engineering Design Services by Willdan Engineering for Alondra Boulevard Capacity Enhancement Project (City Project No. 9136)

ITEM NO.19



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Background



- Alondra Boulevard Improvement Project was identified as a mitigation project
 - EIR for I-710 Corridor Project
 - SR 91/I-605 Improvements
- Metro has authorized funding
 - \$4,600,000 for total design costs
- Project is intended to improve traffic flow and reduce congestion

ITEM NO.19

Preliminary Design

- Will consider:
 - Roadway and intersection widening
 - Median modifications
 - Parkway narrowing
 - Undergrounding of utilities
 - ADA sidewalk and curb ramp improvements
 - Green street components
 - Bicycle and pedestrian factors
 - Traffic signal modifications
 - Parking improvements
 - Additional right/left turn lanes
 - Potential weekday peak hour travel lanes

ITEM NO. 19



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Proposal

- Received a proposal from Willdan for preliminary design services
 - \$1,135,000
 - Metro allows for existing contracted engineering services firm to provide services.
- Remaining Metro funding will be allocated to the final design and Edison design

ITEM NO.19



CITY OF PARAMOUNT

Recommendation

It is recommended that the City Council approve preliminary engineering design services by Willdan Engineering for Alondra Boulevard capacity enhancement project in the amount of \$1,135,000 utilizing Metro funds.

ITEM NO.19



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Resolution No. 21:027 Amending the City's Personnel Manual to Establish a Recruitment Incentive Program for New Hires

ITEM NO. 20



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Background

- » As of April 2021, a record 9.3 million jobs were unfilled nationwide as the economy rebounds from the COVID-19 pandemic.
- » Highly competitive job market, shortage of qualified candidates
 - » Especially for part-time positions
- » Recruitment and talent acquisition is vital
- » Currently conducting minimum wage study which will address part-time compensation schedule






Current Assessment

- » Relying only on salary adjustments is challenging
 - » Available budget
 - » May not equal private sector counterparts

“The City evaluates its market competitiveness based on current compensation, retention, and recruitment data.”



ITEM NO. 20

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Recruitment Incentive Program

» Enable City to compete

1. Salary Step Placement

2. Vacation Accruals

3. Executive Leave

4. Telecommuting for Baby Bonding

5. Part-time Hiring Bonuses

Only apply to new employees upon hiring, and therefore are not subject to negotiations or meet and confer with the City's represented employees.



ITEM NO. 20

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Salary Step Placement



» Industry standards set salary compensation based on qualifications for new employees



» A salary step placement incentive allows the City Manager to place a new employee anywhere between the assigned salary range



Fiscal Impact

Does not affect the FY 22 budget. Salary ranges and positions are already budgeted, approved by City Council.

ITEM NO. 20

Matching Vacation Accrual Rate



- » Highly qualified candidates often hesitate to leave their job because of losing their vacation hours after building them over several years
- » Vacation hours based on years of service
 - » 80 hrs/yr for first five years
 - » 120 hrs/yr after five years
 - » 160 hrs/yr after 10 years
- » Will allow City Manager to offer new employees with prior public service to request a higher vacation accrual schedule based on years of service on a year-to-year basis

Fiscal Impact

No Fiscal Impact

ITEM NO. 20



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Executive Leave



- » The City currently offers 40 hours of executive leave for executive staff
- » “Use it or lose it”
- » An Executive Leave Incentive allows the City Manager to provide new executive staff with up to 20 extra hours of executive leave

Fiscal Impact
No Fiscal Impact

ITEM NO. 20



Telecommuting for Baby Bonding

- » Adding Baby Bonding to the personnel manual as an eligible use for working from home
- » Applicable to existing and newly hired employees
- » A Baby Bonding Incentive may encourage potential candidates to work for Paramount, and reinforces the positive benefit for current employees

ITEM NO. 20



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Hiring Bonuses for Part-Time Hires

- » A common practice in the private sector
- » Useful incentive for employers
 - » One-time cost on an as-needed basis depending on labor supply and demand
- » Example: 20 to 30 vacant STAR positions (high demand, low supply/interest)
 - » Many students on the wait list due to staff shortage
- » Same with PW Maintenance Aide vacancies

ITEM NO. 20

Hiring Bonuses for Part-Time Hires

- » One-time cash payment aimed at making the hiring offer market-competitive

Fiscal Impact

- » One-time mid-year budget adjustment of \$10,000 based on part-time vacancies and current recruitments.
- » Reallocate existing funds from anticipated savings toward hiring bonuses

ITEM NO. 20



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Hiring Bonus Incentive Program

A. Eligibility

- Only new PT qualified candidates
- PT positions must be deemed as being difficult to fulfill

B. Bonus Amounts

- Bonus amounts determined by the difficulty in filling the position after extensive recruitment efforts
- Cannot exceed \$500

C. Payment Provisions

- Sole discretion of the City Manager
- Payable in a lump sum payment after 3 to 6 months of PT employment

D. Funding Sources

- Must be approved each year by City Council as part of Budget adoption

E. Tax Reporting

- Hiring bonus included as wages
- Reportable on Form W-2

ITEM NO. 20



CITY OF PARAMOUNT

Recommendation

It is recommended that the City Council read by title only and adopt Resolution No. 21:027.

ITEM NO.20



CITY OF PARAMOUNT



Resolution No. 21:027 Amending the City's Personnel Manual to Establish a Recruitment Incentive Program for New Hires

ITEM NO. 20



CITY OF PARAMOUNT



Approval: Appointment of a Planning Commissioner

ITEM NO. 21



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Comments/Committee Reports

ITEM NO.



CITY OF PARAMOUNT



Successor Agency to the Paramount Redevelopment Agency

ITEM NO.



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Paramount Housing Authority

ITEM NO.



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Public Financing Authority

ITEM NO.



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Closed Session

ITEM NO.



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