



CITY COUNCIL MEETING

May 3, 2022



**VILMA CUELLAR
STALLINGS**
Mayor



ISABEL AGUAYO
Vice Mayor



LAURIE GUILLEN
Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

Call to Order



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Pledge of Allegiance



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Invocation



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Roll Call of Councilmembers



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Mayor's Award of Excellence



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Councilmember



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Councilmember



BRENDA OLMOS
Councilmember

National Peace Officers Memorial Day – May 15, 2022



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National Military Appreciation Month



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National Mental Health Awareness Month



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National Senior Health and Fitness Day – May 25, 2022



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National Water Safety Month



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BRENDA OLMOS
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National Building Safety Month & National Public Works Week



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City of Paramount Retiree – Margarita Gutierrez



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BRENDA OLMOS
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City Council Public Comment Update



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Public Comments



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Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

Consent Calendar



Paramount Youth Commission Presentation

ITEM NO. 13



CITY OF PARAMOUNT



Community Development Block Grant (CDBG) Consolidated Plan and Action Plan

ITEM NO. 14



CITY OF PARAMOUNT

Background: Funding and Laws

U.S. Department of Housing & Urban Development (HUD) Grant Programs and Requirements

Community Development Block Grant (CDBG)

- For development of affordable housing, public infrastructure and facilities, public services, and economic development
- Activities must meet a national objective by benefitting low/moderate income people, preventing or eliminating slums and blights, or addressing urgent community need

HOME Investment Partnership Program (HOME)

- Funding reserved for expanding the supply of affordable housing to low- and moderate-income households

Fair Housing Act of 1968

- Prohibits discrimination in housing because of race, color, sex, familial status, national origin or disability
- Requires HUD to administer housing and urban development programs that further the Fair Housing Act

ITEM NO. 14



CITY OF PARAMOUNT

Background: Regulatory Plans

CDBG & HOME Funding requires the City to develop and adopt tangible plans with deliverables for how the money will be spent.

5-Year Consolidated Plan (Vision)

- Analyzes housing, community and economic development needs and establish multi-year priorities and goals based on data and community feedback.
- Requires renewal every 5 years (last was 2017).

Annual Action Plan (Deliverables)

- Establishes tangible projects and desired outcomes each year based on available resources to address the priority needs and goals identified in the Consolidated Plan.

Analysis of Impediments to Fair Housing Choice (Performance Review)

- Identifies fair housing issues and develop goals to affirmatively further fair housing.

ITEM NO. 14



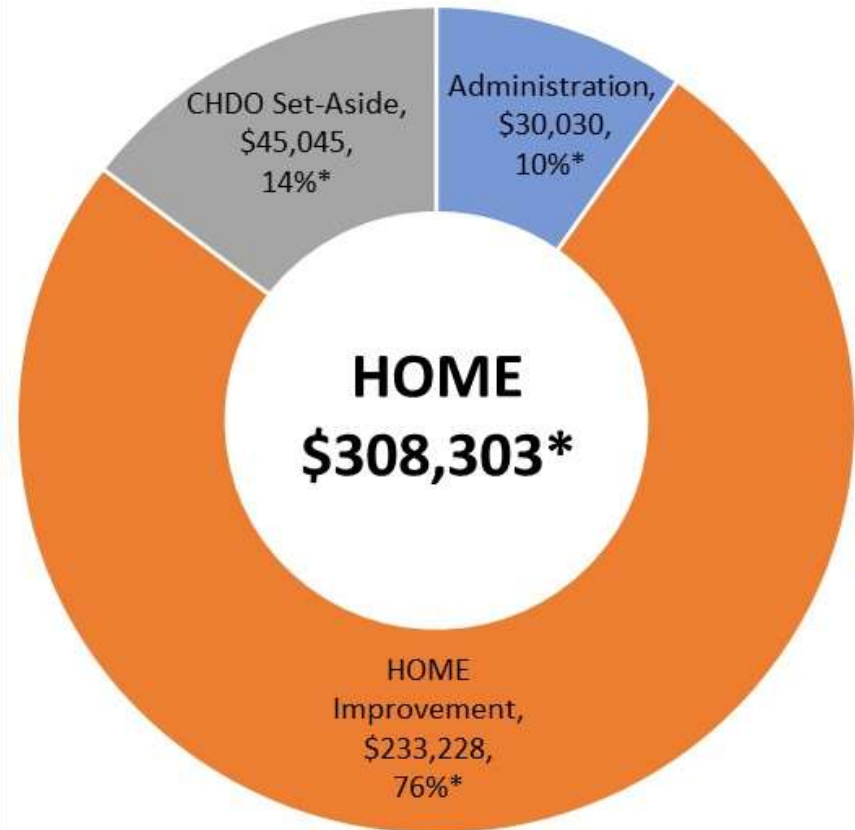
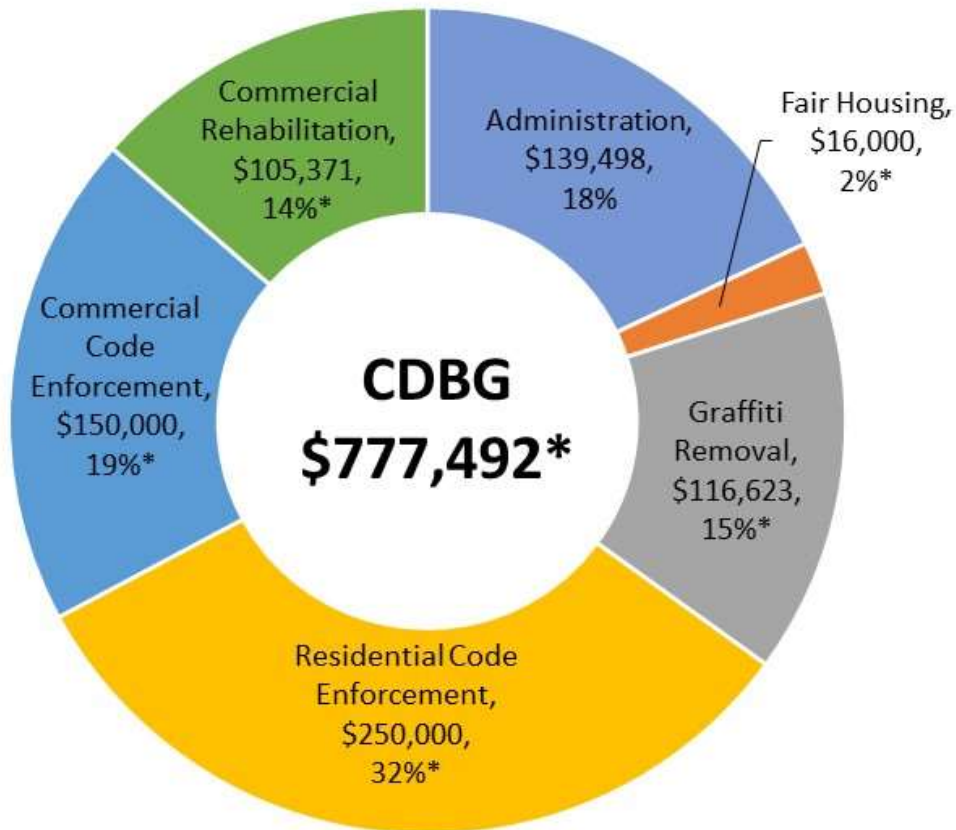
CITY OF PARAMOUNT

5-Year (2022-2026) Consolidated Plan

	Goal	Category	Need Addressed	Outcome
1.	Neighborhood Services, Facilities, and Infrastructure	Non-Housing Community Development	Improve neighborhoods, public facilities, and infrastructure	16,664 People 696 Commercial Code Enforcement Inspections
2.	Economic Opportunity Programs	Non-Housing Community Development	Promote Economic Opportunity	19 Businesses
3.	Affordable Housing Preservation	Affordable Housing	Preserve the supply of housing affordable to low- and moderate-income residents	26 Households 1,800 Housing Units 1,000 people assisted
4.	Public Services	Non-Housing Community Development	Provide services to low-income residents, those with special needs and the homeless	30,000 People



Annual Action Plan (FY 23)





Analysis of Impediments to Fair Housing Choice

Intended to inform the public of the City's actions to promote fair housing which are requirements to receive annual and HOME Investment Partnerships (HOME) funding.

Goals:

1. Program Marketing

2. Promote Fair Housing Education for Tenants and Homebuyers Programs

3. Promote Fair Housing Education for Landlords and Realtors

4. Maintain Fair Housing Resources on Website

5. Maintain Housing and Community Development Resources List

ITEM NO. 14



CITY OF PARAMOUNT

Community Outreach

Two community meetings

- Public notice inviting residents to participate in to help identify housing and community needs and priorities.
- Posted in all City publications and online.

Resident Survey: October 29, 2021 through January 14, 2022

- Interaction with residents at multiple City special events.
- Over 300 residents responded to the survey online and 10 completed paper surveys.
- Individual interviews were held with the Fair Housing Foundation.

Public Hearing

- Notice published in Press Telegram on April 1, 2022
- To date, the City has not received any comments from the public.
- A copy of the Draft Consolidated Plan, One-Year Action Plan, and Draft AI are on City's website.

ITEM NO. 14



CITY OF PARAMOUNT



Recommendation

Staff recommends City Council adopt a resolution approving the 2022-2026 Five Year Consolidated Plan, 2022-2023 Annual Action Plan, and 2022 Analysis of Impediments to Fair Housing Choice as an Application to HUD for CDBG and HOME Funding.

The Strategic Outcomes were implemented to provide a pathway to achieving the City's Vision. This item aligns with all six Strategic Outcomes.

ITEM NO. 14



CITY OF PARAMOUNT



Home Improvement Program Mobile Home Guidelines

May 3, 2022
City Council

ITEM NO. 15



CITY OF PARAMOUNT

Home Improvement Program

- Since 1980s, the City has assisted numerous Paramount households improve the exterior of & repair safety upgrades their owner-occupied, single-family homes
- Federal HOME funds
- Seniors and very low income families
 - 90% grant up to \$24,300
- Low and moderate income families
 - 80% grant up to \$21,600



ITEM NO. 15



CITY OF PARAMOUNT

Program Guidelines

- Same funding contribution percentages & maximum assistance amounts
- Applicant will need to be the homeowner and live in the mobile home
- Limited to mobile homes with certificate of title/registration card with California Dept. of Housing and Community Development (HCD)
- Trailers with DMV registration would be ineligible

ITEM NO. 15



CITY OF PARAMOUNT

Mobile Home Types

Ineligible trailer with DMV registration



*Woodland Grove Trailer Park
8614 Flower Ave.*

Eligible mobile home with HCD registration



*The Californian Estates
7101 Rosecrans Ave.*

Note: Examples shown only to demonstrate eligible type. Households would have to meet all other eligibility requirements.

ITEM NO. 15



CITY OF PARAMOUNT

State Jurisdiction

- City does not have jurisdiction over permitting of construction of mobile homes in mobile home parks
- HCD issues permits (from office in Riverside) & inspects construction
- City's fee schedule & next-day inspection policy will not apply to approved mobile home projects



California Department of
**Housing and Community
Development**

ITEM NO. 15



CITY OF PARAMOUNT

Outreach

Expanded program promotion

- Door-to-door flyer distribution
- Letters
- Neighborhood Watch meetings
- Social media & City website posts
- Article on the City's website



ITEM NO. 15



CITY OF PARAMOUNT

Fiscal Impact

- 4 budgeted projects total \$150,000
- As current budget year is nearing the end, much of the funding may require postponement to FY 2023
- Federal HOME funds sufficient to support changes to the program



ITEM NO. 15



CITY OF PARAMOUNT

Recommended Action

Receive and file the report.

*Strategic Outcomes No. 1: Safe Community; No. 4:
Environmental Health*

ITEM NO. 15



CITY OF PARAMOUNT



Home Improvement Program Mobile Home Guidelines

May 3, 2022
City Council

ITEM NO. 15



CITY OF PARAMOUNT



DISBURSEMENT OF CITY OF PARAMOUNT'S ALLOCATION OF CMFA BOND ISSUANCE FEES

ITEM NO. 16



CITY OF PARAMOUNT

Background

- January 18, 2022 City Council meeting
- California Municipal Finance Authority (CMFA)
Bond Issuance to Non-Profits - \$125K
 - Pathways – 50%
 - Su Casa – 25%
 - Community Family Guidance Center – 25%
 - Actual Escrow Disbursement
- CMFA Bond Issuance to the City of Paramount - \$125K
 - Needs to be allocated in FY 22
 - Must be expended by end of current fiscal year



PATHWAYS
Caregiving • Hospice • Bereavement



ITEM NO.16



CITY OF PARAMOUNT

Proposed Uses of City's CMFA Bond Funds

Recommended Allocation to FY 22 Budget	Amount
1. Pathways Hospice	\$20,000
2. California Aquatic Therapy and Wellness Center, Inc.	\$12,000
3. The Children's Clinic	\$12,000
4. Children's Dental Health Clinic	\$12,000
5. Little House	\$12,000
6. Helpline Youth Family Counseling Services, Inc.	\$12,000
7. Paramount Arts in the Community Youth Art Packets & Gift Cards	\$20,000
8. Eco-Friendly Park Recycling Trash Units	\$25,000
TOTAL	\$125,000

ITEM NO.16



Recommended Action

Approve or modify the proposed disbursement of the City of Paramount's allocation of CMFA bond issuance fees

Mission, Vision, Value & Strategic Outcomes

This item aligns with Strategic Outcome No. 2: Community Health.

ITEM NO. 16



CITY OF PARAMOUNT



DISBURSEMENT OF CITY OF PARAMOUNT'S ALLOCATION OF CMFA BOND ISSUANCE FEES

ITEM NO. 16



CITY OF PARAMOUNT



REVISION TO COMMUNITY GARDEN RULES AND GUIDELINES

ITEM NO. 17



CITY OF PARAMOUNT

Background

- Community Garden – Orange & Cortland
- 56 Garden Plots – Leased at \$15 per year
- Residents can renew lease each year, unless:
 - They relinquish the plot(s)
 - Fail to follow City Community Garden Guidelines and Rules
 - Fail to pay annual lease fees
 - Unable to garden due to age or disability
- Wait List for the Community Garden



ITEM NO. 17

Background

- Community Garden Rule Changes – 2013
 - Lack of continuous gardening
 - Non-edibles
 - Commercial gardening
 - Plant shading
 - Debris
 - Tools and personal equipment
 - Planting outside boundaries
 - Over-planting of cactus
- Violations and Removals



ITEM NO.17

Current Garden Changes

- City Council Meeting – April 2021
 - Direction – limit leases to only 1 plot per year
- Phased-In Plot Reduction
 - January 2022 – 14 new plots opened
 - January 2023 – 14 new plots will open
- Garden Renovation
 - Delineated and marked plots
 - Gravel pathway
 - Composting – LA Compost



ITEM NO. 17



Proposed Garden Changes

- The growth and size of cactus planting
 - Grandfather in existing leases and prohibit in new leases
- Length of time a gardener can maintain a lease
 - 10 years maximum if wait list exists
- Gardener and spouse
 - Allow transfer to spouse only
- Garden Instruction
 - 1 mandatory meeting – rules, organic waste disposal & composting
 - Recommended training – planting palletes

ITEM NO.17



CITY OF PARAMOUNT

Recommended Action

Approve or modify the proposed revisions to the community garden rules and guidelines.

Mission, Vision, Value & Strategic Outcomes

This item aligns with Strategic Outcome No. 2: Community Health & Outcome No. 4: Environmental Health

ITEM NO.17



CITY OF PARAMOUNT



REVISION TO COMMUNITY GARDEN RULES AND GUIDELINES

ITEM NO. 17



CITY OF PARAMOUNT



Agreement for Business License Compliance and Operations Management Services with HDL Companies, LLC

ITEM NO. 18



CITY OF PARAMOUNT



Business Licenses

- » All businesses in Paramount must have a business operation license to perform business
 - Includes one-person home-based businesses
 - Staff administers 3,000 license accounts annually
 - About \$530,000 annual revenue generated





Challenges

- » Current process limits businesses to apply in-person at City Hall or by mail.
- » Limited staffing and resources challenge the City to achieve 100 percent business license compliance.
- » Only English and Spanish.



Enhanced Business License Program

» HdL Companies offers management services for business licenses

Services include:

- Online applications & renewals
- Premier Customer Service (telephone, online, chat); in-person still offered with minimal City staff
- Compliance management
- Payment processing
- Collection services



ITEM NO. 18

Services Proposed in Detail

- » Offers businesses support for registration, renewal, payments, and general questions in a dozen languages via online, telephone, email, and fax with in-person support still at City Hall
- » Compliance Management program is designed to identify, register and collect from businesses that are not compliant with the City's Code, at City's full discretion
- » Enriched Data Portfolio (EDP) offers listing of businesses subjected to taxation in the City allowing HdL staff to identify which businesses are compliant
- » Experienced field crews equipped with advanced tools will search in commercial areas to develop and enhance the business list identified in the EDP

ITEM NO. 18



CITY OF PARAMOUNT

HdL Clients

» HdL provides business license administrative and technical support services to the 40 cities in the LA/OC area, including:



Artesia
Bellflower
Commerce
Covina

Long Beach
Los Alamitos
Pico Rivera
Santa Fe Springs
Signal Hill
South Pasadena

West Covina
Whittier

ITEM NO. 18

Budget Impact



- Estimated at \$101,000 per year
 - \$16 processing fee per account (\$48,000/year)
 - 10% of revenue collected for enforcement and compliance services (\$53,000 /year)
 - Appropriated in FY 2022 Adopted Budget
- Agreement with HdL for these services will not displace or affect any positions.
- Professional Services exempt from competitive bidding, subject to approval by the City Council for contractual services over \$40,000 (PMC 18-30 of Article IV).

ITEM NO. 18

Benefits



- » Improve efficiency to business license operations
- » Expand convenience and modernization by offering online options
- » Enhance customer service through technology and resources
- » Stream account management
- » Increase revenues and enable City to enforce business license compliance

ITEM NO. 18



Recommendation

It is recommended that City Council approve the agreement for HdL Companies, LLC to provide the City with Business License Compliance and Operations Management Services.

This item aligns with all Strategic Outcomes No. 6: Efficient, Effective, and Fiscally Responsible.

ITEM NO. 18



CITY OF PARAMOUNT



Park Supervision

ITEM NO. 19

Background

- Difficulties filling various Community Services PT staff assignments
- Park Supervision Assignments
- Temporary Solution/Pilot Program or Long-Term Solution?
- Bellflower contracted park patrol model – private security



ITEM NO. 19

Background

- Park Supervision is responsible for:
 - Customer-service contacts on the parks
 - Checking on youth leagues
 - Turning ballfield lights on and off
 - Closing park restrooms
 - Providing access and closure to controlled-access facilities
 - Reporting issues at parks – non-intervention
 - Supervision of permitted activities on the parks during weekend hours.



ITEM NO. 19

Contracted Service

- Contacted local security service agencies to perform park supervision tasks
 - Projected increase - \$8,000
 - Contractual agreement for the remainder of the fiscal year
 - Unarmed/Identified City Partner
 - Customer Service



ITEM NO.19



Park Supervision

ITEM NO. 19



CITY OF PARAMOUNT



APPOINTMENT OF A PARKS AND RECREATION COMMISSIONER

ITEM NO. 20



CITY OF PARAMOUNT



SERVICE AGREEMENT BETWEEN THE CITY OF PARAMOUNT AND TREE PEOPLE FOR MANAGEMENT OF THE URBAN FOREST MANAGEMENT PLAN PROGRAM

ITEM NO. 21



CITY OF PARAMOUNT



Award of Contract City Hall LED Retrofit (CIP 9293)

ITEM NO. 22

City Hall LED Retrofit



ITEM NO.22



CITY OF PARAMOUNT

Bid Opening and Results

- Bids opened on April 14, 2022
- 3 bids received:
 - Remmi Construction– \$22,785 – Withdrawn
 - Junior's Construction, Inc. - \$97,668.37
- Bids ranged from \$97,668.37 to \$140,550
- Funding from ARPA

ITEM NO.22



CITY OF PARAMOUNT

Recommendation

- It is recommended that the City Council award the contract for the City Hall LED Retrofit Lighting (CIP 9293) to Junior's Construction, Inc., Santa Fe Springs, California, in the amount of \$97,668.37, and authorize the Mayor or her designee to execute the agreement.

*This item aligns with Strategic Outcome
No. 4: Environmental Health and
No. 5: Attractive and Well Maintained Infrastructure*

ITEM NO.22



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Comments/Committee Reports



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Successor Agency for the Paramount Redevelopment Agency



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Closed Session



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Adjournment