

July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

Call to Order



July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

Pledge of Allegiance



July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

Invocation



July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

Roll Call of Councilmembers



July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



PEGGY LEMONS
Councilmember



BRENDA OLMOS
Councilmember

**Approval of Minutes** 



#### JUNE 7, 2022 GENERAL MUNICIPAL ELECTION

General Municipal Election held on June 7, 2022

Consolidated with the Statewide Primary

Nominating Election

L.A. County RR/CC Certificate of Canvass completed on July 1, 2022





#### JUNE 7, 2022 GENERAL MUNICIPAL ELECTION

- > 25,524 Registered Voters in the City of Paramount
- 3,625 Ballots cast during the 11-day voting period
  - 679 Vote Center Ballots
  - 2,946 Vote by Mail Ballots
- 14.2% Voter Turnout





#### JUNE 7, 2022 GENERAL MUNICIPAL ELECTION

City of Paramount General Municipal Election		
Peggy Lemons	1,226	
Annette C. Delgadillo	992	



#### Recommendation

It is recommended that the City Council read by title only and adopt Resolution No. 22:040 declaring the results of the City's June 7, 2022 General Municipal Election

VISION, MISSION, VALUES, AND STRATEGIC OUTCOMES

Adoption of these resolutions aligns with Strategic Outcome No. 6: Efficient, Effective, and Fiscally Responsible













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Vice Mayor



ANNETTE DELGADILLO

Councilmember



PEGGY LEMONS
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BRENDA OLMOS
Councilmember

Presentation:
Mayor's Award of Excellence



July 12, 2022



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Councilmember

Presentation:
Park and Recreation Month

## **PHIT Participant**



Before





July 12, 2022



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Vice Mayor



Councilmember



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Councilmember



BRENDA OLMOS
Councilmember

Recognition: Retiree Ben Svensson



July 12, 2022



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City Council Public Comment Updates



July 12, 2022



VILMA CUELLAR STALLINGS Mayor



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Councilmember



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Councilmember

**Public Comments** 



July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



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Councilmember



BRENDA OLMOS
Councilmember

Consent Calendar





#### Background

- Construction Summer 2020
- Experienced unanticipated delays
- Complex Project includes treatment system
- Project nearing completion







Well Pump



Back Up Generator





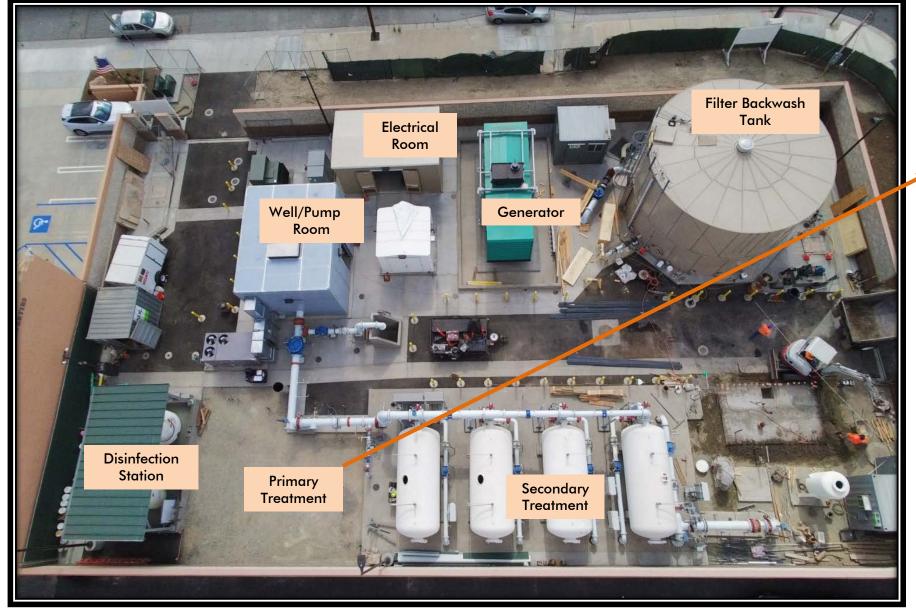
**Treatment System** 





Backwash Tank





# Primary Treatment System Delays

 Arsenic Treatment -Naturally Occurring Compound

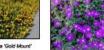


#### PROPOSED SHRUBS & GROUNDCOVERS





Anigozanthos 'Bush Elegant' Red Bush Elegant Kangaroo Paw











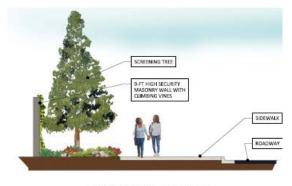
**PARAMOUNT WATER WELL NO. 16** 

Canary Island Pine Ht: 20'-35' Sp: 50'-80' WUCOLS: Medium



'Tuscavora' Red Crape Myrtle Ht: 20' Sp: 20' WUCOLS: Low





TYPICAL CROSS SECTION

#### AL CONCEPTUAL NOTES

- PROPOSED IRRIGATION SYSTEM WILL BE PROPOSED INICIAL BE DESIGNED TO UTILIZE SUBTERRANEAN DRIP IRRIGATION SYSTEM IN COMPLIANCE WITH THE LATEST STATE MANDATED MODEL WATER EFFICIENT LANDSCAPE ORDINANCES.
- ALL PROPOSED PLANTING SPECIES IN ALL PROPUSED PLANTING SPECIES IN PROPOSED PLANTING AREAS WILL BE SELECTED USING THE DROUGHT ADAPTIVE PLANTING PALETTE, THEY ALSO WILL BE SELECTED FOR THEIR COLOR, TEXTURE AND LOW MAINTENANCE REQUIREMENT.

ALL LANDSCAPE CONSTRUCTIONS SHALL COMPLY WITH THE CITY OF PARAMOUNT DESIGN GUIDELINES, CODES AND REGULATIONS.

Stormwater Pipeline Issues – Trees to be Removed from Landscape Plan





PROPOSED STREET FRONTAGE LANDSCAPE IMPROVEMENT







### Approval of Amendment Background

- May 2020 Council Approved Agreements:
  - Bucknam & Associates Program Management
  - AKM Consulting Engineers Construction Management
- September 2021 and February 2020 Council Approved Amendments:
  - COVID-19 delays, supply chain issues





#### **Amendment Details**

	Previously Revised Contract Amount	Proposed Amendments	Total Contract Amount
Construction Management/ Inspection Services (AKM)	\$862,418	\$99,888	\$962,306
Program Management (Bucknam & Associates)	\$158,500	\$23,000	\$181,500

 Proposing to include tunding from the American Rescue Plan Act (ARPA) of 2021 in the FY 2022/23 budget



#### Recommendation

It is recommended that the City Council approve:

- 1. Amendment No. 3 to the Agreement with AKM Consulting Engineers for continued construction management/inspection services for Water Well 16 and authorize the Mayor or her designee to execute the amendment.
- 2. Amendment No. 4 to the Agreement with Bucknam & Associates for continued program management for Water Well 16 and authorize the Mayor or her designee to execute the amendment.

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







- » Shop Local campaign
- » Encourage residents and visitors to shop, dine, and experience Paramount
- » Economic Development effort

#### Receipts for Rewards



#### **Receipts for Rewards**



In partnership with the City of Paramount, the Paramount Chamber of Commerce is



**Explore Paramount** 

+ Learn More



**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

# The Best Unique Local Boutique Gift Cards

Personalize and deliver online via text or email, or print at home.

Deliver instantly or schedule for later!

Viewing All Gift Cards
ALL GIFT CARDS

Browse By Category ▼

Shop By Neighborhood •



Cafe Corleone Italian Restaurant Gift Cards

Select Merchant



Casa de las Flores Gift Cards

Select Merchant



Casa Gamino Family Restaurant Gift Cards

Select Merchant





### **Dine Paramount**

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City of Paramount

Paramount Chamber of Commerce

Select Language



Home

Dine Paramount

Receipts for Rewards

Gift Bar

Media

Contact













### Shop Paramount Week: August 15 to 21

Free Gift Card Giveaways

Receipts for Rewards

Social Media and Advertisements



### Daily Gift Card Giveaways

- Summer Concerts, Social Media, Events
- 20 businesses
  - Nearly 1,000 gift cards
  - Over \$40,000 in ARPA funds







Number	Business Name	Category	No. of Gift Cards	
1	Mendoza Shoes	Clothing	40	
2	Lily's Boutique	Clothing	40	
3	Fashion Island in Paramount	Clothing	40	
4	Colors Boutique	Clothing	40	
5	El Elegante	Services	40	
6	Electronics ETC	Electronics	40	
7	Next Level Cellular	Electronics	40	
8	Ryno Locksmith	Services	40	
9	Casa De Las Flores	Flowers	40	
10	Cassandras Party Land	Party Supplies	40	
11	NRG Fitness	Exercise/Fitness	40	
12	Cindy's Jumpers, LLC	Party Supplies	20	
13	Ez Custom Covers	Automotive	20	
14	Paramount Reptiles	Specialty	20	
15	Easy Buy Décor	Furniture	10	
16	Hi Tech Gym Equipment	Exercise/Fitness	10	
17	Quince Queen	Clothing	10	
18	Velazquez Furniture	Furniture	10	
19	West Coast Mart Outlet	Furniture	10	
20	Arco Gas Stations	Services	80	



### With us tonight...

- >> El Elegante
- » Ez Custom Covers
- » Quince Queen
- » Easy Buy Décor



### Recommendation

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

















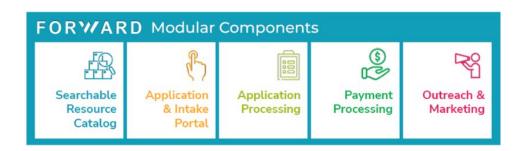
## Application Criteria for Small Business Grants/Background

- June 21, 2022 Approval of Professional Services Agreement with Geocko, Inc. DBA LiveStories
  - Administer and award American Rescue Plan Act (ARPA) funds
  - Award of grants in amounts ranging from \$10,000-\$20,000 to Paramount businesses affected by COVID-19
- Request by City Council to review qualifying criteria for Small Business Grants



### Discussion

- City staff will work alongside team members from LiveStories
  - Easy-to-follow grant application
  - City of Long beach's qualifying criteria used as a reference



### **Qualifying Criteria**

Summary of proposed qualifying criteria using City of Long Beach as comparison

Qualifying Criteria	City of Long Beach	Paramount	
Located within City boundaries	✓	✓	
Business must be a brick and mortar, storefront business, home occupation	✓	✓	
Does not have an active Code Enforcement case		✓	
Active/delinquent City Business license	✓	✓	
Private for-profit	✓	✓	



### **Qualifying Criteria**

Qualifying Criteria	City of Long Beach	Paramount
Financial hardship as a result of COVID-19; i.e. increased costs, decreased revenue, expenses (payroll, rent/mortgage) etc.	✓	✓
Capacity to weather financial hardship (self-certify)		✓
Business has been in operation for at least six (6) months and must currently be open/active for business	✓	✓
Business employs at minimum one (1) but no more than 20 employees	✓	✓
Earn no more than \$2 million in annual gross revenue	✓	No
Corporations/LLCs/Limited Partnerships - active Status with the California Secretary of State	✓	✓





### **Application Documentation Required**

- Copy of City business license
- Business expenses & financial documents demonstrating loss of revenue
- Most recent tax returns or other documents noting the number of staff employed by business
- Copy of a valid photo identification (California driver license/State-issued ID/student ID/military ID/passport or passport card)
- Complete W-9 form
- Optional documentation of damage repaired, including picture of damages or quotes received from vendors











- Overhead costs
- Costs associated with remaining open & meeting required safety protocols
- Costs adjusting operations to respond to new methods of providing services
- Rent relief or payment of back utilities
- Costs to retain employees –payroll, sick leave, etc.
- Marketing and promotional events
- Furniture, fixtures, equipment
- Repairs and expenses related to theft/vandalism/ property damage
- Technology hardware & digital resources



### Fiscal Impact

- Appropriated in the General Fund
  - Funded by the American Rescue Plan Act
  - FY 2023 Planning Department budget
- Exempt from competitive bidding as the service can be obtained from only one vendor

### Recommendation

Receive and file the report

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









### Background

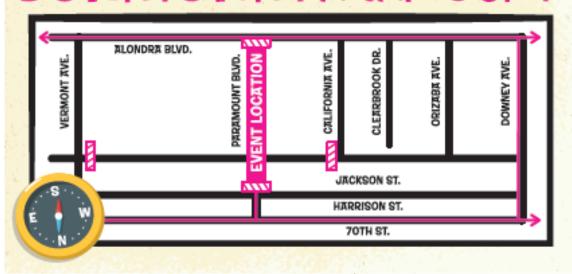
- Special Event Street Closures
  - California Joint Powers Insurance Authority (CJPIA)
  - Recommends approval of traffic control plan
  - Official plan by the City's traffic engineer





- Heritage Festival
- August 6, 2022
  - Event 12-4pm
  - Street Closure 3am 8pm
  - Paramount Boulevard
    - Alondra to Harrison

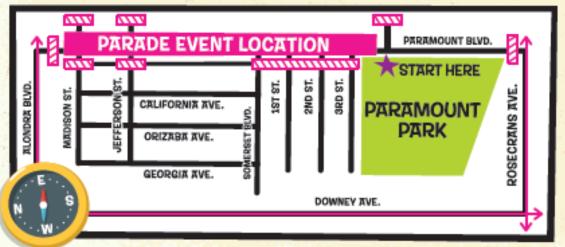
## AUGUST 6-12-4PM DOWNTOWN PARAMOUNT





# STHANNUAL City of Paramount FIERLAGE FESTIVAL Step. Healthy, and Attractive





- Heritage Parade
- August 6, 2022
  - Event 10 am -12 pm
  - Street Closure 8 am -12 pm
  - Paramount Boulevard
    - Rosecrans to Alondra



### Recommendation

It is recommended that the City Council approve the proposed traffic control plan for the Heritage Festival and Parade Street Closures.

This item aligns with Strategic Outcome No. 1: Safe Community







- City Council approved the scholarship program in December, 2020
- \$30,000 budget in Community Promotion
- Open to residents participating in independent youth sports league recreation seasons
- City Council requested art programs be included at May 17, 2022 meeting





- Eligibility
  - Proof of Residency/PUSD
  - Child's Birth Certificate or Other Documentation
  - Participant 17 years of Age or Younger
  - Proof of Income/Financial Assistance





### Sliding Income Scale – HUD Poverty Scale (2022)

Family Size	2 Persons	3 Persons	4 Persons	5 Persons	6 Persons	7 Persons	8 + Persons	
Extremely Low Income Limits	\$28,600	\$32,200	\$35,750	\$38,650	\$41,500	\$44,350	\$47,200	50% scholarship
Very Low Income Limits	\$47,650	\$53,600	\$59,550	\$64,300	\$69,100	\$73,850	\$78,650	40% scholarship
Low Income Limits	\$76,250	\$85,800	\$95,300	\$102,950	\$110,550	\$118,200	\$125,800	30% scholarship





- Youth Sports vs. Art Programs
  - Youth Sports one-time league fee
  - Arts Programs on-going monthly fee
  - Eligible arts programs any dance, music, or visual arts program offered directly by the City or through a City-sponsored instructional class program operated at a City facility





- Revised Program
  - Youth Sports and Arts Scholarship Program
  - Adaptive Recreation for Swim Lessons
    - Separate budget in Community Service Aquatics Division
    - Not financially needs based
    - Based on abilities of the child





- Fiscal Impact none
- Mission, Vision, Values
   Strategic Outcome #2 Community Health
- Recommended Action
   Approve or modify the proposed revisions to the Youth Sports Scholarship Program.









### Military Banner Recognition Program

- Adopted in March, 2016
- Street light banners on Paramount Blvd. between Somerset Blvd. and Rosecrans Ave.
- > 40 total banner locations
- Currently 28 are occupied





### Military Banner Recognition Program









### Military Banner Recognition Program

### Eligibility Requirements

- Current/active member of the armed forces
- Paramount resident or resided in Paramount at time of military enrollment and have a family member currently residing in Paramount.
- No fee
- Removed at end of participant's service





### Military Banner Recognition Program

### Proposed Eligibility Changes

- Allow graduates of Paramount Unified high schools to apply
- Paramount residents priority
- Sunset Period
  - 4 years
  - Not applicable if not at capacity





### Military Banner Recognition Program

- Fiscal Impact none
- ➤ Mission, Vision, Values

  Strategic Outcome #2 Community Health
- Recommended Action
  Approve or Modify the Proposed Revisions to the Military Banner Recognition Program









- Current weekly farmers market at Progress Park
  - Operates under agreement with Hunger Action Network
  - Hunger Action Network employs Venaver
     Events LLC to manage their markets
  - Hunger Action Network no longer operates farmers markets

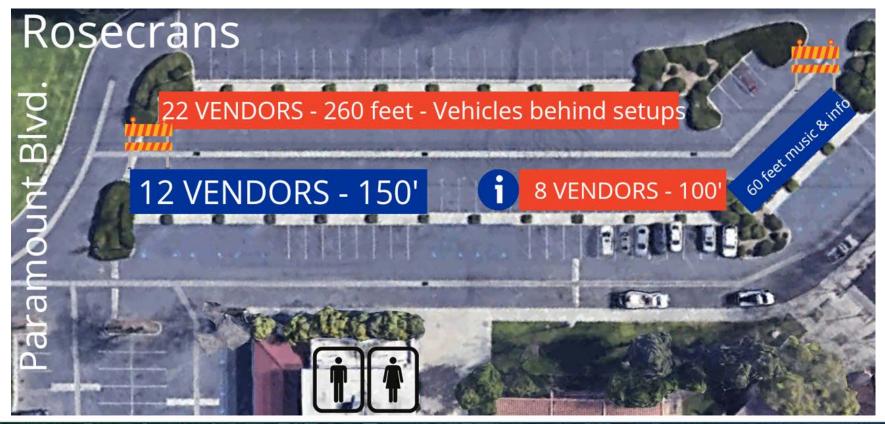




- Venaver Events LLC
  - o Non-Profit
  - Operates City's Friday Night Paramount events
  - Operating 10 farmers markets
- Current agreement would be shifted to Venaver
- Proposed market changes
  - Location move to Paramount Park
  - Day/Time move to Saturdays, 9 a.m. to 1 p.m.











- Paramount Farmers Market at Paramount Park
  - Combine Venaver's Paramount and Norwalk markets
  - 40+ vendors destination market
  - Certified farm produce, packaged and hot foods, crafters and artists, senior focused initiatives, food advocacy programs, and live acoustic music.





- Fiscal Impact None
- Mission, Vision, Values
   Strategic Outcome #2 Community Health
- Recommended Action

Approve the Weekly Farmers Market Agreement to assign the market to VenaVer Events LLC and change the location of the farmers market to Paramount Park and change the day and times to Saturday from 9 a.m. to 1 p.m.









### Fireworks Code History

- In 2010, the City Council updated the fireworks code to establish a fine schedule for fireworks violations
- In 2020, the City Council voted to increase the fines for possessing, using, and selling illegal fireworks



### Chapter 8.12 Fireworks

- Chapter 8.12 of the City's Fireworks code allows the sale of "Safe and Sane" fireworks
- The City's code allows the use of "Safe and Sane" fireworks only during July 3 and July 4
- "Safe and Sane" fireworks do not contain dangerous elements and are classified by the State Fire Marshal
- Chapter 8.12.030 strictly prohibits the possession, use, and sale of illegal fireworks
- Illegal fireworks contain dangerous elements that are designed to explode and/or propel into the air

### **Education Efforts**

- Fireworks Flyers
- Large Billboards
- Street Banner
- Neighborhood Watch
- Fireworks Seminar

- Digital Mobile Billboard
- Social Media Postings
- Paramount Works App Report illegal fireworks
- Social Media Ad Space



### **Enforcement Efforts**

 The Paramount Special Assignment Team and additional Fireworks Suppression Patrol Units searched for anyone using, possessing, or selling illegal fireworks in Paramount



- » Deploy Strategic Plan
- » Enforcement Strategies
- » Active Patrol Checks
- » Identify "Hot Spots"









## Illegal Fireworks Penalties

- \$5,000 fine for selling illegal fireworks
- \$2,000 fine for using or possessing illegal fireworks
- \$250 fine for using "Safe and Sane" fireworks outside the permitted dates
- \$250 fine for "Social Host" of illegal fireworks

## Fireworks Citation Analysis

 From July 1 to July 4, the SAO Team issued 44 fireworks citations for using, possessing, and selling illegal fireworks

» 15 citations for selling

» 24 citations for using or possessing

» 5 Social Host violations





# Calls for Service Analysis

- From July 1 to July 4, Sheriff's dispatchers received
   58 calls of illegal fireworks
  - » July 1: 2 calls for service
  - » July 2: 6 calls for service
  - » July 3: 9 calls for service
  - » July 4: 41 calls for service

# PARAMOUNT CITY HALL HADO COLORADO AFENAL



### Call for Service Analysis (Cont'd)

Calls for I	llegal	Firewo	orks
From Ju	ıly 1 t	o July	4

2021	2022	% Change
87	58	-33%

# Calls for Illegal Fireworks On July 4 (Holiday)

2021	2022	% Change
53	41	-23%







### Patrol Check Requests

 Public Safety received 20 online patrol check requests for illegal fireworks through the Paramount Works App





### Reward for Reporting Illegal Fireworks

• The City offers \$500 to \$1,000 rewards to anyone who reports the use or sale of illegal fireworks











# Traffic Signal Installation



### Bid Opening and Results

- Bids opened on June 21, 2022
- 6 bids received
  - International Line Builders, Inc. (DBA ILB Electric) \$372,677.00
- Bids ranged from \$372,677.00 to \$547,337.34
- Funding from Highway Safety Improvement Program
   State Local program and Measure M

### Recommendation

- It is recommended that the City Council
  - 1) appropriate an additional \$40,777 from the available Measure M fund balance for the installation of a traffic signal at the intersection of Alondra Boulevard and Passage Avenue (CIP 9232)
  - 2) award the contract to ILB Electric, Corona, California in the amount of \$372,677.00, and,
  - 3) authorize the Mayor or her designee to execute the agreement

This item aligns with Strategic Outcome No. 1: Safe Community









### **EV Charging Stations**



- Current City Fleet
  - 5 Vehicles
  - Adding 2 more in FY23
- EV Charging for City fleet
  - City Hall
  - Substation
  - City Yard

### Bid Opening and Results

- Bids opened on June 21, 2022
- 4 bids received
  - Smart City Electric \$162,000
- Bids ranged from \$162,000 to \$255,800
- Funding from AQMD

### Recommendation

It is recommended that the City Council

- 1) appropriate an additional \$92,000 from the available AQMD fund balance for the installation of the Electric Vehicle Charging Stations (CIP 9290)
- 2) award the contract to Smart City Electric, Woodland Hills, California in the amount not to exceed \$162,000.00; and,
- 3) authorize the Mayor or her designee to execute the agreement

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





July 12, 2022



VILMA CUELLAR STALLINGS Mayor



Vice Mayor



Councilmember



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**Comments / Committee Reports** 



July 12, 2022



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**Comments / Committee Reports** 



July 12, 2022



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Adjournment



July 12, 2022



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Successor Agency for the Paramount Redevelopment Agency



July 12, 2022



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**Paramount Housing Authority** 



July 12, 2022



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Paramount Industrial Development Authority



July 12, 2022



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Paramount Parking Authority



July 12, 2022



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Paramount Public Financing Authority