



**Isabel Aguayo,
Mayor**



**Annette C. Delgadillo,
Vice Mayor**



**Peggy Lemons,
Councilmember**



**Brenda Olmos,
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**Vilma Cuellar Stallings,
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THE CITY
Safe, Healthy, and Attractive

MAYOR'S AWARD OF EXCELLENCE



CITY OF PARAMOUNT

PRESENTATION



THE CITY
Safe, Healthy, and Attractive

NATIONAL MILITARY APPRECIATION MONTH



CITY OF PARAMOUNT

PROCLAMATION



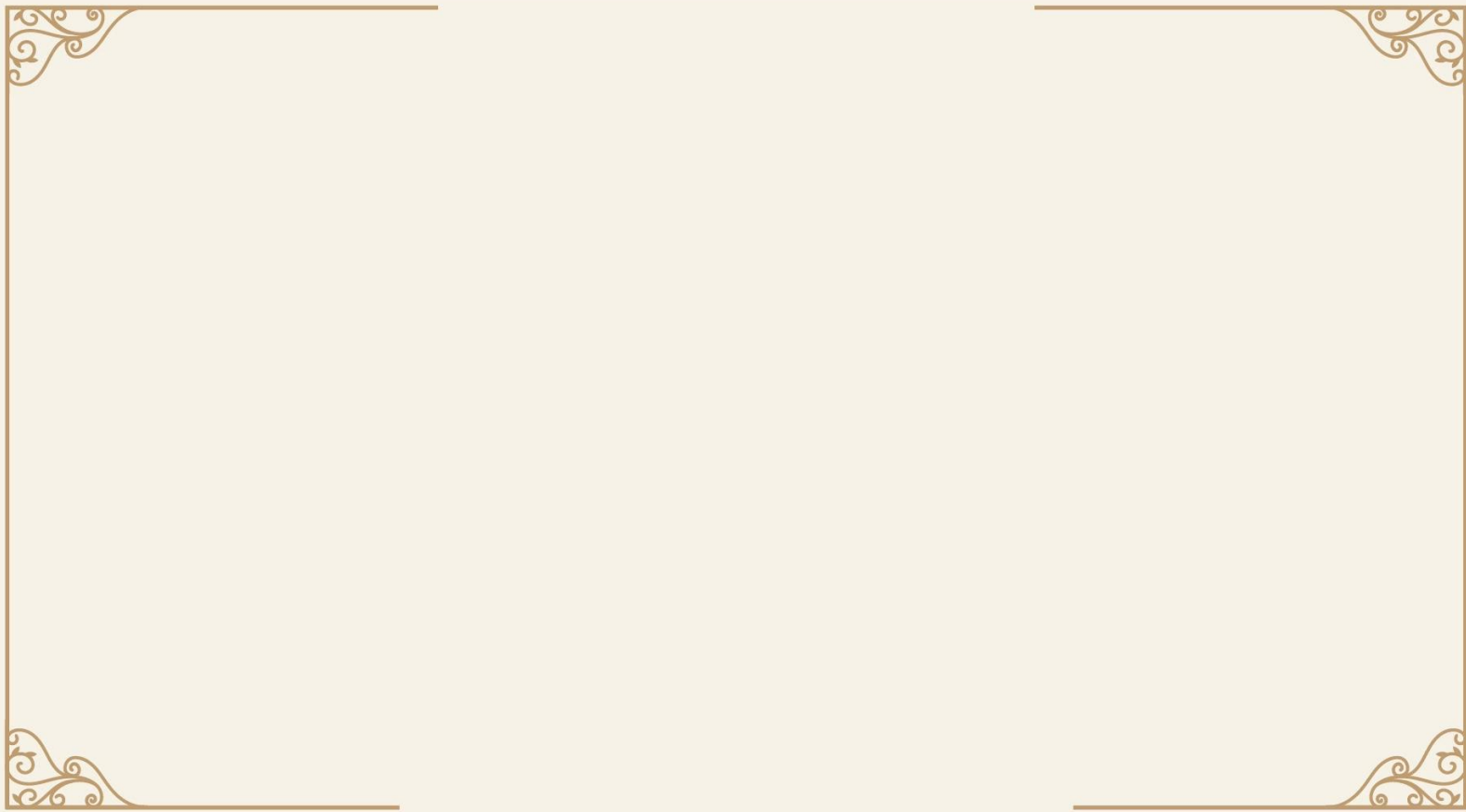
THE CITY
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PRIDE OF PARAMOUNT BEAUTIFUL PROPERTY AWARDS



CITY OF PARAMOUNT

PRESENTATION





Outstanding Landscape Award | 8526 Madison Ave.





Water Wise Award | 8065 2nd St.





Beautiful Business Award | Starbucks, 7905 Alondra Blvd.





Model Multi-Unit Award | Four Seasons Apartments, 15940 Indiana Ave.





Most Beautiful Home Award – 3rd Place | 8427 Ives St.





Most Beautiful Home Award – 2nd Place | 8057 Denbo St.





Most Beautiful Home Award – 1st Place | 14402 Coke Ave.





THE CITY
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PRIDE OF PARAMOUNT BEAUTIFUL PROPERTY AWARDS



CITY OF PARAMOUNT

PRESENTATION



THE CITY
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EDISON SCHOLARSHIP RECIPIENT – KAYLA BULLARD, ODYSSEY STEM ACADEMY



CITY OF PARAMOUNT

CERTIFICATE OF RECOGNITION



THE CITY
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NATIONAL POLICE WEEK – MAY 14 - 20, 2023



CITY OF PARAMOUNT

PROCLAMATION



THE CITY
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NATIONAL MENTAL HEALTH AWARENESS MONTH



CITY OF PARAMOUNT

PROCLAMATION



THE CITY
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NATIONAL WATER SAFETY MONTH



CITY OF PARAMOUNT

PROCLAMATION



Safe, Healthy, and Attractive

NATIONAL SENIOR HEALTH & FITNESS DAY – MAY 31, 2023



CITY OF PARAMOUNT

PROCLAMATION



THE CITY
Safe, Healthy, and Attractive

NATIONAL PUBLIC WORKS WEEK



CITY OF PARAMOUNT

PROCLAMATION



CITY OF PARAMOUNT

PARAMOUNT POTHOLE BRIGADE



CITY OF PARAMOUNT

SENIORS EXERCISE CLASS



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PUBLIC COMMENTS



**Isabel Aguayo,
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THE CITY
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PARAMOUNT – TEPIC SISTER CITIES



CITY OF PARAMOUNT

ITEM NO. 22

HISTORY

- Sister Cities Program created in 1956 as a "People to People" Program
 - Meant to establish a friendship between the U.S. and other nations
- Paramount-Tepic Sister Cities was established in 1963
 - Paired with Tepic, Mexico
- Founders:
 - Paramount Mayor, Gladys Iliff
 - First Club President, Philip Zinn
 - Tepic Mayor, Dr. Vincente Ruelas Preciado
 - Nayarit Governor, Francisco Garcia Montero
 - President of Tepic Club, Carlos Parkinson



SisterCities
INTERNATIONAL

Connect globally. Thrive locally.

MISSION & VISION

- **Mission**

- Create global connections
- Break political & cultural barriers
- Foster long lasting relationships
- Open doors to new friendships

- **Vision**

- Elevate Paramount in the world's eyes
- Achieve prosperity & awareness
- Encourage a pathway to peace



ABOUT US

- Brief Hiatus
- 50 members
- Community Events
- Scholarships



COMMUNITY EVENTS & SCHOLARSHIPS

- Dia del Nino
- Host Tepic Delegation
- Volunteer at:
 - City's Halloween Festival
 - Veterans Celebration
 - Breakfast with Santa
- Annual Tepic Project
- **Scholarships**
 - Ethel Hillyard Memorial Scholarship
 - Linda Garcia Memorial Scholarship



LINDA GARCIA

A Golden Voice and Peacemaker will forever
be missed by your Paramount-Tepic family.
-President Frank Barraza





THE CITY
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PARAMOUNT – TEPIC SISTER CITIES



CITY OF PARAMOUNT

ITEM NO. 22



THE CITY
Safe, Healthy, and Attractive

PUBLIC HEARING ORDINANCE NO. 1170 UPDATE BUILDING CODE AND RELATED CODES



CITY OF PARAMOUNT

ITEM NO. 23

BACKGROUND

- The building codes are updated every three years.
- The building codes were originally designed to keep the homes we live in, the stores we shop in, and the places we visit safe.
- Over the past few years, there has been a major shift in the building code to accommodate environmental needs.
- The Building and Safety Staff is required to maintain continuing education units to renew needed certification for our roles and keep us up to date with the newest code.
- The City supports the Building Division by providing training at California Building Official Conferences (CalBO) and provides by-weekly training from our acting Building Official.



REQUEST



- Incorporate by reference the following codes:
 - 2022 California Building Code
 - 2022 California Residential Code
 - 2022 California Green Building Standards Code
 - 2022 California Electrical Code
 - 2022 California Mechanical Code
 - 2022 California Plumbing Code
 - 2022 California Energy Code

PURPOSE

- Municipal Code will comply & be consistent with the California Building Code (and related codes)
- Allows for safe, accessible, efficient, and sustainable buildings
- California Building Standards Commission establishes State codes based off the International Building Code.



RECOMMENDED ACTION

- Read by title only, waive further reading, introduce Ordinance No. 1170, and place it on the June 13, 2023, agenda for adoption.

STRATEGIC OUTCOMES

- No. 1: Safe Community
- No. 4: Environmental Health





THE CITY
Safe, Healthy, and Attractive

PUBLIC HEARING ORDINANCE NO. 1170 UPDATE BUILDING CODE AND RELATED CODES



CITY OF PARAMOUNT

ITEM NO. 23



THE CITY
Safe, Healthy, and Attractive

ORDINANCE NO. 1171 / ZONE CHANGE NO. 243 TOWN CENTER EAST REGULATIONS

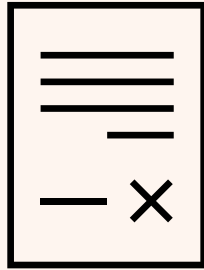


CITY OF PARAMOUNT

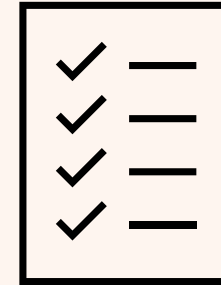
ITEM NO. 24

Request

A request for the City Council to adopt Ordinance No.1171



Replacement of Ordinance No.
1072/Zone Text Amendment No. 3



Establishing revised development
standards, including special event
regulations in the Town Center
East PD-PS (Planned Development
with Performance Standards) zone

Background

1986

The Planned Development with Performance Standards (PD-PS) was created

2016

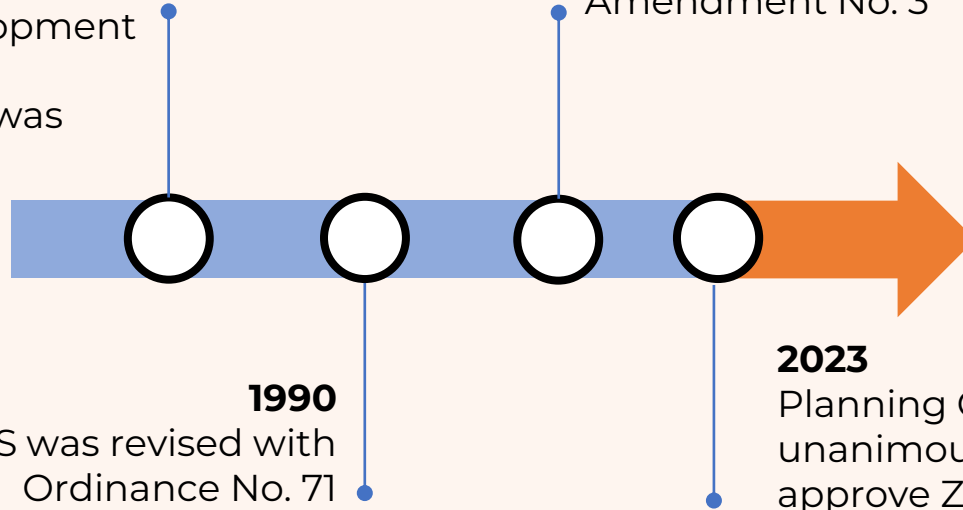
Adopted Ordinance No. 1072 approving Zone Text Amendment No. 3

1990

PD-PS was revised with Ordinance No. 71

2023

Planning Commission unanimously voted to approve Zone Change No. 243



Alondra Blvd.

California St.

Paramount Assembly
of God Church

LA Kings Iceland
in Paramount

Jackson St.

Paramount Blvd



BANC OF
CALIFORNIA



CITY OF PARAMOUNT

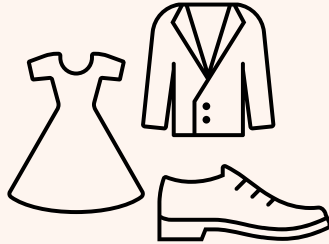
ITEM NO. 24

Revisions to Special Event regulations

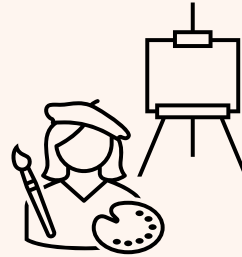
Businesses such as Horchateria Rio Luna held various indoor events:



Podcast



Clothes swap



Art exhibits

Establishing revised regulations for special events would streamline the approval process

Expand capacity to accommodate the special events in this zone

Indoor Special Events

Permitted Uses:

- Indoor Special Events, as specified in the Development Standards of this ordinance

Prohibited Uses:

- Any pop-up retail use not listed in the permitted uses.

The City would not require a special event permit to conduct Indoor Special Events.

Special Event and Grand Openings



- Events that occur within the business building or suite for retail, recording, promotional events, exhibition events, seasonal sales (e.g. Halloween, Christmas, or New Year), and similar temporary indoor uses that are compatible with the zoning district and surrounding land uses.



- The indoor event shall be within the same hours of operation as established by the existing business.



- Each indoor event shall be limited to three consecutive days and shall occur no more than **60 days** per calendar year.

Revised Development Standards

Exterior Security Doors, Gates, and Window Coverings: Installation of exterior security doors, gates, and window coverings shall be prohibited.

Sign Standards: All signing shall comply with Chapter 17.76 (Central Business District Sign Design Standards)

Landscape/Irrigation: Comply with Chapter 17.96 (Water-Efficient Landscape Provisions)

RECOMMENDED ACTION

- Read by title only, waive further reading, introduce Ordinance No. 1171, and place it on the June 13, 2023 agenda for adoption.

STRATEGIC OUTCOMES

- No. 3: Economic Health





THE CITY
Safe, Healthy, and Attractive

ORDINANCE NO. 1171/ZONE CHANGE NO. 243 TOWN CENTER EAST REGULATIONS



CITY OF PARAMOUNT

ITEM NO. 24

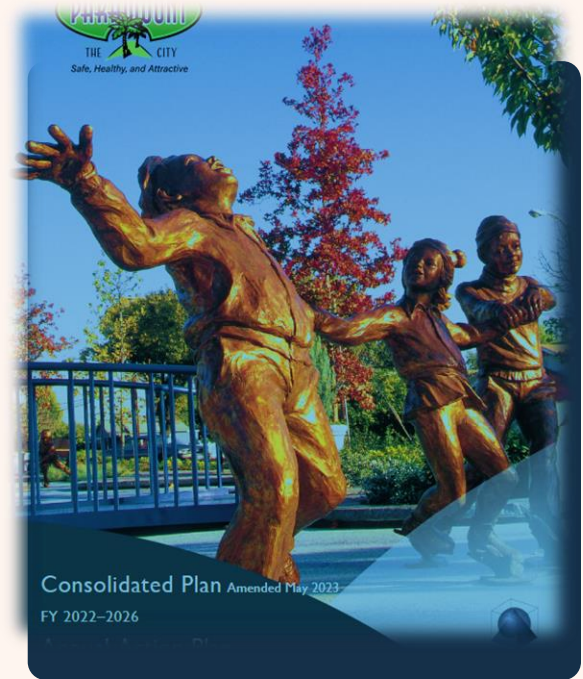


PUBLIC HEARING

**ADOPTION OF THE AMENDED FIVE-YEAR 2022-2026
CONSOLIDATED PLAN AND THE FISCAL YEAR 2023-2024
ONE-YEAR ACTION PLAN FOR THE COMMUNITY
DEVELOPMENT BLOCK GRANT (CDBG) AND HOME
INVESTMENT PARTNERSHIPS (HOME) PROGRAMS**

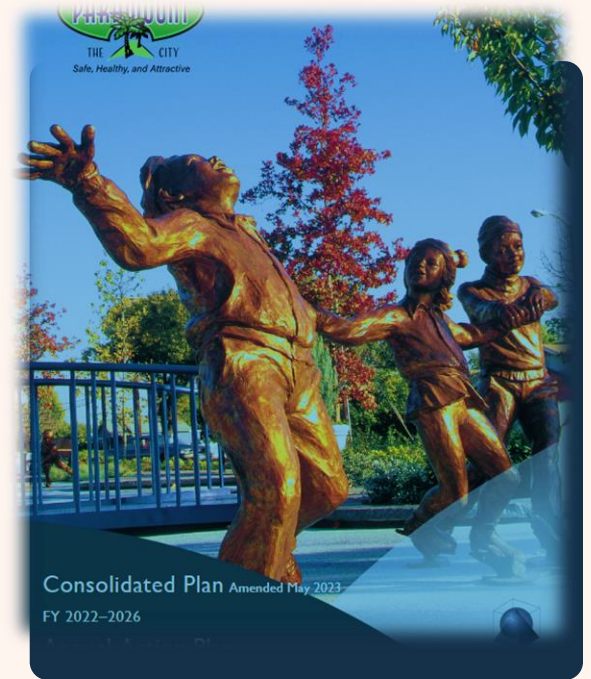
Background

- May 2022 – City Council approved the Five-Year Consolidated Plan (FY 2022-2026), One-Year Action Plan (FY 2022-2023), and Analysis of Impediments to Fair Housing
 - U.S. Department of Housing and Urban Development (HUD) requires a yearly Action Plan
- The proposed FY 2023-2024 Action Plan will require the Consolidated Plan to be amended
 - Any substantial amendments requires a Public Hearing, and Council approval



Background

- FY 2023-2024: HUD-funded “Entitlement City”
 - CDBG funds: \$761,014
 - HOME funds: \$303,074
 - HOME Program Income funds: \$13,675



HOME: PREVIOUS ELIGIBLE ACTIVITIES



Home Improvements/Affordable Housing

- Single-Family Dwellings
- Mobile Homes/Manufactured Homes

\$239,694

HOME Community Housing Development Organization (CHDO) Set-aside

\$46,186



Administration

\$30,030

HOME: PROPOSED ACTIVITIES



Home Improvements/Affordable Housing

- Single-Family Dwellings
- Mobile Home/Manufactured Homes

\$240,981

HOME CHDO Set-aside

\$45,461



Administration

\$30,307

FY 2022-2023 ONE-YEAR ACTION PLAN

CDBG: PREVIOUS ELIGIBLE ACTIVITIES



Graffiti Removal

\$113,136



Code Enforcement

\$250,000 (LMA)
\$150,000 (SBA)



Commercial Rehabilitation

\$105,371



Administration

\$134,849

Fair Housing

\$16,000

CDBG: PROPOSED ACTIVITIES



Senior Enrichment
Program

\$114,152



Alleyway Resurfacing

\$250,000



Home Improvement
(Single-Family Dwellings)

\$244,660



Administration

\$136,202

Fair Housing

\$16,000

FY 2022-2026 Consolidated Plan

- The current Five-Year Consolidated Plan complies with HUD's requirements.
- The proposed One-Year Action Plan will require an amendment to the Strategic Plan Goals of the Consolidated Plan.

RECOMMENDED ACTION

Conduct a public hearing; adopt the One-Year Action Plan (FY 2023-2024) and the amended Five-Year Consolidated Plan (FY2022-2026); and authorize the City Manager or designee to adjust the CDBG and HOME activity budgets to conform with any change to the formula for grant allocations and execute and submit all required documentations and agreements to implement the One-Year Action Plan and amended Consolidated Plan in compliance with HUD regulations

STRATEGIC OUTCOMES

This item aligns with all six Strategic Outcomes





PUBLIC HEARING

**ADOPTION OF THE AMENDED FIVE-YEAR 2022-2026
CONSOLIDATED PLAN AND THE FISCAL YEAR 2023-2024
ONE-YEAR ACTION PLAN FOR THE COMMUNITY
DEVELOPMENT BLOCK GRANT (CDBG) AND HOME
INVESTMENT PARTNERSHIPS (HOME) PROGRAMS**





THE CITY
Safe, Healthy, and Attractive

AWARD OF CONTRACT FOR CITY HALL CONFERENCE ROOM UPGRADE (CIP 9280)

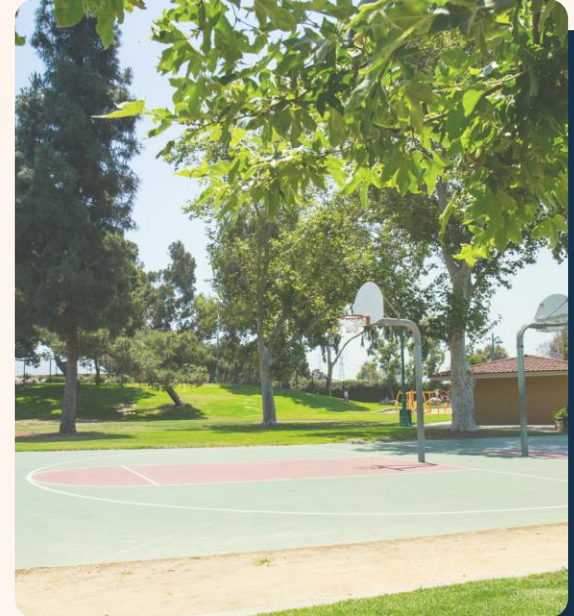


CITY OF PARAMOUNT

ITEM NO. 26

BACKGROUND

- Paramount City Hall is the City's main government facility that houses several of our City's 7 departments.
- Interior and exterior upgrades to the facility
 - Lower level conference room – Main conference room at City Hall
- Upgrades needed to reorganize the limited space and add audio/visual equipment.



CITY HALL CONFERENCE ROOM



BID OPENING AND RESULTS

- Bids opened on April 20, 2023
- Two (2) Bids were received:
 - Apparent low bid: Junior's Construction, Inc.
 - \$83,690
- Bids ranged from: \$83,690 to \$148,937

Project:	\$83,690
Contingency:	<u>\$12,640</u>
Total Estimated:	\$96,330

Funding

- Fiscal Year 2022-23 budget includes \$50,000 for AV equipment and another \$50,000 for the construction of the conference room improvements.
- Total project amount of \$96,330 in addition to the AV equipment previously approved by the City Council exceeds the budgeted amount of \$100,000 appropriated in the FY 2022-23 CIP Budget
- Additional \$50,850 needed for the project will be funded by available General Fund balance



RECOMMENDED ACTION

STRATEGIC OUTCOMES

- It is recommended that the City Council:
 - 1.) Appropriate an additional \$50,850 from the available General Fund balance
 - 2.) Award the contract for the City Hall Conference Room Upgrade to Junior's Construction, inc., Compton, CA in the amount of \$83,690
 - 3.) Authorize contingency in the amount of \$12,640
 - 4.) Authorize the Mayor or her designee to execute the agreement

- No. 5: Attractive and Well-Maintained Infrastructure



THE CITY
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AWARD OF CONTRACT FOR CITY HALL CONFERENCE ROOM UPGRADE (CIP 9280)



CITY OF PARAMOUNT

ITEM NO. 26



THE CITY
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SANTA TRAIN ADJUSTMENT



CITY OF PARAMOUNT

ITEM NO. 27

Santa Train

- Every year, staff evaluates the Santa Train routes and stops for effectiveness and efficiency
- 2004 was the last substantive change to the Santa Train routes
- Staff is recommending changes to Monday's & Wednesday's routes for 2023



Santa Train

Santa Train Completion Times:

- Monday
 - 2022 – Finished at 8:06 p.m.
 - 2021 – Finished at 9:09 p.m.
 - 2019 – Finished at 7:44 p.m.
- Wednesday
 - 2022 – Finished at 10:16 p.m.
 - 2021 – Finished at 10:32 p.m.
 - 2019 – Finished at 9:48 p.m.



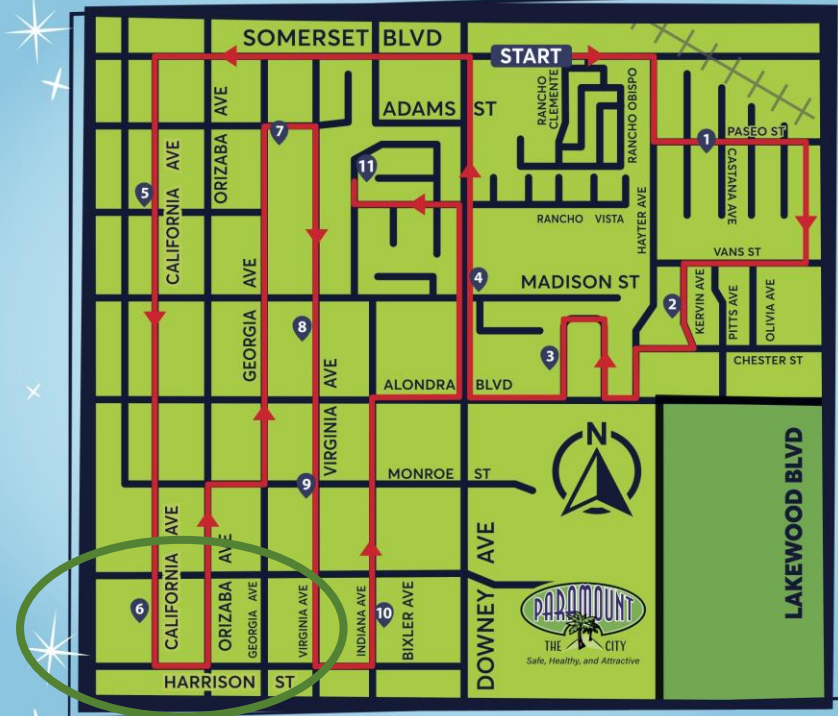
Santa Train

Recommended Route Changes:

- Monday
 - Move Stop #14 (16611 Lake St.) from Wednesday to a new Stop #7 on Monday night.
- Wednesday
 - Stop #14 (Lake St.) would move to Monday night
 - Stop #13 (Vermont – Town Center Terrace) would be a special daytime Santa visit

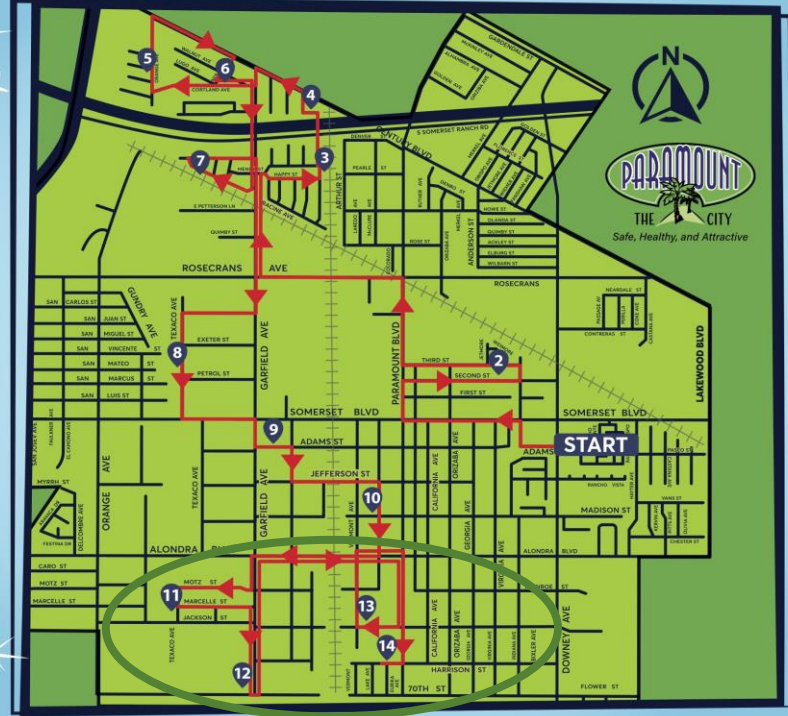


CURRENT THE SANTA TRAIN ROUTE



MONDAY • DECEMBER 4, 2023

CURRENT THE SANTA TRAIN ROUTE



WEDNESDAY • DECEMBER 6, 2023

THE SANTA TRAIN ROUTE+



ITEM NO. 27

THE SANTA TRAIN ROUTE



ITEM NO. 27

RECOMMENDED ACTION

- It is recommended that the City Council approve the proposed route adjustments for the 2023 Santa Train.

STRATEGIC OUTCOMES

- No. 2: Community Health





THE CITY
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SANTA TRAIN ADJUSTMENT



CITY OF PARAMOUNT

ITEM NO. 27

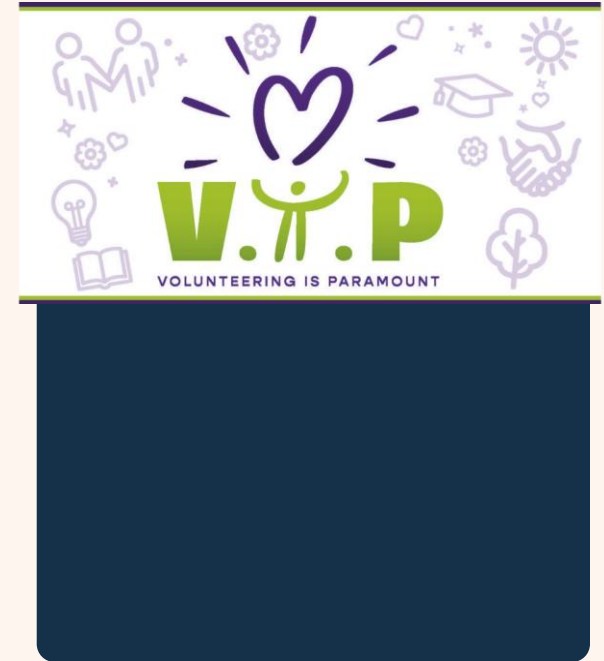


PROPOSED RESTRUCTURING OF VOLUNTEERING IS PARAMOUNT (V.I.P.) AND YOUTH AND YOUNG ADULT COMMITTEE INTO PARAMOUNT TEEN LEADERSHIP PROGRAM



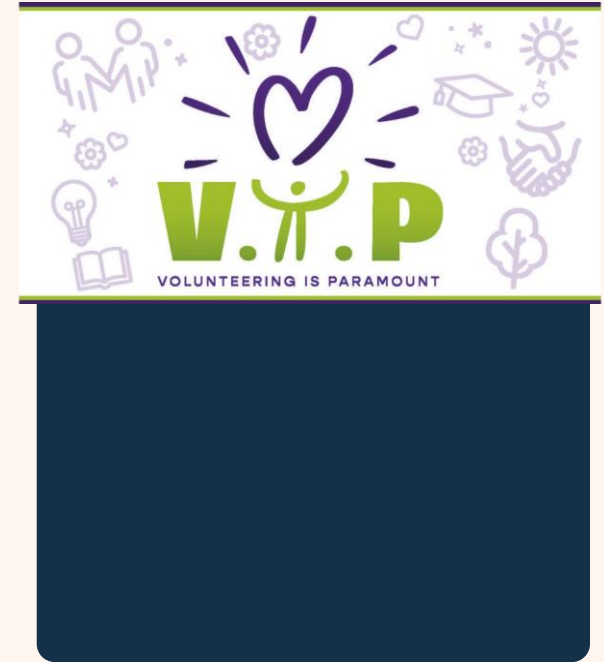
Background

- January 4, 2022, City Council approved Volunteering is Paramount (V.I.P.)
 - High school age volunteers
 - A volunteer with 50 or more hours in a year to be recognized at City Council meeting
 - To date, no volunteers have met the threshold



Background

- 2016 Youth Commission is formed
- 2022 Youth Commission evolves into Youth and Young Adult Committee
 - Expanded the allowed age to 24 years old
 - Focused on local government
 - Has failed to attract large number of applicants



Paramount Teen Leadership

- Staff is proposing restructuring VIP and Youth & Young Adult Committee into a single program: Paramount Teen Leadership (PTL) program
- PTL is similar to City of Norwalk's Teen Alliance Program (TAP)
 - In operation for 26 years and has over 100 current participants
 - Serves ages 13-18 years old with volunteer opportunities, monthly activities / workshops
 - Hiring pool for Recreation Leaders
 - Annual recognition dinner with scholarships for graduating teens



Paramount Teen Leadership

• PTL Program

- Inclusive and socially supportive volunteer and leadership development program for Paramount youth 13-18 years old (9-12th grade)
- Market the program at PHS, Odyssey, 4 middle schools through PUSD and STAR
- PTL participants would volunteer in clean-up events and special events
- Graduating participants would be encouraged into employment with Community Services Department



Paramount Teen Leadership

• PTL Program

- Mandatory monthly meetings consist of activities to teach leadership, life skills, job skills, etc.
- PTL Scholarship and Volunteer Award Program
 - 4 - \$3,000 scholarships for top graduating seniors based on certain criteria
 - Funds to support smaller awards
 - Dinner event for all volunteer participants
- Promotional materials



Paramount Teen Leadership

- **Fiscal Impact**

- No current fiscal impact; proposed cost of PTL to be identified in FY 2023-24 budget.





RECOMMENDED ACTION

- It is recommended that the City Council approve or modify the proposed Paramount Teen Leadership program

STRATEGIC OUTCOMES

- No. 2: Community Health



PROPOSED RESTRUCTURING OF VOLUNTEERING IS PARAMOUNT (V.I.P.) AND YOUTH AND YOUNG ADULT COMMITTEE INTO PARAMOUNT TEEN LEADERSHIP PROGRAM





THE CITY
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SUMMER CONCERT SERIES 2023



CITY OF PARAMOUNT

ITEM NO. 29

Summer Concerts

- Progress Park & Friday Night Paramount (FNP)
- Thursdays (Progress Park) & Fridays (FNP),
- June 29, 2023 – August 11, 2023
- Food
- Various genres
- Community builder



Band Line-Up

- **Grupo Neblina** – June 29 (Progress Park)
- **Banda Alto Estilo** – July 7 (FNP)
- **Eclectik** – July 13 (Progress Park)
- **Dreaming of You** – July 20 (Progress Park)
- **Trio Renacimiento** – July 27 (Progress Park)
- Heritage Festival – August 5
- **The Trip** – August 11 (FNP)



Grupo Neblina

- Progress Park
- June 29, 2023
- 6:00 PM – 8:00 PM
- Start time: 6:30PM
- Genre: Merengue



Banda Alto Estilo

- Friday Night Paramount
- July 7, 2023
- 5:00 PM – 9:00 PM
- Start time: 7:00PM
- Genre: Banda



Eclectik

- Progress Park
- July 13, 2023
- 6:00 PM – 8:00 PM
- Start time: 6:30PM
- Genre: R&B, Soul, & Motown



Dreaming of You

- Progress Park
- July 20, 2023
- 6:00 PM – 8:00 PM
- Start time: 6:30PM
- Genre: Cumbia, Tejano



Trio Renacimiento

- Progress Park
- July 27, 2023
- 6:00 PM – 8:00 PM
- Start time: 6:30PM
- Genre: Trio



The Trip

- Friday Night Paramount
- August 11, 2023
- 5:00 PM – 9:00 PM
- Start time: 7:00PM
- Genre: Classic Rock





THE CITY
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SUMMER CONCERT SERIES 2023



CITY OF PARAMOUNT

ITEM NO. 29



THE CITY
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FUND BALANCE POLICY



CITY OF PARAMOUNT

ITEM NO. 30

TERMS TO KNOW

GFOA (Government Finance Officers Association)

- Founded in 1906 to represent Public Finance Officials (20,000+ Members)
- Mission is to advance excellence in public finance

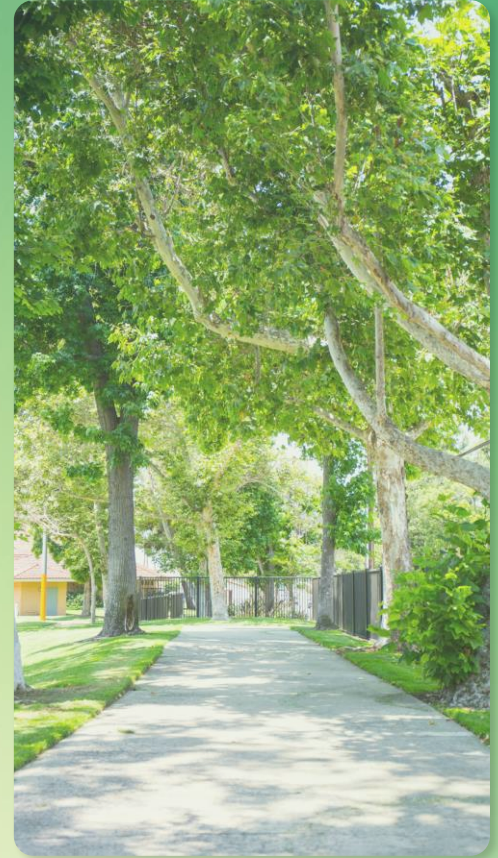
GASB (Governmental Accounting Standards Board)

- Founded in 1984 – independent and private sector organization
- Mission is to establish and improve financial and reporting standards for State and Local Governments
- Follow Generally Accepted Accounting Principals (**GAAP**)

GFOA RECOMMENDS..

Establishment of a Formal Fund Balance Policy

- Approved by policy making body – City Council
- Mitigate current and future risks
- Focuses mainly on General Fund
- Outlines purpose, use, and replenishment
- Improves financial reporting for users & stakeholders
- Improves financial planning for the City



What is Fund Balance?

Budgetary Fund Balance – accumulation of resources

Beginning Fund Balance

+ Revenue

- Expenses

Surplus

Ending Fund Balance (net position)

What is Fund Balance? –

GAAP Fund Balance

+ Assets

- Liabilities

Fund Balance (net position)

General Fund	Actual FY22
<u>Assets</u>	
Cash & investments	27,314,217
Other assets	6,602,451
Total Assets	33,916,668
<u>Liabilities</u>	
Accounts payable	3,984,009
Other liabilities	125,224
Total Liabilities	\$4,109,233
Fund Balance @ 6/30/22	\$29,807,438

FIVE CATEGORIES OF FUND BALANCE

GASB Statement No. 54 classifies fund balance into 5 different components

- 1. Nonspendable** – Not spendable (LHFR, inventory, AR, prepaids)
- 2. Restricted** – Subject to external legal restrictions (State & Federal grants)
- 3. Committed** – Set aside for a specific purpose via City Council action
- 4. Assigned** – Set aside for specific purposes by Management/CM
- 5. Unassigned** – Excess funds that have not been classified and available without restrictions

Current and Proposed Fund Balance

General Fund	Actual FY 2021-22
Nonspendable	\$419,767
Restricted (Externally)	-
Committed (By City Council)	-
Assigned (By City Manager)	10,202,216
Unassigned (Available)	19,185,455
Fund Balance @ 6/30/22	\$29,807,438

General Fund	Estimated FY 2022-23
Nonspendable	\$420,000
Restricted (Externally)	-
Committed (By City Council)	23,281,000
Assigned (By City Manager)	10,845,500
Unassigned (Available)	1,792,419
Estimated Fund Balance @ 6/30/23	\$36,338,919

COMMITTED (BY CITY COUNCIL)

Total Committed: \$23,281,000

Operating Reserve – \$16,629,000

50% X Adopted Operating Expenditure Budget

Economic Uncertainty – \$3,326,000

10% X Adopted Operating Expenditure Budget

Infrastructure & Facilities Emergencies – \$3,326,000

10% X Adopted Operating Expenditure Budget



ASSIGNED (BY CITY MANAGER)

Total Assigned: \$10,845,500

Compensated Absences – \$731,000

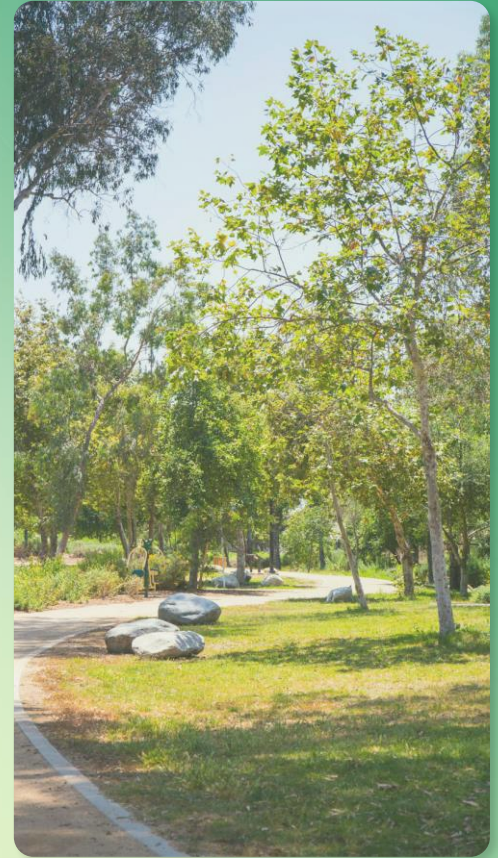
Adjusted annually to equal the compensated absences of the current year in audit

Retiree Benefit Obligations – \$2,514,000

Pay down pension and OPEB to achieve 70% funding level total liabilities

Self-Insurance – \$800,000

Extra protection for losses exceeding, or excluded from, insurance coverage with CJPIA



ASSIGNED (continued)

Capital Projects – \$4,455,000

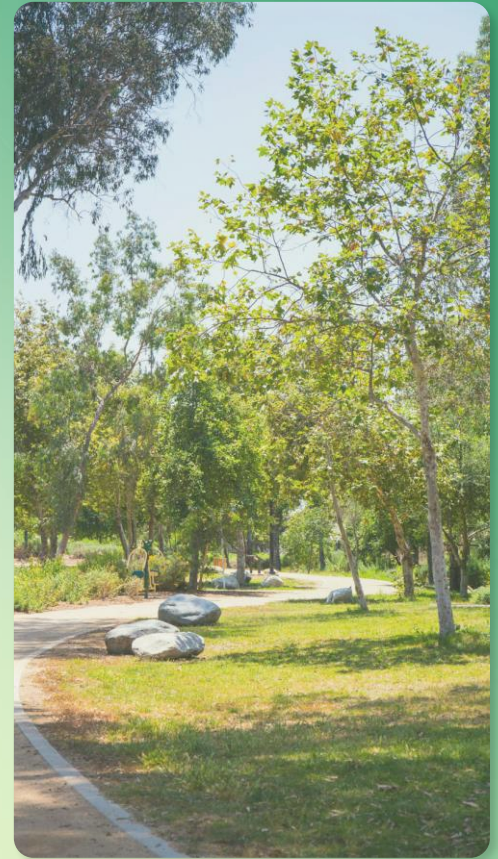
Reserved for future capital projects

Continuing Appropriation (CIP Carryover) – \$1,749,000

Unexpended appropriation for CIP already approved by the City Council – TBD at yearend closing

Other Assignments – \$500,000

Set aside to fulfill special projects or programs at the City Manager's discretion





Water Fund Balance (Net Position)

- **Operating Reserve – \$2,739,458**

- 2 months (17%) X Adopted Water Fund Operating Expenditure Budget
- Net Position as 6/30/2022 of \$3,239,458 meets the Policy minimum

- **Wate Rate Stabilization – \$500,000**

- For use when water rate increase exceeds 10%
- Help soften spikes in rate increases and help Water customers prepare for eventual rate increases



Equipment Replacement Fund

Replacement Reserve – \$3,290,947

- 50% X Replacement Value of vehicles and equipment

Fund Balance Policy Summary



General Fund

Committed (by City Council)

- Operating Reserve
- Economic Uncertainty
- Infrastructure & Facility Emergencies



General Fund (continued)

Assigned (by City Manager)

- Compensated Absence
- Special Projects
- Retiree Benefits
- Self-Insurance
- Capital Projects
- Continuing Appropriations

Unassigned (Available)



Water Fund

- Operating Reserve
- Rate Stabilization



Equipment Replacement Fund

- Replacement Reserve

RECOMMENDED ACTION

It is recommended that the City read by title only and adopt Resolution 23:017

STRATEGIC OUTCOMES

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





THE CITY
Safe, Healthy, and Attractive

FUND BALANCE POLICY



CITY OF PARAMOUNT

ITEM NO. 30



UPDATE ON COMMUNITY OUTREACH AND SOCIAL MEDIA CAMPAIGN FOR CLEAN POWER ALLIANCE TIER ADJUSTMENT



BACKGROUND

- October 2022 City Council meeting - Authorization for change of default tier with Clean Power Alliance (CPA):
 - Currently at the 40% Lean Power – Change to 50% Clean Power tier in October 2023.
- Change in tier aligns with Climate Action Plan (CAP)



BACKGROUND

- City Council's direction - Change to 50% Clean Power tier in October 2023 prefaced with outreach campaign.
 - Outreach events
 - Social Media
 - Mailers
 - Nixle
- Community outreach campaign – Inform residents
 - Benefits of changing tiers
 - Options in changing tiers



PURPOSE OF CAMPAIGN

- Paramount Residents - Aware of transition – October 2023
 - What it means
- Alignment with City's Sustainability goals.
 - Why its important
- What residents can do if now is not the time.
- Lets residents know their options.

The screenshot shows the Clean Power Alliance (CPA) website. The header includes the CPA logo and navigation links: Residential Customers, Commercial Customers, Why Clean Energy, Programs & Assistance, Work With Us, and About Us. The main heading is "Considering Opting Out?". Below this is the subheading "Why stay with Clean Power Alliance?". There are two columns of content. The left column is titled "Delivery & Reliability" and features an icon of a wind turbine. The right column is titled "Competitive Rates & Higher Renewable Content" and features an icon of a stack of money. Both columns contain text explaining the benefits of staying with CPA.

CPA CLEAN POWER ALLIANCE
Residential Customers - Commercial Customers - Why Clean Energy - Programs & Assistance - Work With Us - About Us

Considering Opting Out?

Why stay with Clean Power Alliance?



Delivery & Reliability
With Clean Power Alliance you receive the same delivery system, billing and support you've always received from Southern California Edison. Only the source of your power generation changes.



Competitive Rates & Higher Renewable Content
Clean Power Alliance offers competitive rates and the added benefits of higher renewable content.

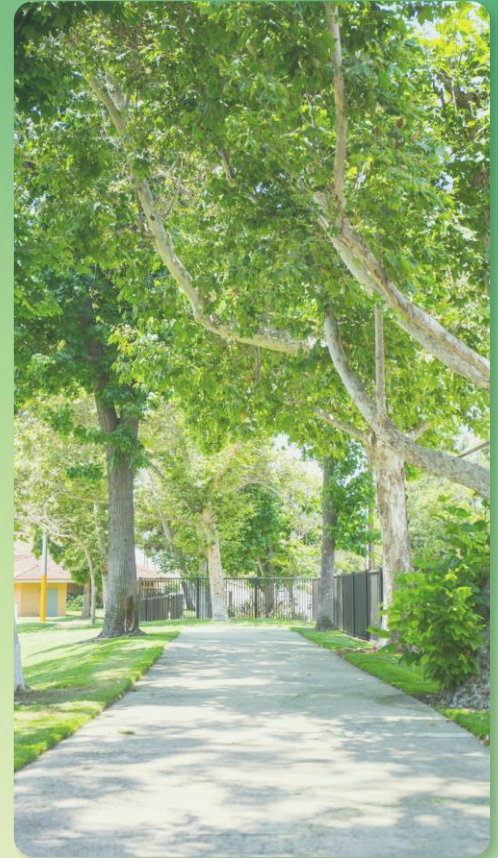
OPTIONS

- **Lean Power** – provides 40% clean energy content at the lowest possible cost, providing the added benefit of local management and control.
- **Clean Power** – provides 50% renewable energy, providing you the opportunity to support building a cleaner future at a cost-competitive rate.
- **Green Power** – provides 100% renewable energy, providing you the opportunity to be an environmental champion leading the way to a greener future.

WHAT'S THE MESSAGE?

- Campaign for the Community – Who is CPA?
 - Why is the City changing tiers?
 - Why it matters - CAP
 - What are their options?

Renewable Energy Tier Percentage	Renewable Energy Tier Name
40% Clean Energy	Lean Power
50% Renewable Energy	Clean Power
100% Renewable Energy	100% Green Power





CPA OUTREACH CAMPAIGN

- Meets the California Public Utilities Commission notification requirements.
- Outreach includes:
 - Letter to residents informing pending change
 - City landing page – page designated to Paramount
 - Flyers with tailored information
 - Messaging consistent with City's outreach

Clean Power Alliance is Southern California's reliable clean energy provider

Clean Power Alliance (CPA) is a publicly owned not-for-profit electricity provider, offering clean energy choices at competitive rates. We serve more than three million residents and businesses across 32 communities in Los Angeles and Ventura counties. We lead the nation in serving the most customers with 100% renewable energy!

The City of Paramount has selected Clean Power as its new preferred energy option. More renewable energy content makes Paramount and Southern California cleaner, healthier, and more sustainable. Starting in October 2023, Paramount residents and businesses will automatically be on CPA's Clean Power option — changing from the current Lean Power option. Customers may change their energy option at any time by contacting CPA's customer care team at 888-585-3788.

Energy options

CPA offers three energy options designed to meet the diverse needs of our customers. Choosing Clean Power as its preferred energy means that Paramount will be avoiding 10.8 million pounds of harmful greenhouse gas emissions each year, which is equivalent to taking more than 1,000 gasoline-powered cars off the road annually or growing 80,000 trees for a decade.

Option	Renewable Energy Content
100% Green Power	100% renewable energy
Clean Power	50% renewable energy
Lean Power	40% renewable energy

Paramount in Oct. 2023

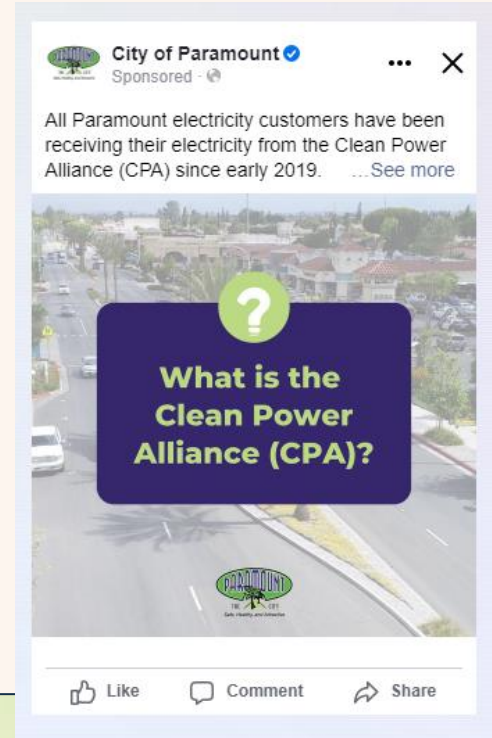
CPA is different from other electricity providers

CPA is one of 25 Community Choice Aggregators (CCAs) across California. CCAs were enabled by state legislation in 2002 to provide consumer choice, competition and innovation, local control, and tools for climate action and resilience.

CPA is governed by a board of directors made up of local elected officials from each of the 32 communities we serve. CPA is a public not-for-profit organization rather than investor-owned, and our board meetings are open to the public. Our net revenues are reinvested directly into the communities we serve to strengthen critical infrastructure, fund energy and cost saving programs for customers, and train the workforce for green economy jobs.

WHERE YOU CAN FIND IT

- City led campaign will include:
 - City's Environment webpage and City website
 - Post cards
 - Social media
 - Nixle – robocalls
 - Community outreach events –
 - Friday Night Market
 - Concerts at the Park
 - Heritage Event
 - Senior Citizens Workshop



SOCIAL MEDIA

- Enlisted services of Tripepi Smith
- Social media campaign started in May
- Weekly posts reintroducing the benefits of CPA
- Social media campaign continues

CPA Social Media Schedule: May - August

Date	Topic
5/8	Where CPA energy comes from
5/15	FAQ on Clean Power + opt out info
5/22	FAQ on Green Power
6/5	How does the CPA work
6/12	PSA - Clean Power to become new default in Paramount
6/19	Calculate your expected energy bill, residential
7/10	Difference between Green Power, Clean Power and Lean Power, pt. 2
7/17	Calculate your expected energy bill, commercial
7/24	Benefits of Clean Power
8/7	What to expect with Clean Power switch + opt out information
8/14	Why Paramount switched to Clean Power + tie to CAP
8/21	"Anything I have to do with the switch to Clean Power?"

TOOL CALCULATOR

- Tool calculator shows tiers based on residents' usage

Account Information

[Where do I find my account information?](#)

Rate

DOMESTIC

Service Location ⓘ

Paramount

Bill Ending Month

April

Winter Usage (kWh)

[Where do I find my winter usage?](#)

Tier 1

200

Tier 2

100

High Usage Charge

Enter kWh Amount

CALCULATE

SERVICE LOCATION:
Paramount

GHG EMISSIONS

Paramount current default rate option:



Lean Power

Your Clean Power Alliance Options
compared to SCE's default rate

[View cost details for each option](#)

Lean Power	\$97.19
Clean Power	\$98.40
100% Green Power	\$102.04
SCE Default Rate	\$103.08

Note: This comparison uses rates currently in effect for Clean Power Alliance and SCE. Rates are subject to change.



RECOMMENDED ACTION

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

STRATEGIC OUTCOMES

- 4. Environmental Health - Promote, protect, and enhance a healthy and sustainably built and natural environment.



UPDATE ON COMMUNITY OUTREACH AND SOCIAL MEDIA CAMPAIGN FOR CLEAN POWER ALLIANCE TIER ADJUSTMENT





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COMMENTS/COMMITTEE REPORTS



CITY OF PARAMOUNT



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CLOSED SESSION



CITY OF PARAMOUNT



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ADJOURNMENT



CITY OF PARAMOUNT