



# City of Paramount

**Measure P: the City of Paramount  
Public Safety, Environment, Streets  
and Business Improvement Measure**

# Introductions

**Brenda Olmos**  
Mayor

**Grissel Chavez**  
Assistant City Manager

**Vilma Cuellar Stallings**  
Vice Mayor

**Lana Dich**  
Director of Finance

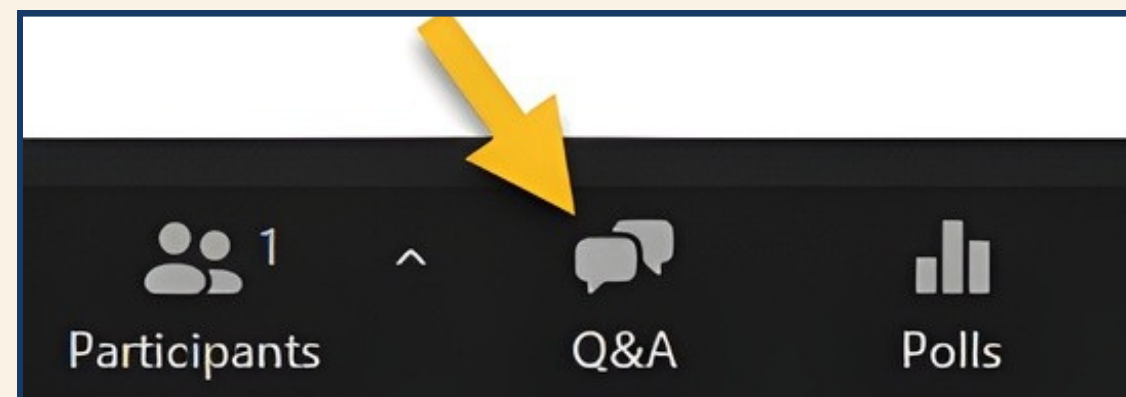
**John Moreno**  
City Manager

**Anthony Martinez**  
Financial Services Manager

**Sienna Boyd**  
Moderator

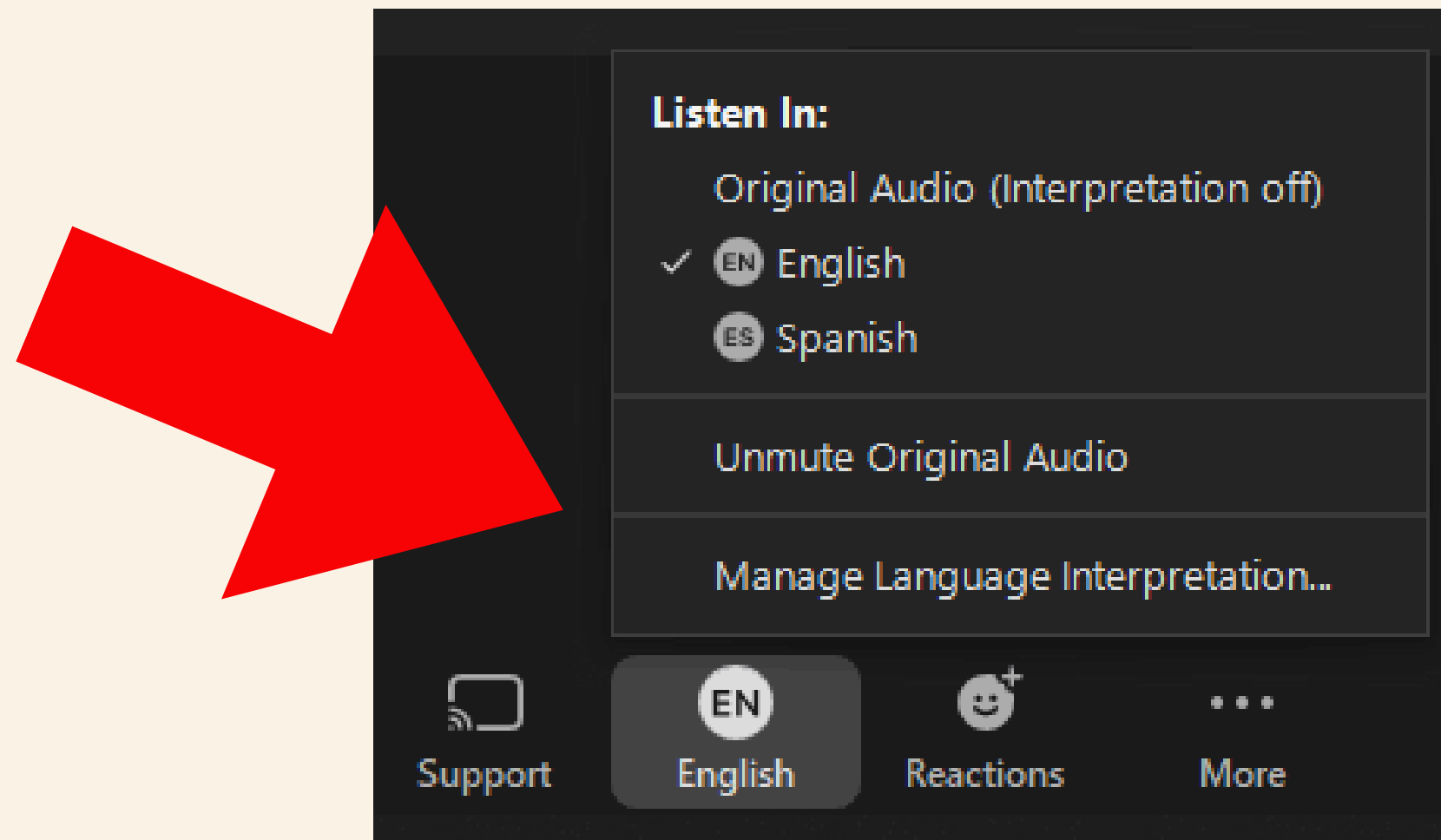
# Housekeeping

1. Only panel members will be on camera and have audio access during the meeting.
2. This meeting will be recorded. Please submit questions through Zoom's Q&A feature.
3. A recording of tonight's conversation will be available on Paramount's website.



# Housekeeping/ Logística de la reunión

4. Please select your preferred language audio from the bottom bar. /  
Seleccione el idioma de audio que prefiera en la barra inferior.



# Meeting Agenda

- 1. About the Public Safety, Environment, Streets and Business Improvement Measure**
- 2. Why the Public Safety, Environment, Streets and Business Improvement Measure Matters Now**
- 3. Use of Proposed Parcel Tax Revenue**
- 4. How Will the Public Safety, Environment, Streets and Business Improvement Measure Appear on the Ballot?**
- 5. Q&A**

# **About the Public Safety, Environment, Streets and Business Improvement Measure**



# What is the Public Safety, Environment, Streets and Business Improvement Measure?

**The Public Safety, Environment, Streets and Business Improvement Measure**, also known as **The City of Paramount Public Safety, Environment, Streets and Business Improvement Measure** is a parcel tax that provides a dedicated funding source for specific purposes; applied exclusively to industrial and commercial properties based on square footage, revenues are deposited into a special fund and may be used only for the purposes authorized by the measure, not for general governmental purposes.



# Parcel Tax

1,061 affected parcels | ZERO impact on residential properties

## Proposed Rates

**Commercial**  
**8¢ per sq ft**

**Industrial**  
**11¢ per sq ft**

**Vacant  
Comm./Industrial**  
**13¢ per sq ft**

**Estimated to generate \$4 million annually**



**Residential property owners and renters would  
**NOT** pay the Parcel Tax.**

**If passed, the property parcel tax measure is projected to generate \$4 million annually, and could help fund City priorities such as maintenance of damaged streets, public safety response, air quality monitoring and investment in local small businesses.**

# Built-In Protections



**CPI cap up to 3% annually (similar to Prop 13 protections).**



**Independent oversight committee reviews expenditures and reports publicly each year.**

# Phase-In

**Year 1\***  
**65%**

**Year 2**  
**80%**

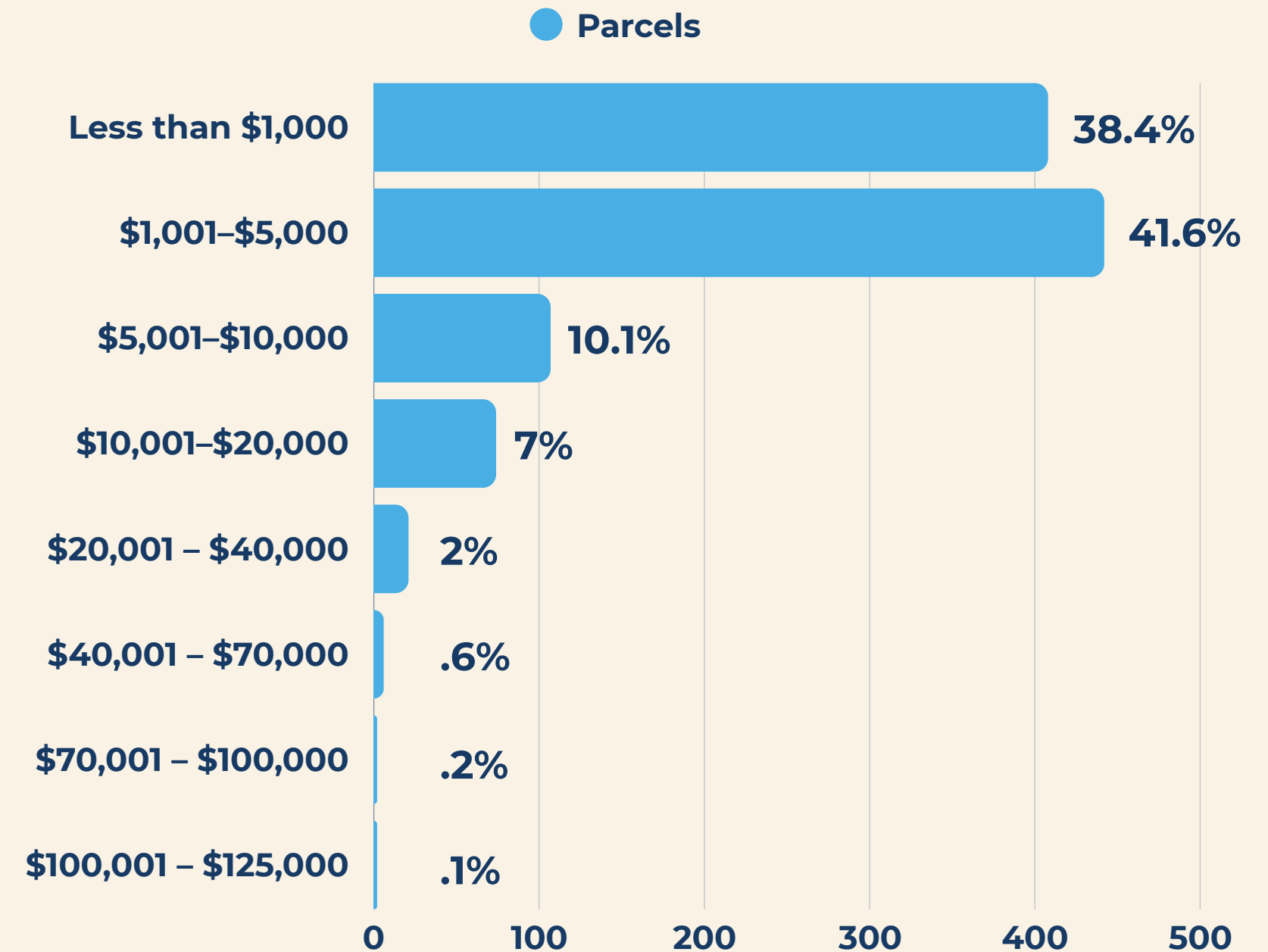
**Year 3+**  
**100%**

**\*The first bill would be received in late 2027 at the initial 65% phase in rate split into two installments:**

- First Payment: Due December 2027**
- Second Payment: Due April 2028**

# What Property Owners Would Actually Pay

A typical industrial or commercial small property owner would pay \$23-\$97 annually for a parcel approximately 228 to 1,178 square feet.



# Parcel Tax in Neighboring Cities

**City of Santa Fe Springs  
implemented a Parcel  
Tax two years ago.**



**City of Vernon  
implemented a Parcel  
tax that generated  
\$16 million last year.**

**Why the Public Safety,  
Environment, Streets and  
Business Improvement  
Measure Matters Now**



# What is the General Fund?

**1**

**The General Fund functions as the primary operational resource for Paramount, directly powering everyday essential city services like public safety, road maintenance, environmental care and economic development.**

**2**

**Funding is brought in through local sales tax, property tax assessments, utility users' tax, user fees, franchise taxes and business license taxes.**

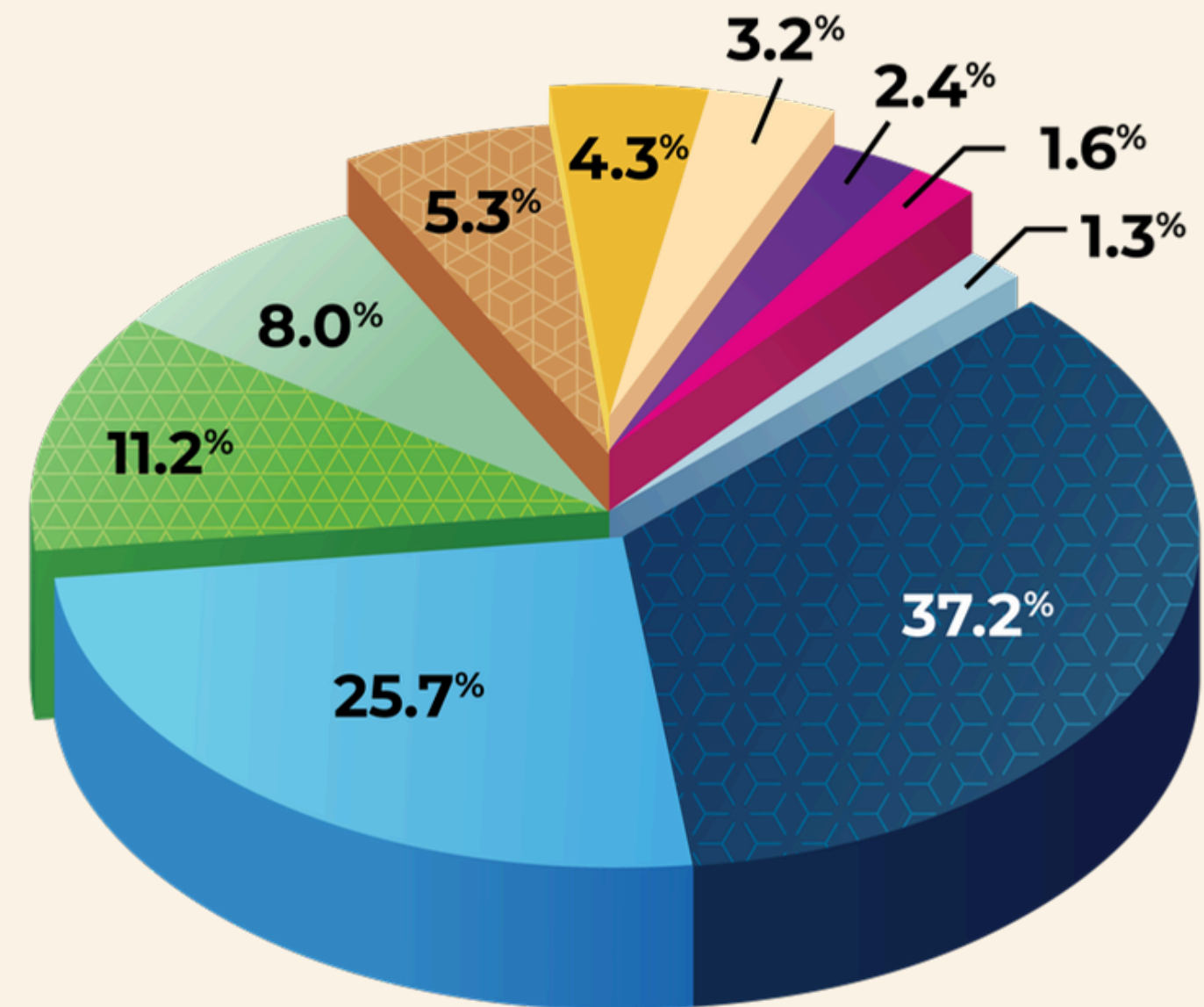
**3**

**Unlike General Fund revenues, the Public Safety, Environment, Streets and Business Improvement Measure parcel tax revenues are deposited into a separate, dedicated special fund strictly for designated community priorities.**

# FY 2026-27 GF Revenue Breakdown

- Sales Tax & Measure Y - 37.2%
- Property Tax and MVLF - 25.7%
- Utility Users Tax - 11.2%
- Business License Tax - 8%
- Franchise Fees - 5.3%
- Use of Property - 4.3%
- Other Revenues - 3.2%
- Fines, Forfeitures and Penalties - 2.4%
- User Fees and Charges - 1.6%
- License and Permits - 1.3%

Total Revenue: \$48.8M





# Sales Tax

## City of Paramount:

- Sales tax rate: 10.50%
- Taxable sales (2025): \$2.1 billion
- Est. sales tax: \$226 million
- City's share: \$18 million

Sales Tax  
Allocation by  
Agency

**State**  
**3.94¢**

**County**  
**4.83¢**

**City**  
**1.75¢**

**10.50¢ Total Sales Tax**  
**(per \$1 of taxable sales)**

**State of California General Fund**

**Los Angeles County**  
**(8 measures)**

**City General Fund**  
**(Includes Measure Y - 0.75¢)**

# Sales Tax Fact

**Not all commercial and industrial businesses generate sales tax on their products.**

# Property Tax

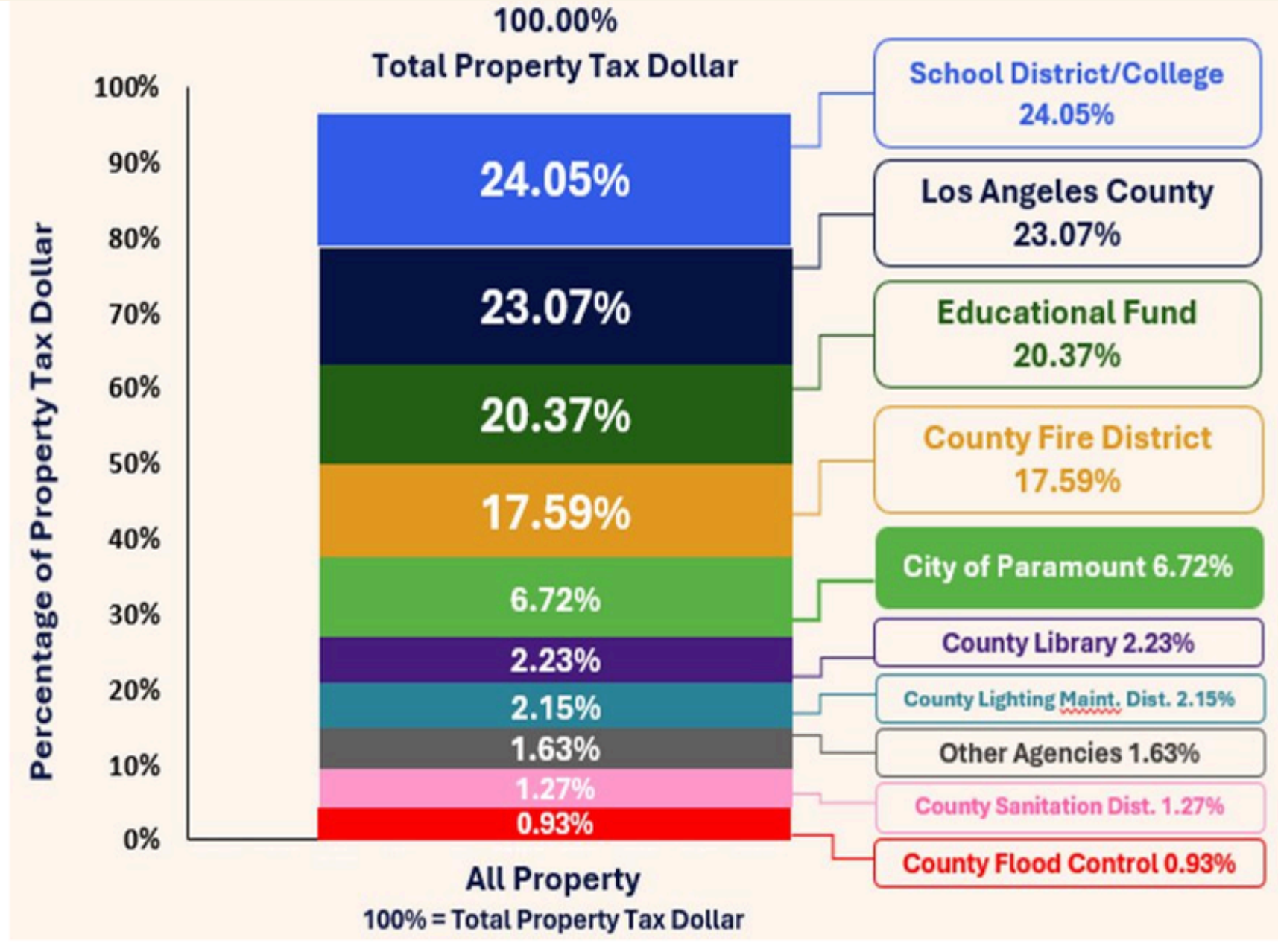
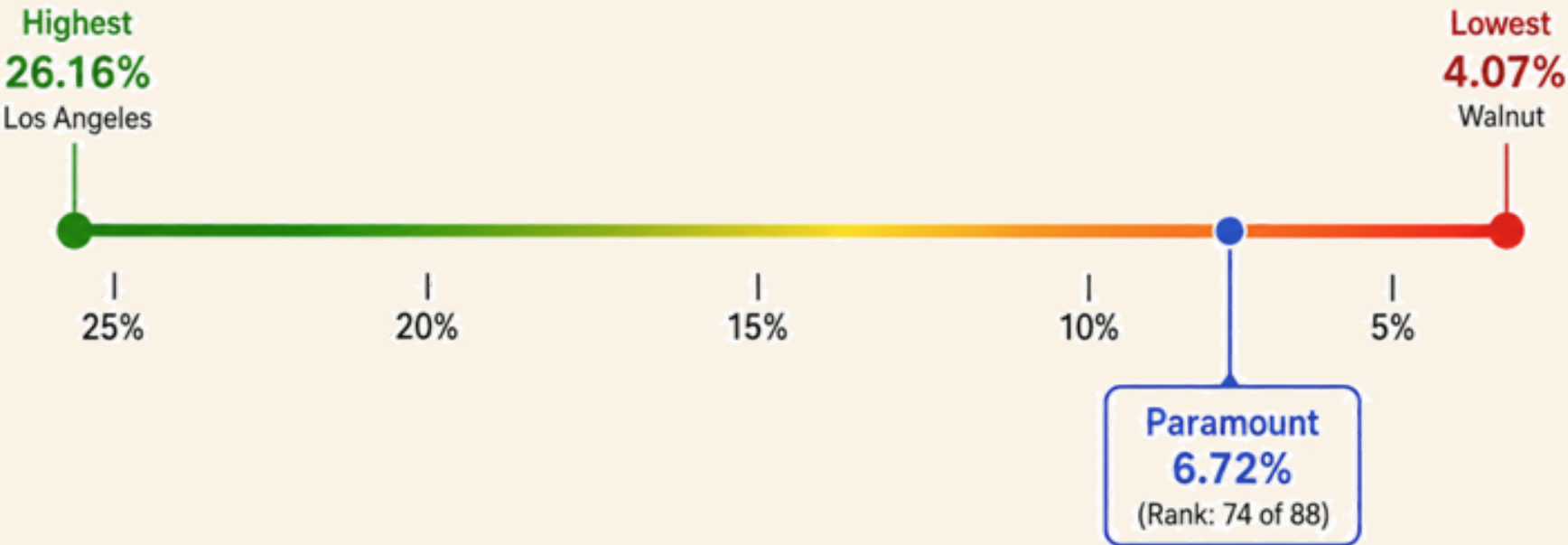


Paramount has low Property tax compared to neighboring cities.

## Did You Know?

1. Paramount collects only \$0.067 of every \$1.00 in property tax.
2. Each dollar mostly goes to schools, the County, and special districts, not the City.
3. Of 88 cities surveyed, 65 collect more than \$0.06 cents per dollar, up to \$0.26 cents.
4. Only 18 cities collect less than Paramount does, from \$0.06 cents down to \$0.04 cents per dollar.

# Property Tax

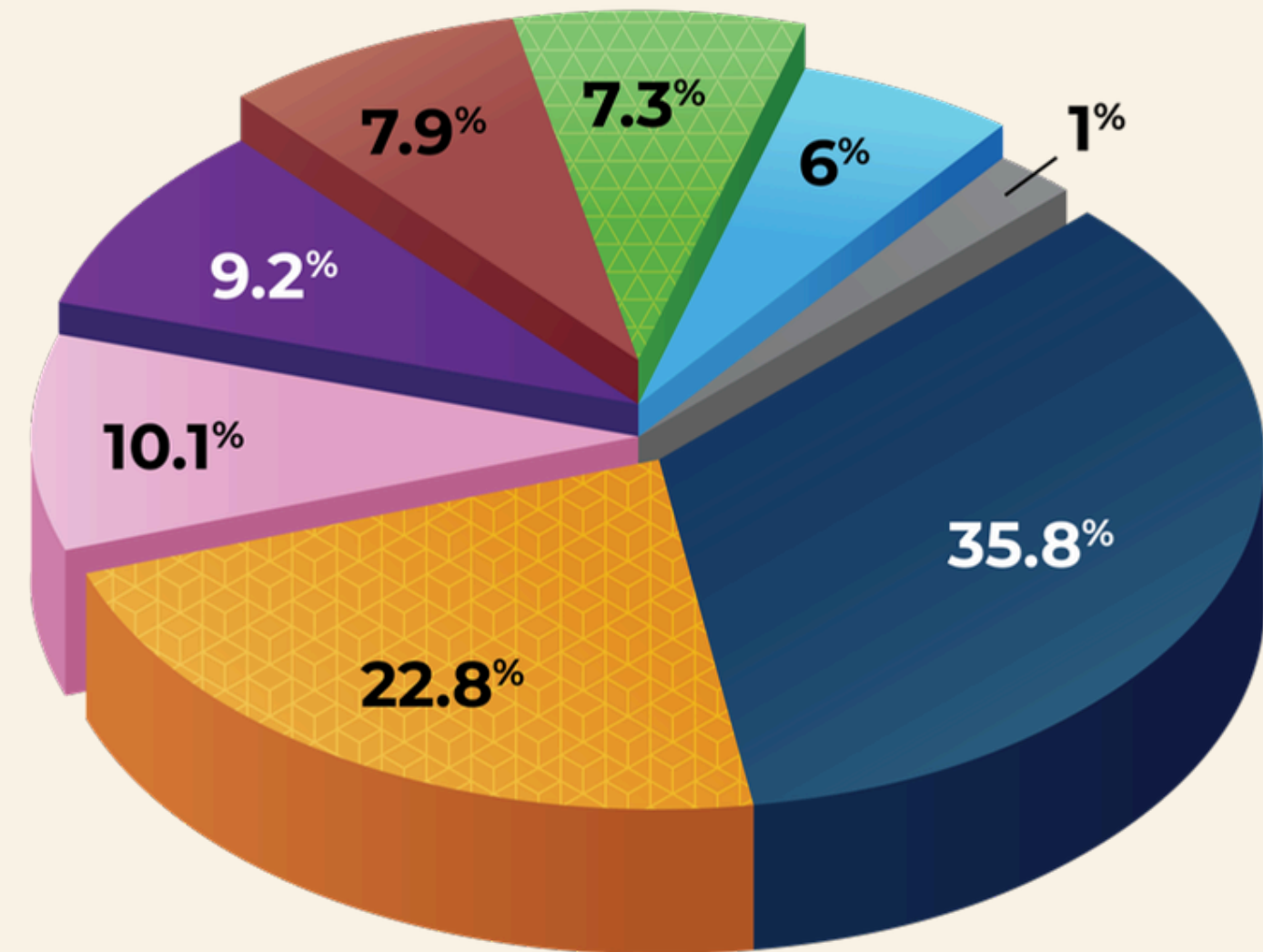


**Property Taxable Value: \$5.7 billion**  
**Est Property Tax: \$57 million**  
**City's Share: \$3.3 million**

# FY 2026-27 Expenses Breakdown

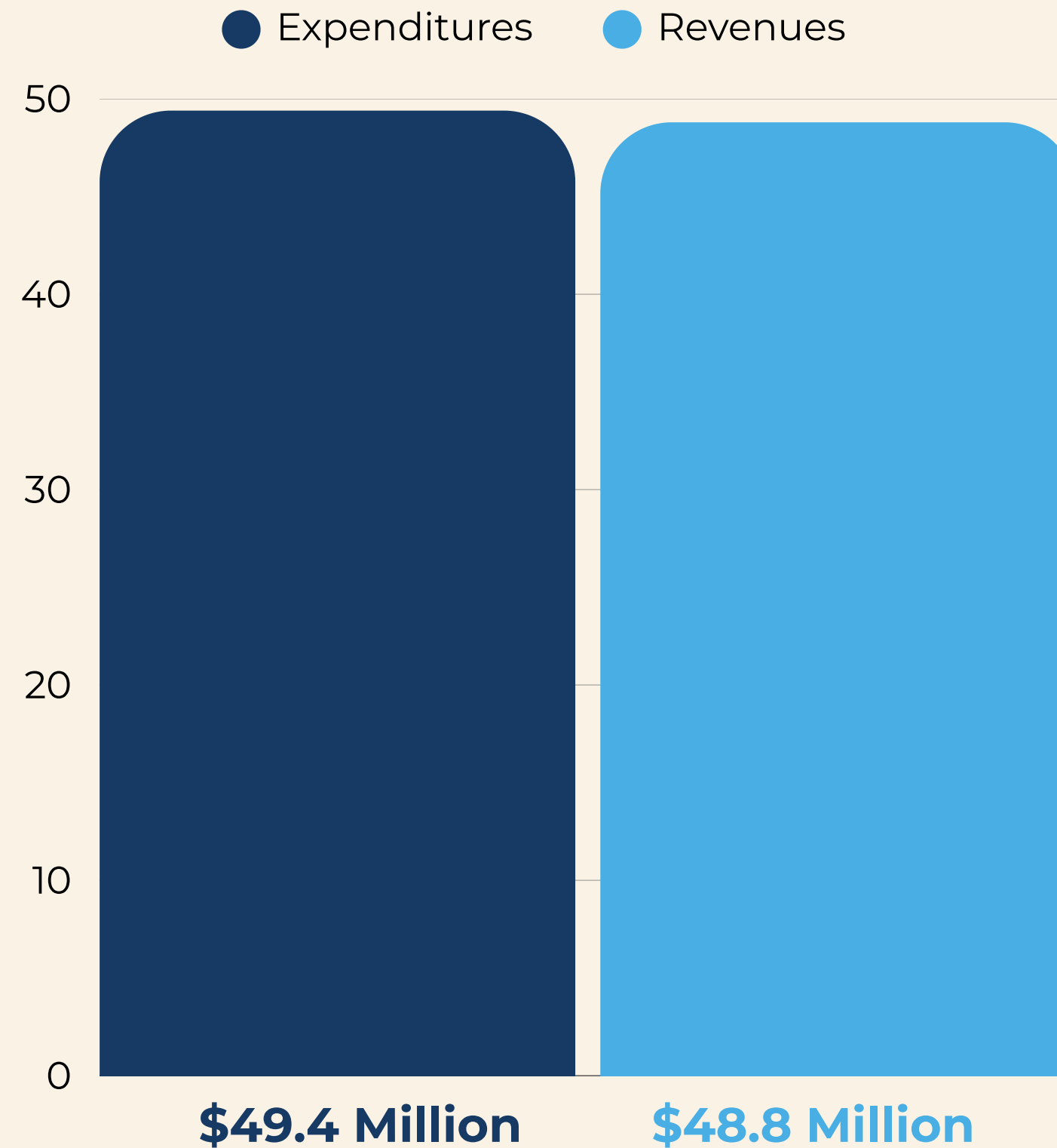
- Public Safety - 35.8%
- Public Works - 22.8%
- Community Services - 10.1%
- Administrative Services - 9.2%
- Planning and Building - 7.9%
- Finance - 7.3%
- City Manager/City Clerk - 6%
- Council & Commissions - 1%

Total Expenses: \$49.4M



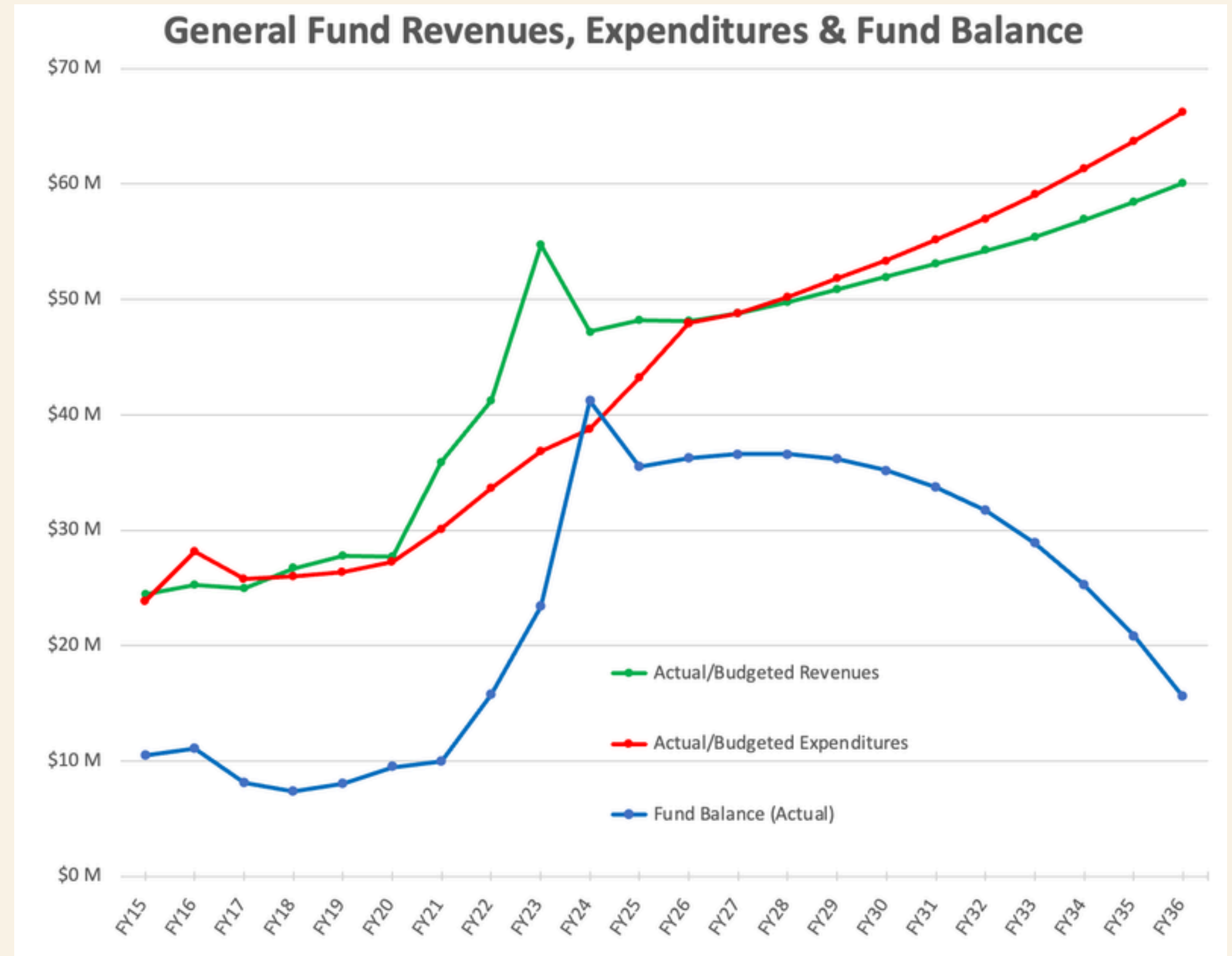
# FY 2026-27 Overview

**\$545,000 Deficit**



# 10-Year Projection

Without corrective action, the City faces a cumulative deficit of \$27.7 million over 10 years.



*\*FY 28 and beyond are projections*

# Rising Costs

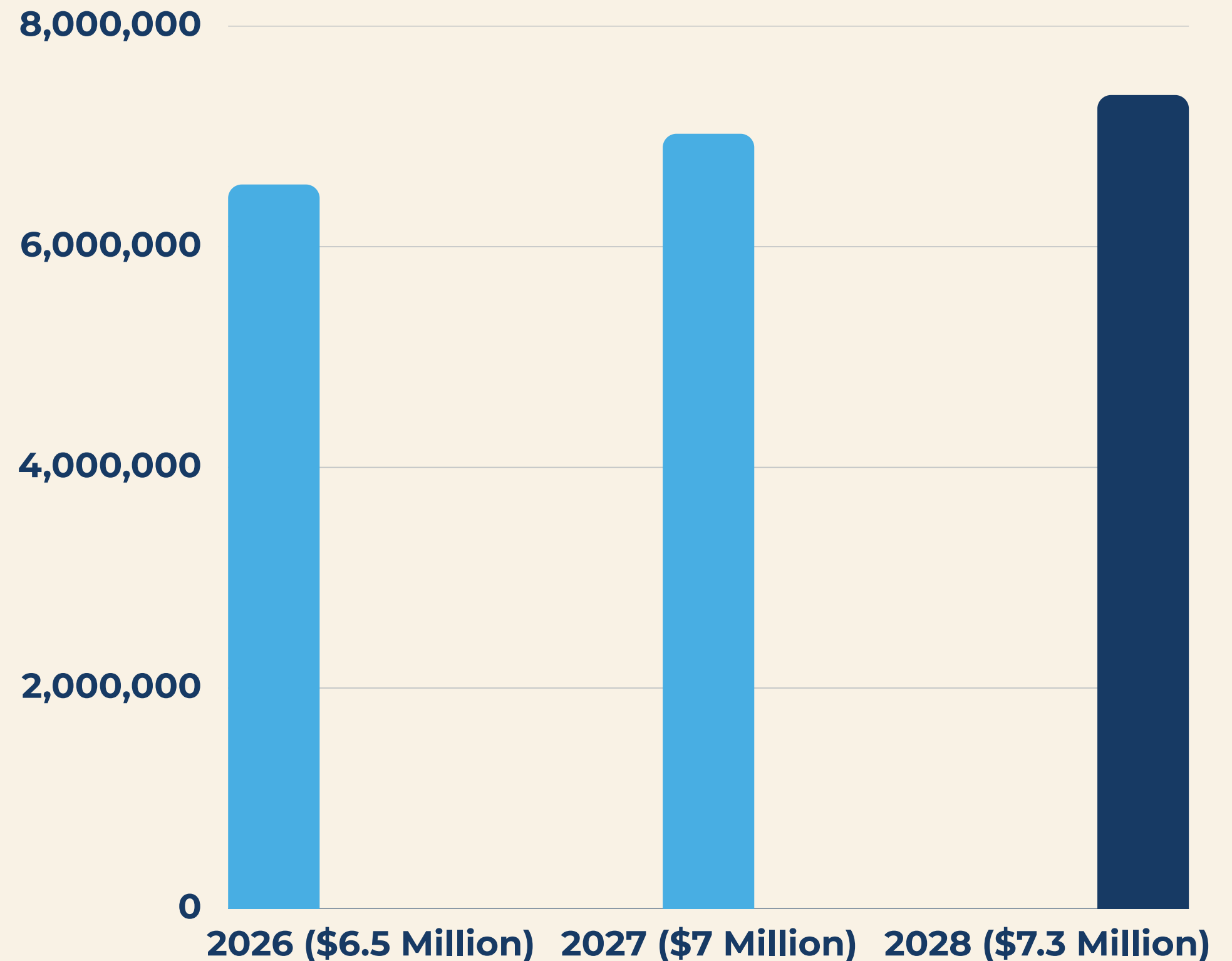


**Heavy truck traffic accelerates street deterioration.**

The City's 2023 Pavement Management Study projects **\$43 million** needed to repair all arterial streets in commercial/industrial corridors.

**The cost of deferring maintenance increases with each passing year.**

# Rising Costs



For example, a street pavement project with a cost of \$6.5 million in 2026 would increase to \$7.3 million if deferred to 2028.



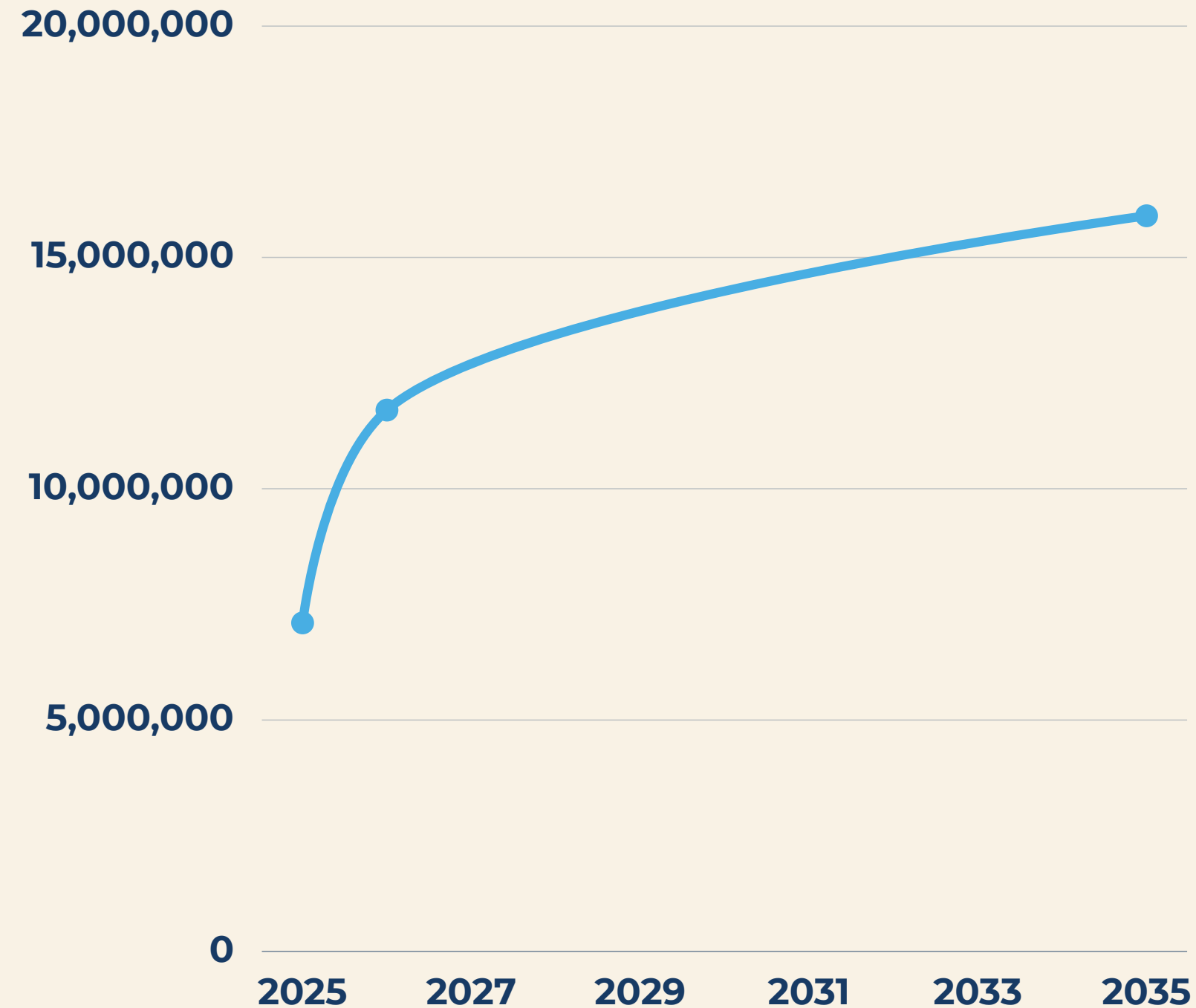


Garfield Avenue



Vermont Ave.

# Rising Costs of Sheriff's Contract



**Sheriff contract cost trajectory is rising by 3–5% annually  
\$7.1 million (2015) → \$11.7 million (2026) → projected \$15.9 million (2035)**

# **Actions We've Taken**

# Operational and Service Cuts the City Has Already Made

- ✗ Deferred Maintenance
- ✗ Reduced City-wide operating budget by 5%
- ✗ Frozen vacant staff positions
- ✗ Reduced part-time employee hours
- ✗ Limit Overtime
- ✗ Reviewed auto-renewing contract
- ✗ Reduced conference spending
- ✗ Delayed equipment replacements

# **Use of Proposed Parcel Tax Revenue**



**Roads &  
Infrastructure**



**Public Safety**



**Environmental &  
Essential Services**



**Economic  
Development**

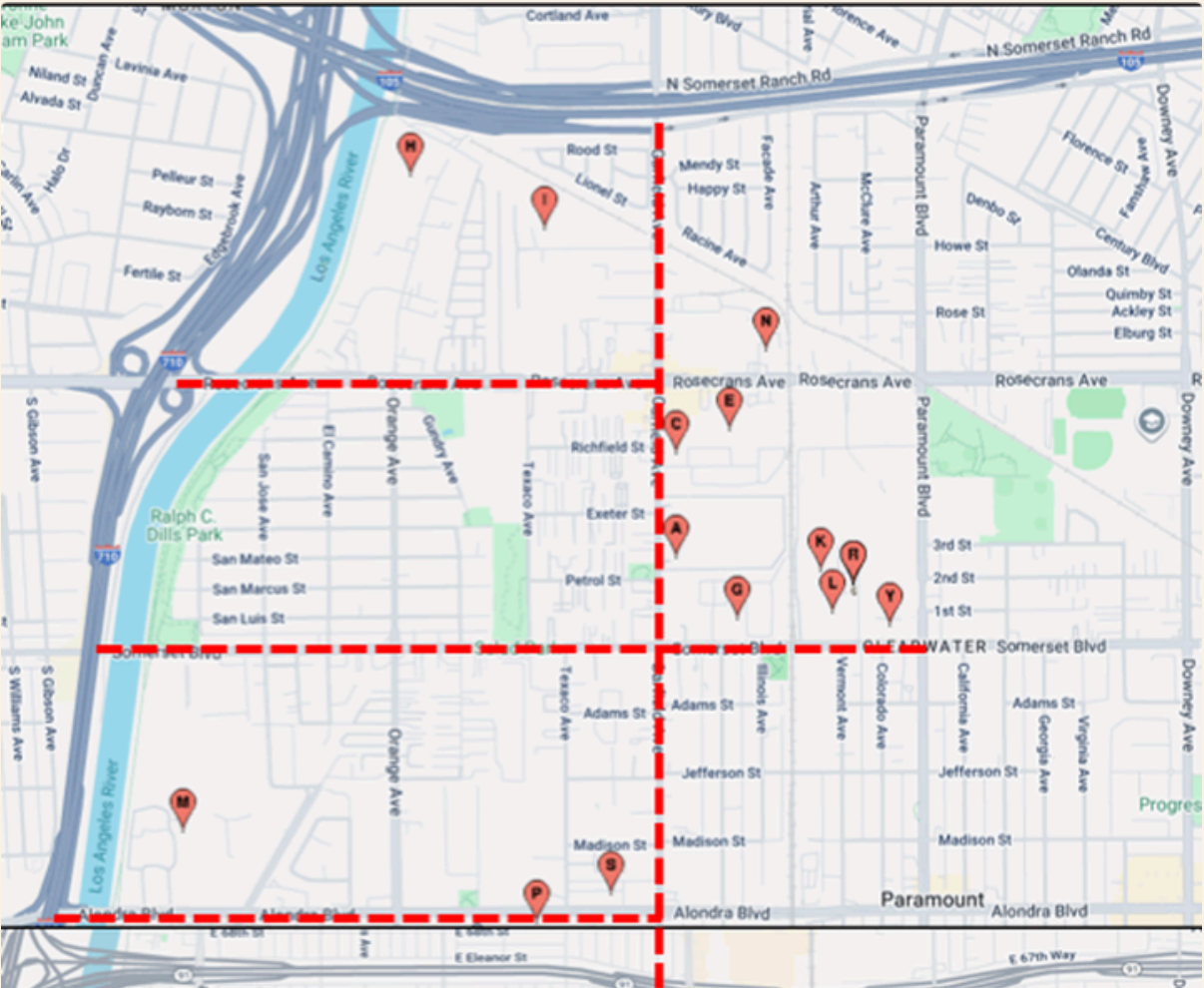


# Roads & Infrastructure

Investment = \$2 million

This investment will be used toward a bond that funds \$30 million in immediate road repairs over five years.

| Arterials                        | Length (Lane Mile) |
|----------------------------------|--------------------|
| Garfield Ave (105 FWY to 91 FWY) | 9.6                |
| Rosencrans Ave to Garfield Ave   | 4                  |
| Somerset Blvd to Paramount Blvd  | 5.6                |
| Alondra Blvd to Garfield Ave     | 4.6                |
| Total Major Maintenance          | 23.8               |





# Public Safety

**Investment = \$1.5 million**

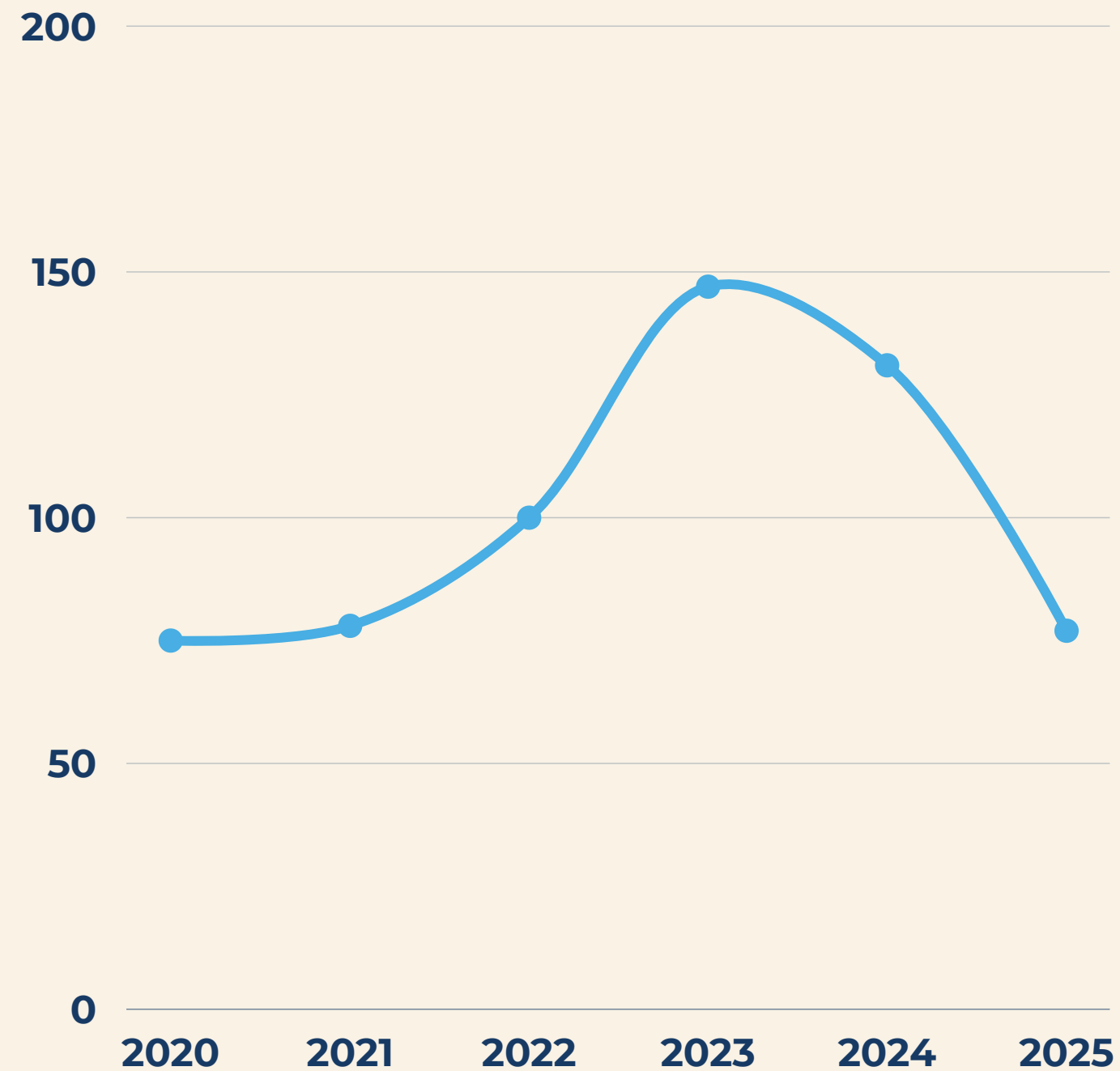


**\$1 million would go toward supporting rising costs of current Sheriff's contract.**



**\$500,000 would go toward placing two additional private security cars for the commercial and industrial area of the City.**

# Public Safety Results: Investment Is Working



**Business Burglaries  
are down 41%**



# Environmental & Essential Services

**Investment = \$250,000**

**Air, water, land  
quality  
monitoring**

**Illegal dumping  
and cleaning**

**Graffiti  
Abatement**

**Organic waste  
compliance**





# Economic Development

**Investment = \$250,000**

## Past Programs

**Paramount Boost Program  
(marketing grants)**

**Security Rebates  
(cameras, alarms,  
lights)**

**Facade Improvement  
Grants**

## Current Programs

**Chamber of  
Commerce  
(Scholarships)**

## Future Programs

**ADA Compliance  
Grants**

**Trash Enclosure  
Expansion Grants**

**How will the Public Safety,  
Environment, Streets and  
Business Improvement  
Measure Appear on Your  
Ballot?**

# The City of Paramount Public Safety, Environment, Streets and Business Improvement Measure

*Without taxing residential property owners or renters, shall the ordinance to fund services for Paramount 911 response/public safety; reducing crime; responding to business burglaries; addressing street racing; monitoring/improving water/air quality; repairing streets/potholes; supporting businesses by annually levying between 8¢ and 13¢ per square foot on industrial/commercial properties only, with annual adjustments up to 3%, raising approximately \$4,000,000 annually until ended by voters, requiring audits, spending disclosure, local control, be adopted?*

# Estimate Your Parcel Tax

CITY OF PARAMOUNT

## Parcel Tax Estimator

Calculate your estimated annual parcel tax.

Parcel type

Select a parcel type...

Look up your property's use type on the [LA County Assessor portal \(opens in a new tab\)](#) and match it to one of the categories above.

Lot size in square feet

e.g. 10000

Enter your land sq as shown in the Assessor portal.

### ESTIMATED ANNUAL PARCEL TAX

Select a parcel type and enter a lot size to see the estimate.

To get started, visit the LA County Assessor's Portal at [Portal.Assessor.LACounty.gov](https://portal.assessor.lacounty.gov); enter your property address to find your parcel's land use classification (residential, commercial or industrial) and square footage.



Use the calculator at [www.ParamountCity.gov/PropertyParcelTax](https://www.ParamountCity.gov/PropertyParcelTax) to estimate your annual parcel tax assessment based on your property's size and type.

*Please note: estimates from the calculator are not final and apply only to the property owners on record.*



# Q & A Session

# Thank you for your participation!

If your question wasn't answered tonight, feel free to fill out the form on our webpage:

[www.ParamountCity.gov/PropertyParcelTax](http://www.ParamountCity.gov/PropertyParcelTax)

A photograph of the Paramount City Hall building with a large 'Thank You!' text overlay. The building is a modern structure with a grey tiled facade and a dark roof. In the foreground, there is a large sign for 'PARAMOUNT CITY HALL' and '16400 COLORADO AVENUE'. The sign is composed of two horizontal bars, one black with white text and one blue with white text. The building is surrounded by greenery, including trees and shrubs. A paved walkway leads towards the building.

# Thank You!

PARAMOUNT CITY HALL

16400 COLORADO AVENUE