



THE CITY
Safe, Healthy, and Attractive

Mayor's Award of Excellence

ITEM NO. 1



CITY OF PARAMOUNT



Certificate of Recognition:
WestCoast Rebels Football 2021
California Youth Football Association
Super Bowl Champions

ITEM NO. 2



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Presentation: Gateway Cities Council of Governments – Gold Energy Award

ITEM NO. 3



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City Council Public Comment Updates

ITEM NO.



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Public Comments

ITEM NO.



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THE CITY
Safe, Healthy, and Attractive

Consent Calendar

ITEM NO.



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SUBSEQUENT NEED ITEM:

Resolution No: 22:002
Declaring a State of Emergency and
Authorizing Remote Meetings

ITEM NO. SN



Volunteering is Paramount (V.I.P Program)

ITEM NO. 6



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Background

- Community volunteering is an important tool for our young residents
 - College admissions
 - Job training
 - Personal growth
- Top 5 PHS student recognition
- City recognition for Volunteerism



V.I.P

**VOLUNTEERING
IS PARAMOUNT**

ITEM NO. 6

 CITY OF PARAMOUNT



Volunteering is Paramount

- High School students who have worked to make a difference in the Paramount community by volunteering
- All high school students residing in the City of Paramount or attending high school in the Paramount Unified School District would be eligible to participate.
- Student could begin accumulating volunteer hours as early as the summer prior to their freshman year.



ITEM NO. 6

Volunteering is Paramount

To qualify and receive the V.I.P. Certificate of Recognition:

- Must volunteer with a pre-approved organization
- Cannot be compensated/no family businesses
- PHS events and activities excluded
- Must complete pre-approval form
- Must use City's V.I.P. tracking form
- Must serve minimum 50 hours



V.I.P

**VOLUNTEERING
IS PARAMOUNT**

ITEM NO. 6

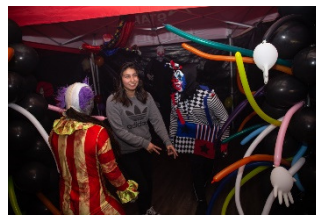


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Volunteering is Paramount

- Annual V.I.P Certificates of Recognition signed by the Mayor would be mailed to all qualified high school volunteers.
- Students' names will be highlighted on the City's Instagram & Facebook story pages in the month of June.
- Marketing of the program will be through the City's website, social media platforms, the Around Town, and Pulse Beat.



ITEM NO. 6

Recommendation

It is recommended that the City Council approve or modify the proposed Volunteering is Paramount (V.I.P.) student recognition program.

ITEM NO. 6



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Volunteering is Paramount (V.I.P Program)

ITEM NO. 6



2022 Legislative Platform

ITEM NO. 7



CITY OF PARAMOUNT



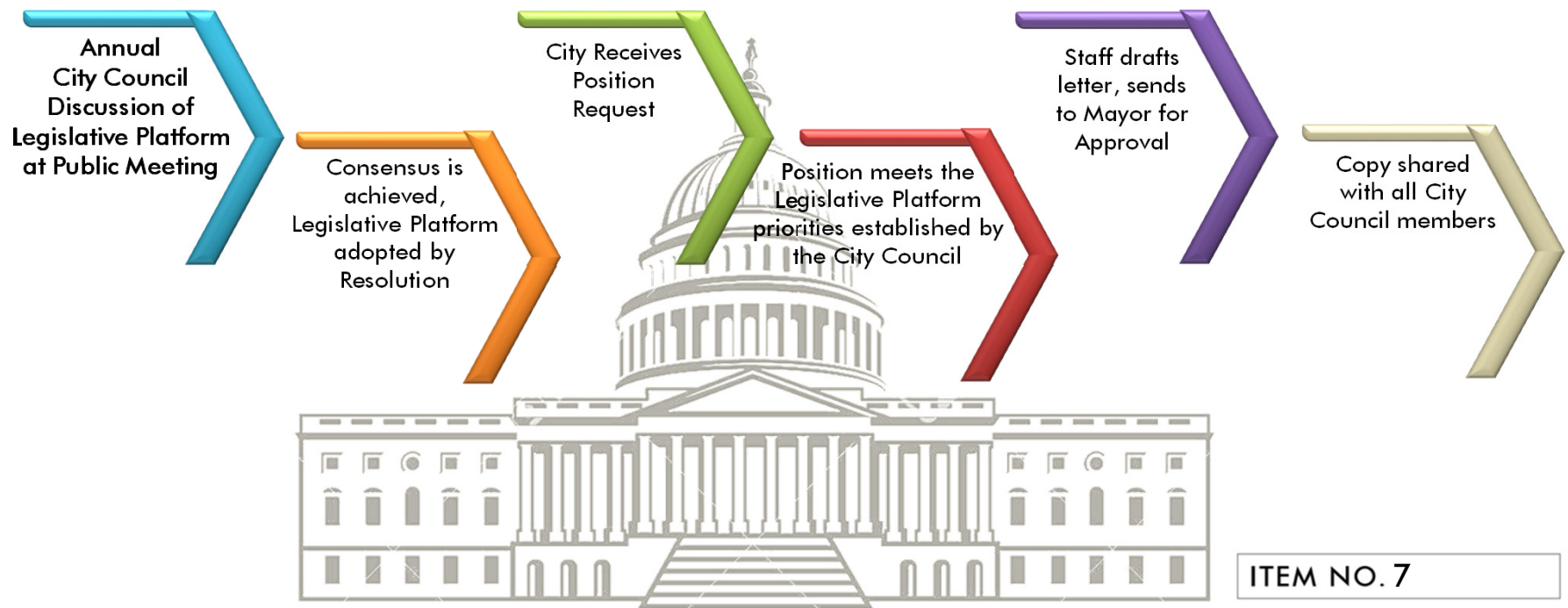
Background

- » In January 2021, City Council adopted the City's first Legislative Platform
- » Established a process that streamlines the City's position on legislative matters that reflect the principles and objectives by the City Council
- » Protects the City's interests at regional, State, and Federal levels
- » Provides staff direction and serves as a reference guide when taking City positions on legislative matters
- » Reviewed and adopted annually by the City Council at the start of each Legislative session



Legislative Platform Process

(With City Council Review & Approval)



2021 Legislative Platform



- » Reference for staff in expediting positions on time sensitive legislation
- » Mid-Year Review in June
- » Took positions on 19 legislative and regional initiatives

Key Legislative Topics in 2021

- SB 4 Broadband Act
- SB 9 Housing Bill
- SB 619 Organic Waste

ITEM NO. 7

2022 Legislative Platform

» Guiding Principles:

- ∞ Preserve Local Control
- ∞ Promote Fiscal Stability
- ∞ Promote Economic Development
- ∞ Funding Opportunities



Legislative Platform for Calendar Year 2022



Brenda Olmos
Mayor

Vilma Cuellar Stallings
Vice Mayor

Isabel Aguayo
Councilmember

Laurie Guillen
Councilmember

Peggy Lemons
Councilmember

Rev. January 2022

ITEM NO. 7



CITY OF PARAMOUNT

Areas of Focus

- Parks and Recreation
- Public Works
- **Broadband Infrastructure Development**
- Solid Waste
- Water Supply
- Public Safety
- **Homeless Outreach and Prevention**



- Finance
- Human Resources
- Environmental Sustainability
- Economic Development
- Housing and Land Use
- Regional Governance

ITEM NO. 7



CITY OF PARAMOUNT

Legislative Platform Annual Review

- » Staff consulted with City Departments and the League of California Cities (Cal Cities)
- » Staff reviewed League's strategic advocacy priorities in the 2022 Action Agenda
 - Aligns with City's legislative priorities, goals, and objectives



ITEM NO. 7



Proposed Areas of Focus to be Added

- » Broadband infrastructure and homeless prevention included as focus points under the Public Works and Public Safety Areas of Focus
- » These important issues continue to affect the City
- » Staff recommends incorporating the following Areas of Focus:
 - **Broadband Infrastructure Development**
 - **Homeless Outreach and Prevention**

ITEM NO. 7

Proposed Area of Focus

» Broadband Infrastructure Development

- City remains underserved in broadband infrastructure
 - “Digital Divide”
- Broadband connectivity supports local businesses to compete in business markets
- Broadband networks connect residents, students, teachers, and people with disabilities to essential resources
 - Educational resources
 - Financial resources
 - Health care resources



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Proposed Area of Focus

» Homeless Outreach and Prevention

- Fight to end homelessness has taken center stage for many cities
- In Paramount, ongoing efforts to help those experiencing homelessness has become a daily mission
- Supporting legislation, initiatives, and funding opportunities to combat homelessness memorializes the City's commitment in ending homelessness



ITEM NO. 7

Next Steps

- » Adopt 2022 Legislative Platform
- » Draft position letters in support or opposition
- » Review Legislative Platform in December for the 2023 Legislative Platform
 - Ensure legislative priorities are relevant with current legislative climate
 - Aligned with potential ballot initiatives for 2023.



ITEM NO.7

Vision, Mission, Values and Strategic Outcomes

The City's Vision, Mission, and Values set the standard for the organization; establish priorities, uniformity and guidelines; and provide the framework for policy decision making. The Strategic Outcomes were implemented to provide a pathway to achieving the City's Vision. This item aligns with all Strategic Outcomes.

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Recommendation

It is recommended that the City Council read by title only and adopt Resolution No. 22:001 approving the City of Paramount 2022 Legislative Platform.

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2022 Legislative Platform

ITEM NO. 7



2020 U.S. Census Data Release Update

ITEM NO. 8

 CITY OF PARAMOUNT

U.S. Census Bureau



Decennial Census - Redistricting Data

ITEM NO.8



2020 Census Redistricting Data

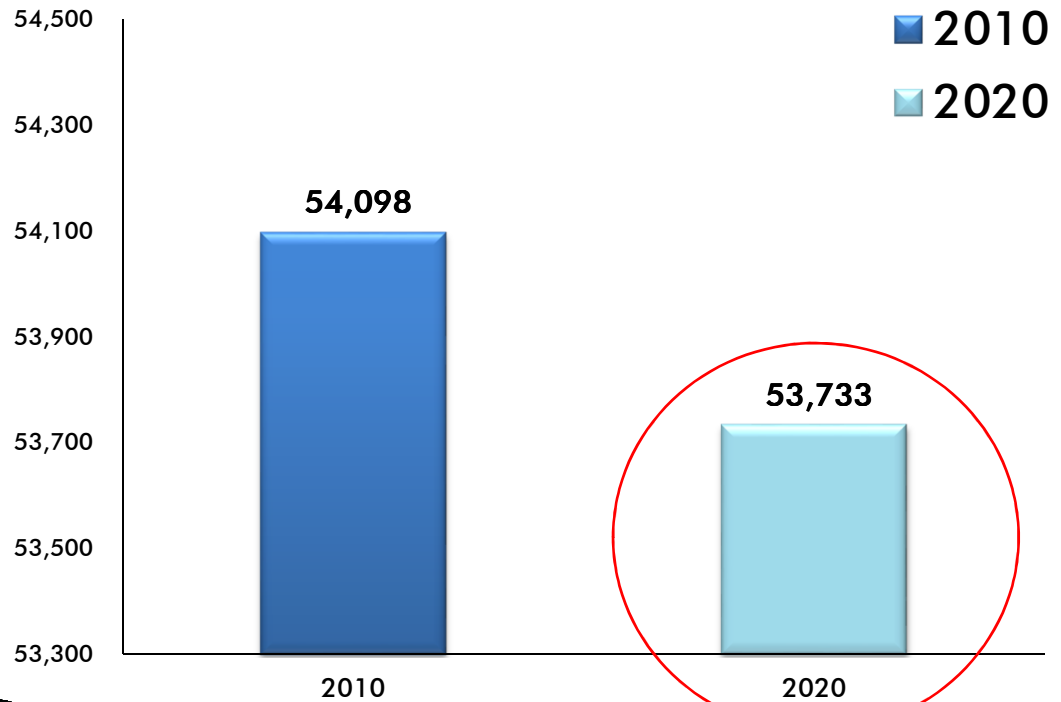
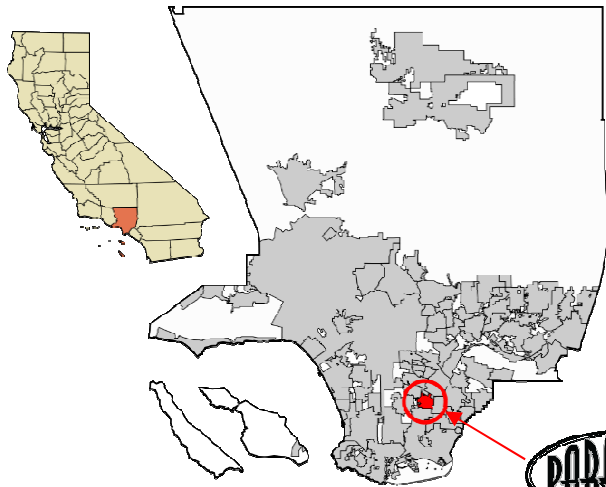
- » Every 10 years, U.S. Census Bureau provides states with data to use in their redistricting process to ensure fair representation
- » Last year, the Census Bureau released the redistricting data on August 12, 2021
- » Census redistricting data includes the following:
 - Population
 - Voting Age
 - Race
 - Housing Unit



2020 Redistricting Data – Population

Numeric Change in Population
365

Percent Change in Population
-1% Decrease



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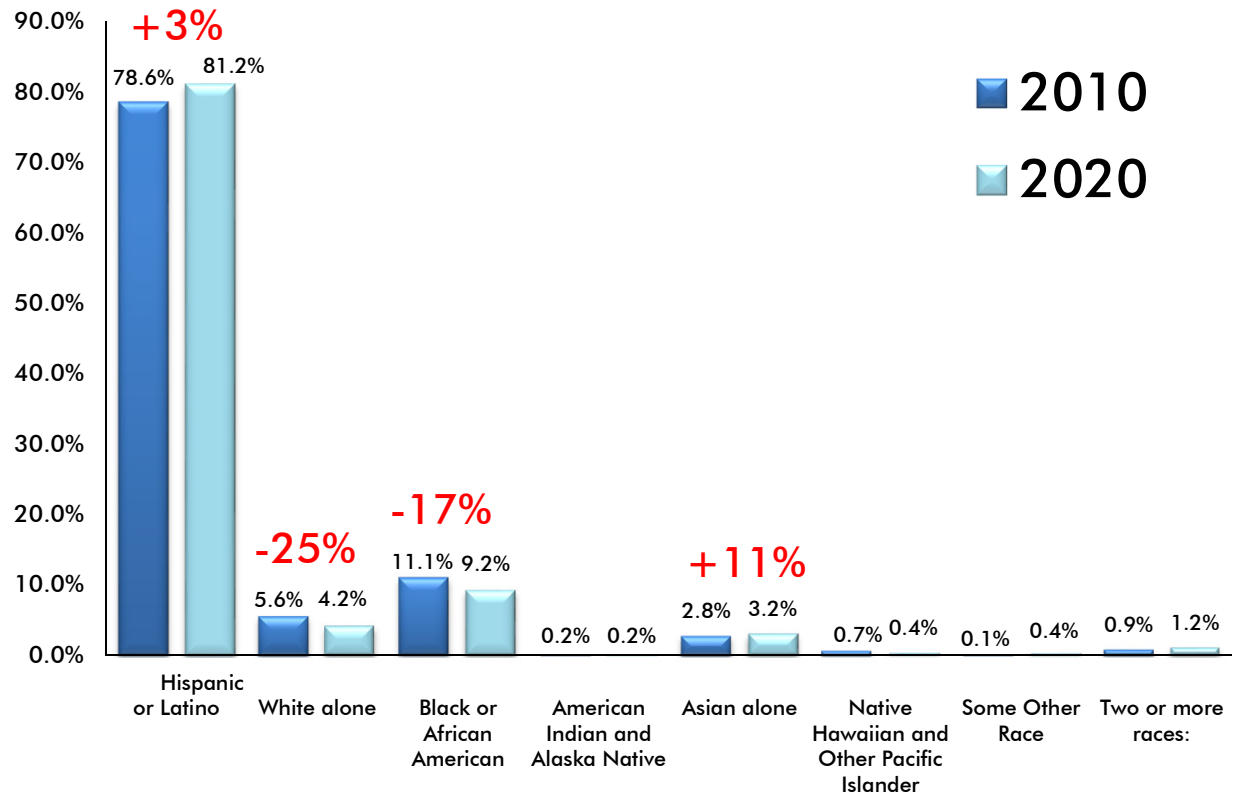
2020 Redistricting Data – Race

Numeric Change in Race

1,073 Hispanic or Latino
 -742 White alone
 -1,010 Black or African American
 8 American Indian/Alaska Native
 172 Asian alone
 -171 Hawaiian/Pacific Islander
 147 Some Other Race
 158 Two or more races

Percent Change in Race

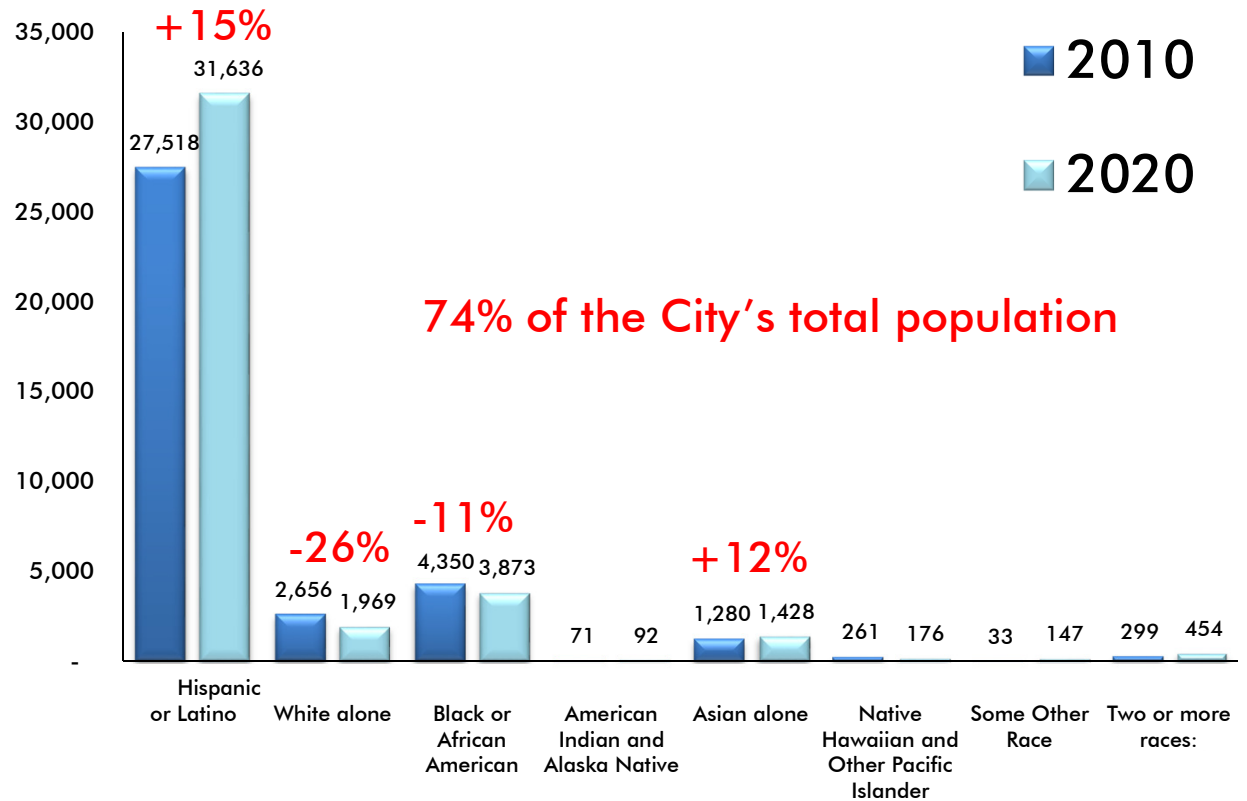
3% Hispanic or Latino
 -25% White alone
 -17% Black or African American
 0% American Indian/Alaska Native
 11% Asian alone
 -43% Hawaiian/Pacific Islander
 241% Some Other Race
 33% Two or more races



2020 Redistricting Data – Voting Age by Race

Numeric Change in Race	
4,118	Hispanic or Latino
-687	White alone
-477	Black or African American
21	American Indian/Alaska Native
148	Asian alone
-85	Hawaiian/Pacific Islander
114	Some Other Race
155	Two or more races

Percent Change in Race	
15%	Hispanic or Latino
-26%	White alone
-11%	Black or African American
30%	American Indian/Alaska Native
12%	Asian alone
-33%	Hawaiian/Pacific Islander
345%	Some Other Race
52%	Two or more races

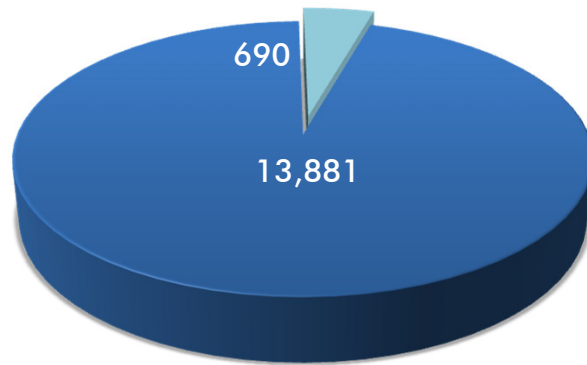


2020 Redistricting Data – Housing Units

Numeric Change in Housing Units
627 Occupied
-337 Vacant

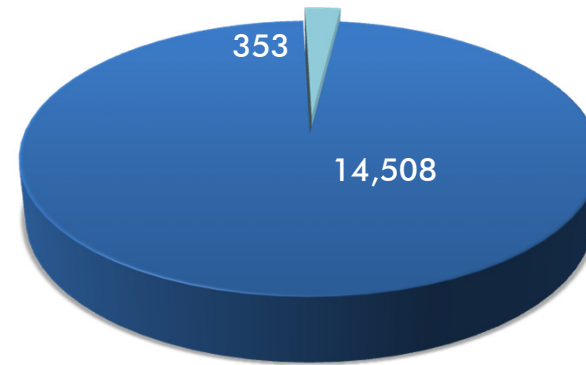
Percent Change in Housing Units
5% Occupied
-49% Vacant

2010



■ Occupied ■ Vacant

2020



■ Occupied ■ Vacant

ITEM NO. 8

U.S. Census Bureau



American Community Survey (ACS)

ITEM NO.8



2020 American Community Survey (ACS)

- » ACS is a yearly survey that provides data to help distribute funding
 - \$675+ billion state and federal funding
- » Equips local officials with data to better understand the changes taken place in their communities
 - Population and Age
 - Income and Poverty
 - Education Attainment
 - Employment
 - Housing
 - Health Profile
 - Business Economy
 - Family Households
 - Race



Using ACS



» ACS plays a vital role in providing data to public officials, planners, and business leaders to assess the past and plan the future



» ACS data helps plan and allocate essential resources:

- Construct hospitals and schools
- Support school lunch programs
- Improve emergency services
- Build bridges
- Add jobs
- Expand new business markets



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Delay in ACS Data Release



» Impact of COVID-19 Pandemic delayed the 2020 ACS data release



» Census Bureau plans to release ACS Data on March 2022



» Only 2019 ACS data is available

ITEM NO.8

American Community Survey Estimates



Population



Median Household Income



Bachelor's Degree or Higher



Employment Rate



Median Age



Family Size



No Health Care Coverage



Households



Safe, Healthy, and Attractive

ITEM NO. 8



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U.S. Census Bureau



Outreach Efforts

ITEM NO.8

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.8



**N/B Downey Ave, North of
Alondra Blvd.**

ITEM NO.8

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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. 8

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

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Vision, Mission, Values and Strategic Outcomes

This item aligns with Strategic Outcome No. 3 – Economic Health: Support a healthy, sustainable economy reflecting community values.

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2020 U.S. Census Data Release Update

ITEM NO.8

 CITY OF PARAMOUNT



Ordinance No. 1158: Establishing Updated Water Conservation and Water Supply Program and Regulations

ITEM NO. 9



CITY OF PARAMOUNT



Background

- California experiencing more frequent drought conditions
 - Paramount – adopted multiple drought related resolutions and an ordinance
- Urban Water Management Plan (UWMP)
 - Required every 5 years
 - Supports water suppliers' long term planning efforts
- Water Shortage Contingency Plan
 - Analysis of water supply and demand
 - Includes measure for conservation



2020 Urban Water Management Plan

- Water Shortage Contingency Plan
 - Updated from 3 stages to 6
 - Each stage outlines actions or policies
 - Minimize impacts of water shortage
- Requires an update to Municipal Code
 - Water Conservation Section (Title 13, Article 5)
- Each stage requires council approval and messaging to community

ITEM NO.9



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Stage 1 (10% Reduction)

- Limits on watering days for landscaped areas
 - April – October: 3 days per week
 - November – March: 2 days per week
- Customers must fix leaks in a timely manner (72 hours)
- No excessive water flow or run off
- No washing down hard or paved surfaces

ITEM NO. 9

Stage 2 (20% Reduction)

- All Stage 1 strategies and:
- Restrict water use for decorative water features
- Use only recycled water for construction activities
- Restaurant may only serve water upon request
- Limits on washing vehicles

ITEM NO. 9



CITY OF PARAMOUNT

Stage 3 (30% Reduction)

- All Stage 1 - 2 strategies and:
- Increased Limits on watering days for landscaped areas
 - April – October: 2 days per week
 - November – March: 1 days per week
- Customers must fix leaks in a timely manner (48 hours)
- No filling or refilling of decorative fountains

ITEM NO. 9

Stage 4 (40% Reduction)

- All Stage 1 - 3 strategies and:
- Residential car washing prohibited
- No filling or refilling of pools or spas
- Planting of new grass is prohibited
- Outdoor evaporative mist coolers are prohibited
- Main line flushing for emergency only

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Stage 5 (50% Reduction)

- All Stage 1 - 4 strategies and:
- No watering allowed for landscaped areas
- Customers must fix leaks in a timely manner (24 hours)

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Stage 6 (Over 50% Reduction)

- All Stage 1 - 5 strategies and:
- Any additional prohibited uses as determined by City Council

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Discussion



- Governor recently signed N-10-21
 - State of emergency exists in 50 counties
 - LA is not included
 - Voluntary conservation is encouraged
- Currently, not recommending implementation of any stages
 - Encourage water conservation
 - Promote existing Programs from regional agencies
- Strategy WA1 – Climate Action Plan

ITEM NO. 9

Recommendation

It is recommended that the City Council read by title only, waive further reading, introduce Ordinance No. 1158, and place it on the next regular agenda for adoption.

*This item aligns with Strategic Outcome
No. 4: Environmental Health*

ITEM NO. 9



CITY OF PARAMOUNT



Ordinance No. 1158: Establishing Updated Water Conservation and Water Supply Program and Regulations

ITEM NO. 9



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THE CITY
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Comments / Committee Reports

ITEM NO.



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Successor Agency for the Paramount Redevelopment Agency

ITEM NO.



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