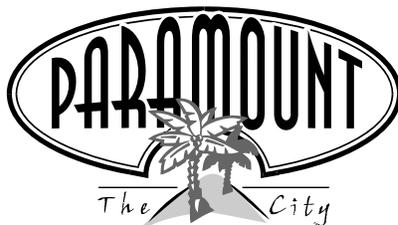


AGENDA

Paramount City Council
September 20, 2016



Adjourned Meeting
City Hall Council Chambers

- 4:00 p.m. Mobile City Council Tour (commences at Paramount City Hall)
- 5:00 p.m. Meet & Greet at Spane Park, 14400 Gundry Avenue
- 6:00 p.m. Meeting at City Hall, Council Chambers

City of Paramount

16400 Colorado Avenue ❖ Paramount, CA 90723 ❖ (562) 220-2000 ❖ www.paramountcity.com

Public Comments: If you wish to make a statement, please complete a Speaker's Card at the beginning of the meeting. Speaker's Cards are located at the entrance. Give your completed card to a staff member or put it on the staff table located at the front of the room. When your name is called, please go to the rostrum provided for the public. Persons are limited to a maximum of 5 minutes unless an extension of time is granted. No action may be taken on items not on the agenda except as provided by law.

Americans with Disabilities Act: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at (562) 220-2027 at least 48 hours prior to the meeting to enable the City to make reasonable arrangements to ensure accessibility to this meeting.

Note: Agenda items are on file in the City Clerk's office and are available for public inspection during normal business hours. Materials related to an item on this Agenda submitted after distribution of the agenda packet are also available for public inspection during normal business hours in the City Clerk's office. The office of the City Clerk is located at City Hall, 16400 Colorado Avenue, Paramount.

Notes

CALL TO ORDER:

Mayor Daryl Hofmeyer

ROLL CALL OF
COUNCILMEMBERS:

Councilmember Gene Daniels
Councilmember Tom Hansen
Councilmember Diane J. Martinez
Vice Mayor Peggy Lemons
Mayor Daryl Hofmeyer

1. [Mobile City Council](#)

1. Tour of Northwest Quadrant of the City
2. Meet & Greet at Spane Park

PUBLIC COMMENTS

CONSENT CALENDAR

All items under the Consent Calendar may be enacted by one motion. Any item may be removed from the Consent Calendar and acted upon separately by the City Council.

2. [AWARD OF CONTRACT](#) Construction of the Paramount Park Community Center Roof Replacement City Project No. 9751

OLD BUSINESS

3. [AWARD OF CONTRACT](#) Janitorial Services

NEW BUSINESS

4. [RESOLUTION NO. 16:023](#) City Council Permit for Live Entertainment Modern Development Company DBA Paramount Swap Meet 7900 All America City Way
5. [PUBLIC HEARING](#) FY 2015-2016 Consolidated Annual Performance and Evaluation Report (CAPER)
6. [PUBLIC HEARING](#) FY 2015-2016 and FY 2016-2017 One-Year Action Plan Amendment
7. [ORAL REPORT](#) Communication Assessment Report
8. [ORAL REPORT](#) Measure M, Transportation Sales Tax Measure

COMMENTS

- Staff
- Councilmembers

ADJOURNMENT

To a meeting on October 4, 2016 at 6:00 p.m.

SEPTEMBER 20, 2016

MOBILE CITY COUNCIL

1. TOUR OF NORTHWEST QUADRANT OF THE CITY
2. MEET & GREET AT SPANE PARK

SEPTEMBER 20, 2016

AWARD OF CONTRACT

CONSTRUCTION OF THE PARAMOUNT PARK COMMUNITY CENTER
ROOF REPLACEMENT (CITY PROJECT NO. 9751)

MOTION IN ORDER:

APPROVE THE PLANS AND SPECIFICATIONS, AWARD THE
CONTRACT FOR CONSTRUCTION OF THE PARAMOUNT PARK
COMMUNITY CENTER ROOF REPLACEMENT TO DICK MADSEN
ROOFING, WHITTIER, CALIFORNIA, IN THE AMOUNT OF \$110,750,
AND AUTHORIZE THE MAYOR OR HIS DESIGNEE TO EXECUTE THE
AGREEMENT.

APPROVED: _____

DENIED: _____

MOVED BY: _____

SECONDED BY: _____

ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____



To: Honorable City Council

From: John Moreno

By: Christopher S. Cash/Sarah Ho

Date: September 20, 2016

Subject: AWARD OF CONTRACT FOR CONSTRUCTION OF THE COMMUNITY CENTER ROOF REPLACEMENT (CITY PROJECT NO. 9751)

On September 8, 2016, the Director of Public Works opened and examined the bids for the Community Center roof replacement. The bids were opened at 11:00 AM in the City Hall Council Chambers.

Three (3) bids were received and the apparent low bid submitted by Dick Madsen Roofing, amounted to \$110,750. The budget amount for this project is \$175,000. The low bid is \$64,250 below the budgeted amount. This project includes the roof replacement as well as repair work to the exterior wooden trellis feature at the front of the building. The remainder of the budget will be used for this work to be completed by a separate contractor. The high bid was in the amount of \$113,220.

Attached is a list of bidders.

Recommended Action

It is recommended that the City Council award the contract for construction of the Community Center roof replacement to Dick Madsen Roofing, Whittier, California, in the amount of \$110,750, and authorize the Mayor or his designee to execute the agreement.

Bids for Construction of the Community Center Roof Replacement

<u>Vendor</u>	<u>Bid Amount</u>
1. Dick Madsen Roofing, Whittier, CA	\$110,750.00
2. Alpha & Omega Roofing, Whittier, CA	\$113,000.00
3. A1 All American Roofing WLA, Inc., Paramount, CA	\$113,220.00

SEPTEMBER 20, 2016

AWARD OF CONTRACT

JANITORIAL SERVICES

MOTION IN ORDER:

AWARD THE CONTRACT FOR JANITORIAL SERVICES TO GOLDEN TOUCH CLEANING, TUSTIN, CALIFORNIA, IN THE AMOUNT OF \$161,418 PER YEAR, AND AUTHORIZE THE MAYOR OR HIS DESIGNEE TO EXECUTE THE AGREEMENT.

APPROVED: _____

DENIED: _____

MOVED BY: _____

SECONDED BY: _____

ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____



To: Honorable City Council
From: John Moreno
By: Christopher S. Cash/Sarah Ho
Date: September 20, 2016

Subject: AWARD OF CONTRACT FOR JANITORIAL SERVICES

In 1999, the City of Paramount awarded a contract for janitorial services to Cleantime Building Maintenance. In recent years, costs have continued to escalate for this service prompting staff to seek proposals from other firms for this work.

In June, we distributed a Request for Proposal (RFP) to five qualified janitorial firms and received proposals from all five of those firms. Those firms included Golden Touch Cleaning, Progreen Building Maintenance, Merchant's Building Maintenance, LLC, Jan-Pro, and Jan-Serve Commercial Cleaning. Within the RFP we analyzed the capacity of the firm to perform janitorial services for all City facilities, experience with similar types of contracts, and performance in a formal interview.

Interviews were conducted with three of the five firms who proposed the lowest cost for service. Each interview focused on the firm's experience and history in the industry, their specific quality control practices, and their ability to provide the manpower needed to successfully perform under the contract. Based on an analysis of each firm, we are recommending awarding a contract to Golden Touch Cleaning in the amount of \$161,418 per year, which is the lowest cost proposal from the five firms.

Golden Touch Cleaning has thirteen (13) years of experience in the janitorial business. They provide a wide range of services including daily janitorial service, carpet and upholstery cleaning, floor care specialists, construction cleanup, window cleaning, and 24-hour emergency services. Golden Touch currently provides janitorial services for public sector clients including the cities of Whittier and San Fernando, and the County of Orange. A review of Golden Touch's references and a tour of facilities they maintained were favorable. Additionally, under the new contract, the City would have an initial yearly savings for janitorial services of \$51,642.

Attached is a draft agreement that the City Attorney has reviewed. Per the agreement, Golden Touch would be able to request an increase in their rates after the first year. Any increase request must be based on the Consumer Price Index (CPI) and will be capped at no more than 5% each year.

Recommended Action

It is recommended that the City Council award the contract for janitorial services to Golden Touch Cleaning, Tustin, California, in the amount of \$161,418 per year, and authorize the Mayor or his designee to execute the agreement.

**SERVICE AGREEMENT BY AND BETWEEN THE
CITY OF PARAMOUNT
AND
GOLDEN TOUCH CLEANING
FOR JANITORIAL SERVICES**

THIS AGREEMENT is made and entered into this 20th day of September, 2016 by and between the CITY OF PARAMOUNT, hereinafter referred to as the "CITY," and GOLDEN TOUCH CLEANING., hereinafter referred to as the "CONTRACTOR."

I. RECITAL

A. PURPOSE. The purpose of this AGREEMENT is to allow the CITY to procure the services of a qualified firm to provide janitorial services in connection with the CITY'S maintenance effort, and to have these contractor services based upon the terms and conditions hereinafter set forth.

II. TERMS AND CONDITIONS

A. MISSION. The CITY hereby retains the CONTRACTOR in the capacity as contractor and the CONTRACTOR hereby accepts such responsibility as described herein.

B. TERMS. This AGREEMENT shall commence as of 20th day of September, 2016 and shall remain in full force and effect until such time either party gives written notice of termination in accordance with those provisions set forth in paragraph P. At the time of such extensions, this AGREEMENT shall be amended as to the changes, if any, in the terms, responsibilities and compensation as determined in writing between the CITY and CONTRACTOR.

C. SCOPE OF SERVICES. Under the supervision of the Director of Public Works or his designee, the CONTRACTOR shall provide all services as detailed in the CONTRACTOR'S Proposal dated June 13, 2016 and attached herein as Exhibit "A". In the event of any conflict between the provisions of this AGREEMENT and Exhibit "A," the terms of this AGREEMENT shall prevail.

D. COMPENSATION. During the term of this AGREEMENT, the CITY shall compensate the CONTRACTOR for the services described herein, as set forth by the fee schedule provided in the CONTRACTOR'S proposal dated June 13, 2016 and attached herein. Invoices for payment shall be submitted on a monthly basis and shall be approved by the Director of Public Works or his designee.

The CONTRACTOR shall submit an itemized invoice to the CITY monthly, setting forth the work performed and the rates charged in accordance with the contractor's fee schedule.

Any adjustments to the CONTRACTOR's compensation must be requested to the CITY, no later than February 28th of each year following the initial year of the contract. Adjustments, if approved, shall begin on or after July 1st of each year. Adjustments to compensation shall be adjusted based on the Los Angeles, Riverside, and Orange Counties Regional Consumer Price Index (CPI-U) 12-month percent change not seasonally adjusted. The 12-month period shall begin and end during the month of February. Any percentage increase based upon CPI-U shall be capped at no more than 5% per year. Adjustments to compensation based upon adding scope of work to the original proposal may be made at any time based upon mutual agreement of the CITY and CONTRACTOR.

E. EXPENSES. CONTRACTOR shall not be entitled to an expense account and shall not be required or permitted to incur expenses on behalf of the CITY in addition to the expenses required for completion of the scope of services described herein. The compensation described herein includes provision for all CONTRACTOR expenses required to complete the scope of services described herein.

F. INDEPENDENT CONTRACTOR.

(a) CONTRACTOR is and shall at all times remain as to the City a wholly independent CONTRACTOR. The personnel performing the services under this Agreement on behalf of CONTRACTOR shall at all times be under CONTRACTOR'S exclusive direction and control. Neither City nor any of its officers, employees, or agents shall have control over the conduct of CONTRACTOR or any of CONTRACTOR'S officers, employees, or agents, except as set forth in this Agreement. CONTRACTOR shall not at any time or in any manner represent that it or any of its officers, employees, or agents are in any manner officers, employees, or agents of the City. CONTRACTOR shall not incur or have the power to incur any debt, obligation, or liability whatever against City, or bind City in any manner.

(b) Neither CONTRACTOR, nor any of CONTRACTOR'S officers, employees or agents, shall obtain any rights to retirement, health care or any other benefits which may otherwise accrue to City's employees. CONTRACTOR expressly waives any claim CONTRACTOR may have to any such rights.

- (c) City shall not be liable for compensation or indemnification to CONTRACTOR for injury or sickness arising out of performing services hereunder.

G. INDEMNIFICATION.

- (a) All officers, agents, employees, sub-Contractors, their agents, officers and employees who are hired by or engaged by CONTRACTOR in the performance of this Agreement shall be deemed officers, agents and employees and sub-Contractors of CONTRACTOR, and City shall not be liable or responsible to them for anything whatsoever.
- (b) CONTRACTOR agrees to save, keep, hold harmless and defend City and all of its elected and appointed boards, commissions, officers employees and agents from all claims, damages, costs or expenses in law and in equity, including costs of suit and expenses for legal services, that may at any time arise or be claimed because of damage to property or injury to persons, including City, allegedly received or suffered by reason of any wrongful or negligent act or omission on the part of CONTRACTOR or any of its agents, officers and employees and sub-Contractors in the performance of this Agreement.
- (c) CONTRACTOR shall not be deemed to assume any liability for wrongful or negligent acts of City or its officers, agents, employees and sub-Contractors, and City shall defend and hold CONTRACTOR harmless against any such claims.
- (d) CONTRACTOR agrees to defend, indemnify and hold harmless the City, its elected and appointed boards, commissions, officers, employees and agents from all claims, demands, liability fines and penalties made by CONTRACTOR'S employees from health, retirement or other benefits attributable to services performed pursuant to this Agreement.

H. SUCCESSOR AND ASSIGNMENT. The services as contained herein are to be rendered by the CONTRACTOR whose name is as appears first above written and said CONTRACTOR shall not assign nor transfer any interest in this AGREEMENT without the prior written consent of the CITY. Claims for money by CONTRACTOR from the CITY under this contract may be assigned to a bank, trust company, or financial institution without such approval. Written notice of any such assignment or transfer shall be furnished promptly to the CITY.

I. INSURANCE. Without limiting the CONTRACTOR'S indemnification of the CITY, the CONTRACTOR shall provide and maintain at this own expense during the term of this AGREEMENT for the following programs of insurance covering his operation hereunder. Each program of insurance, except professional liability insurance shall name the CITY as "Additionally Insured" and each policy shall contain a provision that such insurance will not be cancelled, nor any change whatsoever made in policies, except upon not less than thirty (30) days prior notice to the CITY, mailed by registered mail with postage prepaid. Such insurance shall be provided by insurer(s) satisfactory to the CITY and evidence of such programs satisfactory to the CITY shall be delivered to the CITY on or before the effective date of this AGREEMENT.

General Liability. A program including, but not limited to, comprehensive general liability including automobile coverage with a combined single limit of not less than \$1,000,000.00 per occurrence. Such insurance shall be primary to and not contributing with any other insurance maintained by the CITY. The issuer shall be an "admitted surety insurer" duly authorized to transact business under the laws of the State of California.

Acceptable insurance coverage shall be placed with carriers admitted to write insurance in California with a rating of A:VIII by A.M. Best & Co. Any deviation from this rule shall require specific approval in writing from the City.

Insurance shall name the City of Paramount, its officers, agents, and employees as additional insured by endorsement of the Contractor's policy. A copy of the endorsement, showing policy limit, shall be provided to the City on or before signing this contract.

Failure on the part of the CONTRACTOR to procure or maintain required insurance shall constitute a material breach of this AGREEMENT upon which the CITY will immediately terminate this AGREEMENT.

Worker's Compensation Coverage. State statutory limits, deductibles, self-insurance retention, or similar forms of coverage limitations or modifications must be declared to and approved by CITY.

Automobile Liability Insurance. In an amount not less than Five Hundred Thousand Dollars (\$500,000) combined single limit per accident for bodily injury and property damage covering owned, non-owned and hired vehicles.

J. COMPLIANCE WITH LAWS. The parties agree to be bound by applicable federal, state and local laws, regulations and directives as they pertain to the performance of this AGREEMENT.

K. SEVERABILITY. In the event that any covenant, condition or other provisions herein contained is held to be invalid, void or illegal by any court of competent jurisdiction, the same shall be deemed severable from the remainder of the AGREEMENT and shall in no way affect, impair or invalidate any other covenant, condition or other provision contained herein. If such condition, covenant or other provision shall be deemed invalid due to its scope or breadth, such covenant, condition or other provision shall be deemed valid to the extent of the scope or breadth permitted by law.

L. INTERPRETATION. No provision of this AGREEMENT is to be interpreted for or against either party because that party or that party's legal representative drafted such provision, but this AGREEMENT is to be construed as if it were drafted by both parties hereto.

M. ENTIRE AGREEMENT. This AGREEMENT supersedes any and all other agreements, either oral or in writing, between the parties hereto with respect to the retention of CONTRACTOR by the CITY and contains all the covenants and agreements between the parties with respect to such retention.

N. WAIVER. No breach of any provision hereof can be waived unless in writing. Waiver of any one breach of any provision shall not be deemed to be a waiver of any other breach of the same or any other provision hereof.

O. CONTRACT EVALUATION AND REVIEW. The ongoing assessment and monitoring of this AGREEMENT is the responsibility of the City Manager, or his designee.

P. TERMINATION OF AGREEMENT. This AGREEMENT may be terminated by either party by giving written notice at least thirty (30) days prior to the effective termination date in the written notice. In such event, all finished or unfinished documents, data, studies, surveys, drawings, maps, models, photographs and reports prepared by the CONTRACTOR under this AGREEMENT shall, at the option of the CITY, become its property and the CONTRACTOR shall be entitled to receive just and equitable compensation for any work satisfactorily completed hereunder. Notwithstanding the above, the CONTRACTOR shall not be relieved of liability to the CITY for damages sustained by the CITY by virtue of any breach of the AGREEMENT by the CONTRACTOR, and the CITY may withhold any payments to the CONTRACTOR for the purpose of set-off until such time as the exact amount of damages due the CITY from the CONTRACTOR is determined.

Q. CHANGES. The CITY or CONTRACTOR may request changes in the scope of the services of the CONTRACTOR to be performed hereunder. Such changes, including any increase or decrease in the amount of the CONTRACTOR'S compensation, which are mutually agreed upon by and between the CITY and the CONTRACTOR, shall be incorporated in written amendments to this AGREEMENT.

R. REPORTS AND INFORMATION. CONTRACTOR, at such times and in such forms as the CITY may require, shall furnish the CITY such periodic reports as it may request pertaining to work or services undertaken pursuant to this AGREEMENT, the costs and obligations incurred or to be incurred in connection therewith, and any other matters covered by this AGREEMENT.

S. RECORDS AND AUDITS. CONTRACTOR shall maintain accounts and records, including personnel, property and financial records, adequate to identify and account for all costs pertaining to this AGREEMENT, and such other records as may be deemed necessary by the CITY to assure proper accounting for all project funds, both federal and non-federal shares. These records will be made available for audit purposes to the CITY or any authorized representative, and will be retained for five (5) years after the expiration of this AGREEMENT unless permission to destroy them is granted by the CITY.

T. FINDINGS CONFIDENTIAL. All of the reports, information, data, etc., prepared or assembled by the CONTRACTOR under this AGREEMENT are confidential and the CONTRACTOR agrees that they shall not be made available to any individual or organization without the prior written approval of the CITY.

U. COPYRIGHT. No report, maps, or other documents produced in whole or in part under this AGREEMENT shall be the subject of an application for copyright by or on behalf of the CONTRACTOR.

V. PERSONNEL. CONTRACTOR represents that it has, or will secure at its own expense, all personnel required in performing the services under this AGREEMENT. Such personnel shall not be employees of or have any contractual relationship with the CITY. All of the services required hereunder will be performed by CONTRACTOR or under its supervision and all personnel engaged in the work shall be fully qualified and shall be authorized or permitted under the state and local law to perform such services. None of the work or services subcontracted hereunder shall be specific by written contract or agreement and shall be subject to each provision of this AGREEMENT.

III. EQUAL EMPLOYMENT OPPORTUNITY

During the performance of this AGREEMENT, the CONTRACTOR agrees as follows:

A. EQUAL OPPORTUNITY.

- (a) The CONTRACTOR will not discriminate against any employee or applicant for employment because of race, creed, sex, color, or national origin. The CONTRACTOR will take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, creed, sex, color, or national origin. Such action shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The CONTRACTOR agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the CITY setting forth the provisions of this non-discrimination clause.
- (b) The CONTRACTOR will, in all solicitation or advertisements for employees placed by or on behalf of the CONTRACTOR, state that all qualified applicants will receive consideration for employment without regard to race, creed, color, sex, or national origin.
- (c) The CONTRACTOR will cause the foregoing provisions to be inserted in all subcontracts for any work covered by this AGREEMENT so that such provisions will be binding upon each subcontractor, provided that the foregoing provisions shall not apply to contracts or subcontracts for standard commercial supplies or raw materials.
- (d) The CONTRACTOR will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
- (e) The CONTRACTOR will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by the rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the CITY and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.

- (f) In the event of the CONTRACTOR'S non-compliance with the equal opportunity clauses of this AGREEMENT or with any of such rules, regulations, or orders, this AGREEMENT may be canceled, terminated, or suspended in whole or in part and the CONTRACTOR may be declared ineligible for further government contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
- (g) The CONTRACTOR will include the provisions of paragraphs (1) through (6) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to Section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or vendor. The CONTRACTOR will take such action with respect to any subcontract or purchase order as the CITY may direct as a means of enforcing such provisions, including sanctions for non-compliance; provided, however, that in the event the CONTRACTOR becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the CITY, the CONTRACTOR may request the United States to enter into such litigation to protect the interests of the United States.

B. CIVIL RIGHTS ACT OF 1964. Title VI of the Civil Rights Act of 1964, provides that no person shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of or, be subjected to discrimination under any program or activity receiving Federal financial assistance.

C. AGE AND DISABILITY. Any prohibition against discrimination on the basis of age under the Age Discrimination Act of 1975, or with respect to an otherwise qualified handicapped individual, as provided in Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, shall apply to this AGREEMENT.

IN WITNESS HEREOF, the CITY and CONTRACTOR have executed this AGREEMENT as of the date first herein above set forth.

CITY OF PARAMOUNT

GOLDEN TOUCH CLEANING

By: _____
Daryl Hofmeyer, Mayor

By: _____

Title

ATTEST:

By: _____
Lana Chikami, City Clerk

APPROVED AS TO FORM:

By: _____
John E. Cavanaugh, City Attorney



Golden Touch Cleaning

EXHIBIT A

June 13, 2016

City of Paramount
Public Works Department
16400 Colorado Ave
Paramount, CA 90723

To: Mike Carrillo

I appreciate the opportunity to provide the City of Paramount Request for Proposal (RFP) for professional "Janitorial Services".

Golden Touch Cleaning, Inc., GTC, is a Corporation in the State of California. We are located at 13681 Newport Ave. Ste 8, Tustin, CA92780. Our telephone number is (714) 542-9999 and our facsimile number is (844) 204-2892. Our email address is goldentouchcleaninc@gmail.com. Debi Tambellini (President) and Luis Mejia (General Manger) are authorized to represent and bind the company in all matters regarding this proposal (RFP for Janitorial Services). in addition, Luis Mejia (General Manager) would sign the Agreement if Golden Touch Cleaning, Inc., GTC, were awarded the contract.

This letter certifies that we have read the City of Paramount Request for Proposal. and fully understand its intent. We certify that our company is qualified and has adequate personnel and equipment to provide the City of Paramount requested services. We understand that our ability to meet the criteria shall be judged solely by the City of Paramount and its authorized officers.

If you have any questions regarding this Proposal , please call our office at (714) 542-9999. We look forward to work with the City of Paramount.

Sincerely,

Luis Mejia
General Manager



Golden Touch Cleaning

COMPANY PROFILE

Company Name: Golden Touch Cleaning, Inc. GTC

Other Business Name: GTC, INC.

Business Address: 13681 Newport Ave. Suite 8
Tustin, CA 92870

Primary Contact: Luis Mejia (General Manager)

Secondary Contact: Maribel Urbieta (Secretary)

Phone Number: (714) 542-9999

Facsimile Number: (714) 542-9998

Email: goldentouchcleaninc@gmail.com

State of Incorporation: California

Number of Year in Business: 13 years

Federal Tax ID: 47 -1931901

Number of Employees: 49



Golden Touch Cleaning

RESUMES OF MANAGEMENT

NAME:
DEBI TAMBELLINI
TELEPHONE NUMBER:
(714) 542-9999
EMAIL: goldentouchcleaninc@gmail.com
20 YEARS EXPERIENCE IN THE JANITORIAL SERVICES

TITLE:
PRESIDENT
FAX:
(714) 542-9998

NAME:
LUIS MARIO MEJIA
TELEPHONE NUMBER:
(714) 542-9999
EMAIL: goldentouchcleaninc@gmail.com
30 YEARS EXPERIENCE IN THE JANITORIAL SERVICES. CARPET & FLOOR CARE

TITLE:
GENERAL MANAGER
FAX:
(714) 542-9998

NAME:
MARIBEL URBIETA
TELEPHONE NUMBER:
(714) 542-9999
EMAIL: goldentouchcleaninc@gmail.com
6 YEARS EXPERIENCE IN THE JANITORIAL MANAGEMENT/OFFICE MANAGER

TITLE:
SECRETARY
FAX:
(714) 542-9998

NAME:
JESSICA SEVILLA
TELEPHONE NUMBER:
(714) 542-9999
EMAIL: goldentouchcleaninc@gmail.com
3 YEARS EXPERIENCE IN THE JANITORIAL MANAGEMENT

TITLE:
OFFICE ASSISTANT
FAX:
(714) 542-9998

NAME:
ANTONIO GAMBOA
TELEPHONE NUMBER:
(714) 542-9999
EMAIL: goldentouchcleaninc@gmail.com
8 YEARS EXPERIENCE IN THE JANITORIAL MANAGEMENT

TITLE:
AREA SUPERVISOR
FAX:
(714) 542-9998

NAME:
ROLANDO BONILLA
TELEPHONE NUMBER:
(714) 542-9999
EMAIL: goldentouchcleaninc@gmail.com
15 YEARS EXPERIENCE IN THE JANITORTAL MANAGEMENT

TITLE:
AREA SUPERVISOR
FAX:
(714) 542-9998



Golden Touch Cleaning

PROPOSAL OF RESUMES FOR STAFFING

THE FOLLOWING EMPLOYEES HAVE BEEN BACKGROUND CHECKED.

NAME:

TITLE:

LUIS MEJIA

GENERAL MANAGER

30 YEARS EXPERIENCE IN THE JANITORIAL SERVICES MANAGEMENT. CUSTOMER CONTACT AND NIGHTLY FOLLOW-UP. EXPERIENCE WITH ALL TYPES OF FLOOR/CARPET CARE. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

ANTONIO GAMBOA

AREA SUPERVISOR

8 YEARS EXPERIENCE IN THE JANITORIAL SERVICES MANAGEMENT. CUSTOMER CONTACT AND NIGHTLY FOLLOW-UP. EXPERIENCE WITH ALL TYPES OF FLOOR/CARPET CARE. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

ROLANDO BONILLA

AREA SUPERVISOR

15 YEARS EXPERIENCE IN THE JANITORIAL SERVICES MANAGEMENT. CUSTOMER CONTACT AND NIGHTLY FOLLOW-UP. EXPERIENCE WITH ALL TYPES OF FLOOR/CARPET CARE. BILINGUAL ENGLISH/SPANISH.



Golden Touch Cleaning

NAME:

TITLE:

EDWIN ANDRADE

ASSIGNED JANITOR/FLOOR CARE CARPET CARE

12 YEARS EXPERIENCE IN THE JANITORIAL SERVICES, CARPET & FLOOR CARE WITH GTC.

BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

MIGUEL RODRIGUEZ

WINDOW CLEANING

11 YEARS EXPERIENCE IN THE JANITORIAL SERVICES WITH GTC CLEANING SERVICES. IN CHARGE OF ALL WINDOW CLEANING FOR GTC. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

MAYNOR VELIZ

DAY PORTER

3 YEARS EXPERIENCE IN THE JANITORIAL SERVICE. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

ANA VELIZ

DAY PORTER

3 YEARS EXPERIENCE IN THE JANITORIAL SERVICE. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

GEORGINA LARA

JANITOR

5 YEARS EXPERIENCE IN THE JANITORIAL SERVICE WITH GTC. BILINGUAL ENGLISH/SPANISH.



Golden Touch Cleaning

NAME:

TITLE:

CAROLINA QUEZADA

JANITOR

5 YEARS EXPERIENCE IN THE JANITORIAL SERVICE WITH GTC. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

IZAMAR ESCALANTE

JANITOR

3 YEARS EXPERIENCE IN THE JANITORIAL SERVICE WITH GTC. BILINGUAL ENGLISH/SPANISH.

NAME:

TITLE:

JAZMINE CAMACHO

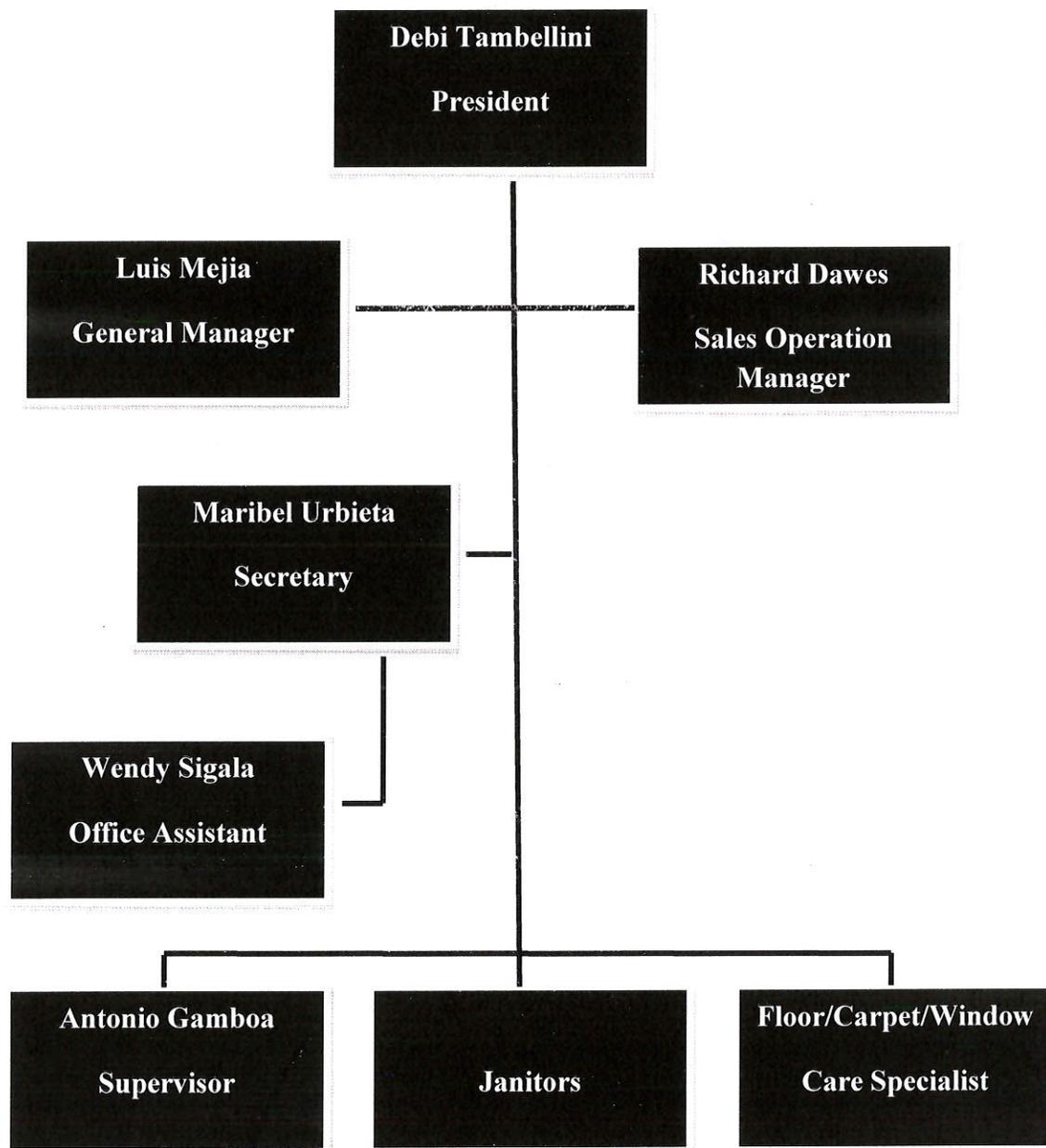
JANITOR

3 YEARS EXPERIENCE IN THE JANITORIAL SERVICE WITH GTC. BILINGUAL ENGLISH/SPANISH.



Golden Touch Cleaning

ORGANIZATION CHART



13681 Newport Avenue • Suite 8 • Tustin, CA 92780-7815

Tel (714) 542-9999 • Fax (714) 542-9998 • E-mail: goldentouchcleaning@gmail.com

FEE SCHEDULE

<u>BUILDING/FACILITY/PARK</u>	<u>SERVICE FREQUENCY</u>	<u>APPROX.SQ.FOTTAGE</u>	<u>ANNUAL COST</u>
CITY HALL	DAILY-5 TIMES/WEEK	14,668 SQ.FT \$1,612.50	\$19,350.00
CITY YARD	DAILY-5 TIMES/WEEK	14,668 SQ.FT \$1,935.00	\$23,220.00
SUBSATION	DAILY-7 TIMES/WEEK	15,000 SQ.FT \$2,700.00	\$32,400.00
COMMUNITY CENTER (PARAMOUNT PARK)	DAILY-5 TIMES/WEEK	12,000 SQ.FT \$1,290.00	\$15,480.00
PROGRESSPARK PLAZA	DAILY-5 TIMES/WEEK	8,500 SQ.FT \$967.00	\$11,604.00
PROGRESS PARK PRESCHOOL	DAILY-5 TIMES/WEEK	\$795.00	\$9,540.00
FIREHOUSE (SASSFA)	DAILY-5 TIMES/WEEK	4,900 SQ.FT \$645.00	\$7,740.00
CLEARWATER	DAILY-5 TIMES/WEEK	\$1,267.00	\$15,204.00
SPANNE PARK	DAILY-5 TIMES/WEEK	\$650.00	\$7,800.00
PARAMOUNT POOL	DAILY-5 TIMES/WEEK	\$1,590.00	\$19,080.00
TOTALS:		\$13,451.50	\$161,418

JANITORIAL SERVICES - WORK DUTIES AND SCHEDULE

Duties – General Areas	City Hall	City Yard	Substation	Community Center (Paramount Park)	Progress Park Plaza	Progress Park Preschool	Firehouse (SASSFA)	Clearwater	Spane Park	Paramount Pool
	16400 Colorado (14,668 sq. ft.)	15300 Downey (14,668 sq. ft.)	15001 Paramount (15,000 sq. ft.)	14400 Paramount (12,000 sq. ft.)	15500 Downey (8,500 sq. ft.)	15500 Downey	15538 Colorado (4,900 sq. ft.)	16401 Paramount	14400 Gundry	14400 Paramount
Floors and Carpets:										
1 Sweep and/or dust mop all floors using dust-control sweeping mops	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
2 Vacuum carpets and rugs	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
3 Spot mop floors to remove spills	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
4 Spot clean carpet stains with rug spotter	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	N/A
5 Wet mop floors	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
6 Sweep and mop stage	N/A	N/A	N/A	Weekly	N/A	N/A	N/A	N/A	N/A	N/A
7 Machine buff floors	Monthly	Monthly	Monthly	Weekly	Monthly	Monthly	Monthly	Monthly	Monthly	N/A
8 Shampoo all carpets and rugs (and upon request)	Bi-Annually	Bi-Annually	Bi-Annually	Bi-Annually	Bi-Annually	Bi-Annually	Bi-Annually	Quarterly	Bi-Annually	N/A
9 Machine strip and wax all floors, buff to gloss finish	Bi-Annually	Bi-Annually	Quarterly	Bi-Annually	Bi-Annually	Bi-Annually	Bi-Annually	Bi-Annually	Quarterly	N/A
Fixtures/Counters:										
10 Dust furniture and other office equipment without shuffling papers or desk fixtures	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
11 Empty waste and recyclable containers. Replace liners and clean container as	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
12 Clean and sanitize all drinking fountains	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
13 Refill soap and paper dispensers in kitchen	Daily	Daily	As Needed	Daily	Daily	Daily	Daily	Daily	Daily	N/A
14 Clean kitchen counter tops and sinks	Daily	Daily	Weekly	Daily	Daily	Daily	Daily	Daily	Daily	N/A
15 Clean cabinets, woodwork and furniture	Monthly	Monthly	N/A	Monthly	Monthly	Monthly	Monthly	Monthly	Annually	N/A
16 Clean light fixtures	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	N/A
17 Wipe down air conditioning vents	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	N/A
Doors/Walls/Windows:										
18 Spot clean interior glass doors/partitions	Daily	Daily	Weekly	Daily	Daily	Daily	Daily	Daily	Daily	N/A
19 Clean all glass doors and windows at main entrance inside and out	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	N/A
20 Clean finger marks/smudges from walls	Monthly	Monthly	Monthly	Weekly	Weekly	Monthly	Weekly	Monthly	Monthly	N/A
21 Wash all windows and glass partitions	Monthly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Monthly	Quarterly	N/A
22 Clean all interior doors and window frames/seals	Monthly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	N/A
23 Dust: door frames, partitions, window blinds, television screens, large leaf	Monthly	Monthly	Monthly	Monthly	Monthly	Quarterly	Quarterly	Quarterly	Quarterly	N/A
24 Wash all walls	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	N/A
Restroom:										
25 Clean and sanitize basins, bowls, toilets, and urinals with germicidal detergent	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Bi-Weekly
26 Refill restroom soap and paper product dispensers	Daily	Daily	As Needed	Daily	Daily	Daily	Daily	Daily	Daily	N/A
27 Empty waste containers. Replace liners and clean container as needed	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Bi-Weekly
28 Wash splash marks from walls, partitions and around basins. Wipe down lockers	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Bi-Weekly
29 Clean chrome fixtures, removing dirt & residue	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Bi-Weekly
30 Wipe down all toilet partitions and walls with germicidal solution	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Daily	Bi-Weekly
31 Clean and sanitize floors with germicidal solution and wet mop	Daily	Daily	Bi-Weekly	Daily	Daily	Daily	Daily	Daily	Daily	Bi-Weekly
32 Clean and sanitize showers	Bi-Monthly	Bi-Monthly	Daily	N/A	N/A	N/A	Daily	Daily	N/A	Bi-Weekly

Weight Room/Gym:

33	Wipe down equipment with sanitizing solution	N/A	Daily	Daily	N/A						
34	Clean finger marks/smudges from mirrors	N/A	Daily	Daily	N/A						
35	Clean mirrors	N/A	Daily	Monthly	N/A						
36	Wet mop floor mats	N/A	Daily	Daily	N/A						

*Note: Daily = 5 times per week; Bi-weekly = 2 times per week; Weekly = 1 time per week; Monthly = 1 time per month; Bi-Monthly = 2 times per month;

Bi-Annually = 2 times per year; Annually = 1 time per year.

*Except Substation where Daily = 7 times per week.

(Last updated - Feb 2, 2016)

FEE SCHEDULE

<u>BUILDING/FACILITY/PARK</u>	<u>SERVICE FREQUENCY</u>	<u>APPROX.SQ.FOTTAGE</u>	<u>ANNUAL COST</u>
CITY HALL	DAILY-3 TIMES/WEEK	14,668 SQ.FT \$1,050.00	\$12,600.00
CITY YARD	DAILY-3 TIMES/WEEK	14,668 SQ.FT \$1,260.00	\$15,120.00
SUBSATION	DAILY-7 TIMES/WEEK	15,000 SQ.FT \$2,700.00	\$32,400.00
COMMUNITY CENTER (PARAMOUNT PARK)	DAILY-3 TIMES/WEEK	12,000 SQ.FT \$840.00	\$10,080.00
PROGRESSPARK PLAZA	DAILY-3 TIMES/WEEK	8,500 SQ.FT \$630.00	\$7,560.00
PROGRESS PARK PRESCHOOL	DAILY-3 TIMES/WEEK	\$525.00	\$6,300.00
FIREHOUSE (SASSFA)	DAILY-3 TIMES/WEEK	4,900 SQ.FT \$420.00	\$5,040.00
CLEARWATER	DAILY-3 TIMES/WEEK	\$930.00	\$11,160.00
SPANE PARK	DAILY-3 TIMES/WEEK	\$420.00	\$5,040.00
PARAMOUNT POOL	DAILY-2 TIMES/WEEK	\$600.00	\$7,200.00
TOTALS:		\$9,375.00	\$112,500

JANITORIAL SERVICES - WORK DUTIES AND SCHEDULE

Duties – General Areas	City Hall	City Yard	Sheriff's Substation	Community Center Pmt Park @	Progress Park Auditorium (Plaza)	Progress Park Preschool	Old Firehouse Bldg. (SASSFA)	Clearwater Building	Spane Park	Paramount Pool *
	16400 Colorado (14,668 sq. ft.)	15300 Downey (14,668 sq. ft.)	15001 Paramount (15,000 sq. ft.)	14400 Paramount (12,000 sq. ft.)	15500 Downey (8,500 sq. ft.)	15500 Downey	15538 Colorado (4,900 sq. ft.)	16401 Paramount	14400 Gundry	14400 Paramount
Floors and Carpets:										
1 Sweep and/or dust mop all floors using dust-control sweeping mops.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
2 Vacuum carpets and rugs.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
3 Spot mop floors to remove spills.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
4 Spot clean carpet stains with rug spotter.	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	Weekly	N/A
5 Wet mop floors.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
6 Sweep and mop stage.	N/A	N/A	N/A	Weekly	N/A	N/A	N/A	N/A	N/A	N/A
7 Machine buff floors.	Monthly	Monthly	Monthly	Weekly	Monthly	Monthly	Monthly	Monthly	Monthly	N/A
8 Shampoo all carpets and rugs (and upon request).	Twice/Year	Twice/Year	Twice/Year	Twice/Year	Twice/Year	Twice/Year	Twice/Year	Quarterly	Twice/Year	N/A
9 Machine strip and wax all floors, buff to gloss finish.	Twice/Year	Twice/Year	Quarterly	Twice/Year	Twice/Year	Twice/Year	Twice/Year	Twice/Year	Quarterly	N/A
Fixtures/Counters:										
10 Dust furniture and other office equipment without shuffling papers or desk fixtures.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
11 Empty waste and recyclable containers. Replace liners and clean container as needed.	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	N/A
12 Clean and sanitize all drinking fountains.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
13 Refill soap and paper dispensers in kitchen	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	N/A
14 Clean kitchen counter tops and sinks.	M-W-F	M-W-F	Weekly	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
15 Clean cabinets, woodwork and furniture.	Monthly	Monthly	N/A	Monthly	Monthly	Monthly	Monthly	Monthly	Annually	N/A
16 Clean light fixtures	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	N/A
17 Wipe down air conditioning vents.	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	N/A
Doors/Walls/Windows:										
18 Spot clean interior glass doors/partitions.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
19 Clean all glass doors and windows at main entrance inside and out.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	N/A
20 Clean finger marks/smudges from walls.	Monthly	Monthly	Monthly	Weekly	Weekly	Monthly	Weekly	Monthly	Monthly	N/A
21 Wash all windows and glass partitions.	Monthly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Monthly	Quarterly	N/A
22 Clean all interior doors and window frames/seals.	Monthly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	N/A
23 Dust: door frames, partitions, window blinds, television screens, large leaf plants, and picture frames.	Monthly	Monthly	Monthly	Monthly	Monthly	Quarterly	Quarterly	Quarterly	Quarterly	N/A
24 Wash all walls	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	Annually	N/A
Restroom:										
25 Clean and sanitize basins, bowls, toilets, and urinals with germicidal detergent solution.	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	Twice/Week
26 Refill restroom soap and paper product dispensers.	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	As Needed	Twice/Week
27 Empty waste containers, replace liners and clean container as needed.	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	Twice/Week
28 Wash splash marks from walls, partitions and around basins. Wipe down lockers as needed.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	Twice/Week
29 Clean chrome fixtures, removing dirt & residue.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	Twice/Week
30 Wipe down all toilet partitions and walls with germicidal solution.	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	DAILY	Twice/Week
31 Clean and sanitize floors with germicidal solution and wet mop.	M-W-F	M-W-F	DAILY	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	M-W-F	Twice/Week
32 Clean and sanitize showers.	Monthly	Monthly	DAILY	N/A	N/A	N/A	N/A	N/A	N/A	Twice/Week
Weight Room/Gym:										
33 Wipe down equipment with sanitizing solution	N/A	M-W-F	DAILY	N/A	N/A	N/A	N/A	N/A	N/A	N/A
34 Clean finger marks/smudges from mirrors.	N/A	M-W-F	DAILY	N/A	N/A	N/A	N/A	N/A	N/A	N/A
35 Clean mirrors.	N/A	M-W-F	M-W-F	N/A	N/A	N/A	N/A	N/A	N/A	N/A
36 Wet mop floor mats.	N/A	M-W-F	DAILY	N/A	N/A	N/A	N/A	N/A	N/A	N/A

DAILY = 7 days a week

M-W-F = Mondays, Wednesdays, Fridays

*Paramount Pool requires service for limited dates during the summer season.



METHODOLOGY

GTC, Inc. has provided over 13 years of custodial services to local City and County facilities including parks with 100% customer satisfaction. This is our ultimate goal that is achieved with nightly, weekly, and monthly supervision.

- The assigned supervisor will inspect the City facilities nightly or weekly to instruct janitorial staff on cleaning duties and cleaning improvements needed for client concerns or requested. The one-site supervisor will also instruct the janitorial staff on proper method of using cleaning chemicals and applications as well as the proper cleaning and vacuuming procedures. (All janitors are certified and are given verbal and written test on proper procedures for all cleaning chemicals prior to working for GTC, Inc.)
- The General Manager, Luis Mejia, is responsible for planning, coordinating, scheduling of all GTC staff for City facilities. Mr. Mejia also schedules a weekly walk-through inspection of facilities with the assigned facility contact.
- GTC, Inc. provides all costumers at the 1st day of each month a work schedule for each facility for client to have an understanding as to when the carpets, floors, and windows are scheduled to be cleaned and completed. (Please review attached sample schedule).
- GTC, Inc. operates in a strict compliance with our Health and Environmental safety program. This program meets all the applicable federal, state, and local regulations. A critical part to our compliance with this program and our operational success as a total environmental services contractor is the training and certification of the each employee. Our employees are trained and certified in the all the areas prior to beginning work at a costumer's job site.



Golden Touch Cleaning
GTC, INC. GOLDEN TOUCH CLEANING REFERENCES

Clients/ Address	Contact Name/ Phone# / E-mail	Description
County of Orange 331 The City Dr. Orange, CA92868	Tony Veloz Facility Maintenance Supervisor (714) 569-2292 tony.veloz@pro.ocgov.com	Amount: \$99,784.80 Janitorial Services, Carpet, Floor Care and Window Cleaning Date: 10/12- Present
County of Orange 909 N. Main St Santa Ana, CA 92701	Rick Tran Facility Maintenance Supervisor (714) 569-2398 rick.tran@prob.ocgov.com <i>(714) 645-7025</i>	Amount: \$76,800.00 Janitorial Services, Carpet, Floor Care and Window Cleaning Date: 12/09- Present
County of Orange 1501 E. St. Andrew Place Santa Ana, CA 92705	James Eros Facility Maintenance Supervisor (714) 566-3082 james.eros@ocparks.com	Amount: \$Various Locations Janitorial Services, Carpet, Floor Care and Window Cleaning Date: Various Locations
City of San Fernando 117 Macneil St. San Fernando, CA 91340	Nazri Husban facility Maintenance Supervisor (818) 898-1222 nhasbun@ci.sanfernando.ca.us	Amount: \$161,268.00 Janitorial Services, Carpet, Floor Care and Window Cleaning Date: 01/12- Present
City of Whitter 13230 Penn St. Whitter, CA 90602	Bryan Petroff Facility Maintenance Supervisor (562) 464-3412 bpetroff@whitterch.org	Amount: \$323,101.00 Janitorial Services, Carpet, Floor Care and and Window Cleaning Date: 07/04- Present

SEPTEMBER 20, 2016

RESOLUTION NO. 16:023

“A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PARAMOUNT SETTING FORTH ITS FINDINGS OF FACT AND DECISION RELATIVE TO THE APPROVAL OF THE APPLICATION FROM MODERN DEVELOPMENT COMPANY DBA PARAMOUNT SWAP MEET FOR A CITY COUNCIL PERMIT FOR LIVE ENTERTAINMENT AT 7900 ALL AMERICA CITY WAY”

MOTION IN ORDER:

READ BY TITLE ONLY AND ADOPT RESOLUTION NO. 16:023.

APPROVED: _____

DENIED: _____

MOVED BY: _____

SECONDED BY: _____

ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____



To: Honorable City Council
From: John Moreno
By: Kevin M. Chun/John King
Date: September 20, 2016

Subject: City Council Permit – Modern Development Company dba Paramount Swap Meet: 7900 All America City Way

Background

This application is a request for a City Council Permit to allow live entertainment at the Paramount Swap Meet at 7900 All America City Way. The site is located in the M-1 (Light Manufacturing) zone and within the Clearwater East Specific Plan area. The Swap Meet, which has operated continuously since 1955, expanded in size in 1993 to the current 818 vendor spaces with the acquisition of property acreage and the construction of decorative perimeter walls, theme towers, snack bar, and restroom facilities. Since 1993, the California Department of Alcoholic Beverage Control (ABC) has licensed the Swap Meet for "Type-40" sales, allowing only for the sale of beer with the availability of snacks. The Swap Meet is open for business Monday to Friday from 6:00 a.m. to 2:00 p.m. and Saturdays and Sundays from 6:00 a.m. to 3:00 p.m.

Section 11-5 (n) of the Paramount Municipal Code states that a City Council Permit is required for live performances. Following the permit review process as administered by the Community Development Department, the City Council may grant or deny a request for a City Council Permit based on the impact that the proposed use will have on the public health, safety, or welfare. The City Council may also impose conditions upon a City Council Permit to ensure that the use is not in conflict with surrounding land uses.

Request

The applicant is requesting a City Council Permit to allow live family entertainment for Swap Meet patrons at varied starting and ending times between 10:00 a.m. and 4:00 p.m. on Saturdays and Sundays. Requested live formats include musical performers, DJs, dancers (folklorico, for example), comedians, and magicians. Performances would be included with general admission to the Swap Meet.

Live entertainers would perform from a proposed 1,600 square foot stage under a 6,930 square foot canopy with 300-capacity outdoor bench seating that the applicant would construct to the northeast of the primary existing snack bar seating area as indicated on the submitted site plan (copy included). Development Review Board review and approval of the stage and canopy is required. The proposed entertainment area will result in the reduction of approximately 20 vendor stalls.

Law Enforcement Activity

As with all live entertainment requests, we reviewed law enforcement activity at this location. From the 18-month period of January 2015 to the present, there have been approximately 100 calls for service and 11 reported crimes. Generally the calls for service and reported crimes have consisted of property crimes against vehicles such as auto theft, auto burglary, and vandalism. Out of the 100 calls for service, nine were for disturbances inside the Swap Meet between patrons and vendors. Reported crimes included incidents of armed robbery (one), grand theft auto (one), vandalism (one), grand thefts (two), petty thefts (two), and vehicle burglaries (four). According to the staff crime analyst, the number of property crimes against vehicles during this period of time is fairly typical, and calls for service for disturbances are relatively low overall.

Discussion

As required by the Municipal Code, the Community Development Department, Public Safety Department, and the Los Angeles County Sheriff's Department have reviewed the application, including the site plan. Representatives from each department met with the applicant in person on September 6, 2016.

Recommended conditions will prevent noise from disturbing neighboring property owners. Approximately 40 security cameras have been installed throughout the Swap Meet, and the applicant is prepared to install additional cameras and adjust existing cameras as needed to sufficiently provide filming coverage of the entertainment area. A licensed security guard will be required onsite during the hours of entertainment, and the applicant has the flexibility to redeploy up to seven other security personnel from the greater Swap Meet grounds.

Over the years, the Swap Meet ownership, management, and employees have demonstrated a spirit of cooperativeness with the City and the Sheriff's Department, and we foresee that any potential incidents will be addressed promptly and professionally. As with other live entertainment applications, a City Council review six months after the permitted live entertainment commences is recommended as a condition to ensure the long-term compliance of the conditions of approval and safeguard the surrounding properties.

Recommended Action

It is recommended that the City Council read by title only and adopt Resolution No. 16:023, approving a City Council Permit for live entertainment at the Paramount Swap Meet at 7900 All America City Way, subject to the following conditions:

1. This City Council Permit shall not be effective for any purposes until the applicant or representative has filed at the office of the Community Development Department an affidavit stating awareness and acceptance of all conditions of this permit. The affidavit shall be submitted by Friday, October 7, 2016. The City Council Permit shall not be effective until all conditions are addressed.

2. If either the Community Development Director or Public Safety Director determines that the operation of the business negatively impacts the public peace, health, safety, or general welfare, the City Council shall have the authority to reconsider the City Council Permit. The City Council may revoke, suspend, or modify the Permit in order to protect the public peace, health, safety, and general welfare.
3. The City Council shall review the status of compliance with the approved conditions at the first City Council meeting six months after permitted live entertainment performances commence.
4. The applicant shall meet all requirements and conditions of the Department of Alcoholic Beverage Control (ABC) and Conditional Use Permit No. 367.
5. Live entertainment shall only be permitted from a performance stage following separate Development Review Board review and approval of the stage and associated canopy and the issuance and finalization of building permits.
6. Live entertainment shall only be permitted on Saturdays and Sundays from 10:00 a.m. to 4:00 p.m.
7. All live entertainment shall be directly contracted through the business owners. Entertainment and other events produced by independent promoters are prohibited.
8. A minimum of one security guard in possession of a valid security guard registration from the Bureau of Security and Investigative Service shall be immediately onsite and a minimum of seven additional similarly licensed security guards shall be available within the greater Swap Meet premises during the hours of live entertainment and until all patrons have vacated the stage and canopy area. The guards shall be plainly identifiable by uniform.
9. The Public Safety Department shall review and approve the security camera locations and orientations, including comprehensive camera views of the establishment interior, exterior, and parking lot. The applicant shall maintain the approved security camera system, including network video recorder (NVR), in good working condition in perpetuity. The equipment shall be utilized at all times during normal business hours. In the event of an incident and upon request, the business owners shall allow unimpeded inspection of the security camera system to City representatives.
10. The live entertainment provided shall not be audible beyond the area under control of the applicant. The live entertainment shall not disturb the neighbors.
11. During the hours of live entertainment, an owner, the manager, or a designated responsible person 21 years of age or older shall be on the premises and shall be responsible for the operations during the hours of live entertainment. This person shall possess on his or her person a valid driver license or identification card issued by the California Department of Motor Vehicles (DMV). This person

- shall also be able to communicate effectively with regulatory officials and have the ability to immediately contact the owner. The person will immediately introduce himself or herself to any regulatory officials.
12. The owners, managers, and persons designated to be responsible for the operation of the business shall cooperate fully with all City of Paramount officials and law enforcement personnel, and shall not obstruct or impede their entrance into the licensed premises while in the course of their official duties.
 13. All employees shall possess at the site a valid driver license or identification card issued by the California Department of Motor Vehicles (DMV). They shall present such identification upon demand by any regulatory official.
 14. An active City of Paramount business license shall be maintained current with prompt annual renewals.
 15. The person designated to be responsible for the operation of the business shall not perform official police or investigative activities but shall immediately report every violation of law and every unusual occurrence to the Sheriff's Station.
 16. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee shall be immediately removed or painted over to match the predominant surface color.
 17. The approved site plan shall not be changed without prior approval by the Community Development Department and the Sheriff's Department.
 18. The applicant shall be responsible for maintaining the entertainment area free of litter.
 19. All required permits and licenses from all relevant regulating bodies shall be valid at all times. A copy of all licenses, permits, and conditions shall be posted and maintained in a place conspicuous and readable by all employees and customers of the location.
 20. Special events shall be reviewed in accordance with Special Event Permit regulations by the Community Development Department. The applicant shall submit a Special Event Permit application at least two weeks in advance of a proposed event.
 21. Performances with a separate paid admission from the Swap Meet general admission and performances expected to meet or exceed the maximum seating capacity shall be reviewed and approved separately by the Community Development Department through the Special Event Permit process. The applicant shall submit a Special Event Permit application at least two weeks in advance of a proposed event.

22. Landscaping shall be maintained in a thriving, clean condition for perpetuity. Trees shall be trimmed in accordance with Section 44-112 of the Paramount Municipal Code. Mature trees shall not be removed without written authorization by the Community Development Department.
23. Final approval by the Community Development Department is required before live entertainment shall be permitted. All conditions of approval shall be met prior to final approval by the Community Development Department.
24. Revisions to an existing City Council Permit require separate review and approval by the City Council. City Council Permits expire upon sale or transfer of the business to a new business owner.
25. Failure to comply with the above conditions and/or any applicable laws shall be cause for the modification, suspension, or revocation of this permit.

CITY OF PARAMOUNT
LOS ANGELES COUNTY, CALIFORNIA

RESOLUTION NO. 16:023

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PARAMOUNT SETTING FORTH ITS FINDINGS OF FACT AND DECISION RELATIVE TO THE APPROVAL OF THE APPLICATION FROM MODERN DEVELOPMENT COMPANY DBA PARAMOUNT SWAP MEET FOR A CITY COUNCIL PERMIT FOR LIVE ENTERTAINMENT AT 7900 ALL AMERICA CITY WAY

THE CITY COUNCIL OF THE CITY OF PARAMOUNT HEREBY FINDS, DETERMINES, RESOLVES AND ORDERS AS FOLLOWS:

WHEREAS, the City Council of the City of Paramount has received an application from Modern Development Company ("Applicant") for a City Council Permit to allow live entertainment at Modern Development Company dba Paramount Swap Meet at 7900 All America City Way; and

WHEREAS, Section 11-5 (n) (8) of the Paramount Municipal Code requires the City Council to announce reasonable findings and determination that the applicant and its employees having the management or supervision of applicant's business are of good and moral character and reputation and that the proposed amusement or live entertainment operation under the permit will comport with the peace, health, safety, convenience, morals and general welfare of the public; and

WHEREAS, Section 11-5 (n) (8) of the Paramount Municipal Code requires that any City Council Permit for live entertainment issued shall be subject to the requirements and conditions imposed by the City Council.

NOW THEREFORE, IT IS HEREBY RESOLVED BY THE PARAMOUNT CITY COUNCIL AS FOLLOWS:

SECTION 1. The above recitations are true and correct.

SECTION 2. The City Council finds that the evidence presented does justify the granting of this application, subject to those requirements and qualifications stated in Section 11-5 (n) of the Paramount Municipal Code and the following conditions:

1. This City Council Permit shall not be effective for any purposes until the applicant or representative has filed at the office of the Community Development Department an affidavit stating awareness and acceptance of all conditions of this permit. The affidavit shall be submitted by Friday, October 7, 2016. The City Council Permit shall not be effective until all conditions are addressed.

2. If either the Community Development Director or Public Safety Director determines that the operation of the business negatively impacts the public peace, health, safety, or general welfare, the City Council shall have the authority to reconsider the City Council Permit. The City Council may revoke, suspend, or modify the Permit in order to protect the public peace, health, safety, and general welfare.
3. The City Council shall review the status of compliance with the approved conditions at the first City Council meeting six months after permitted live entertainment performances commence.
4. The applicant shall meet all requirements and conditions of the Department of Alcoholic Beverage Control (ABC) and Conditional Use Permit No. 367.
5. Live entertainment shall only be permitted from a performance stage following separate Development Review Board review and approval of the stage and associated canopy and the issuance and finalization of building permits.
6. Live entertainment shall only be permitted on Saturdays and Sundays from 10:00 a.m. to 4:00 p.m.
7. All live entertainment shall be directly contracted through the business owners. Entertainment and other events produced by independent promoters are prohibited.
8. A minimum of one security guard in possession of a valid security guard registration from the Bureau of Security and Investigative Service shall be immediately onsite and a minimum of seven additional similarly licensed security guards shall be available within the greater Swap Meet premises during the hours of live entertainment and until all patrons have vacated the stage and canopy area. The guards shall be plainly identifiable by uniform.
9. The Public Safety Department shall review and approve the security camera locations and orientations, including comprehensive camera views of the establishment interior, exterior, and parking lot. The applicant shall maintain the approved security camera system, including network video recorder (NVR), in good working condition in perpetuity. The equipment shall be utilized at all times during normal business hours. In the event of an incident and upon request, the business owners shall allow unimpeded inspection of the security camera system to City representatives.
10. The live entertainment provided shall not be audible beyond the area under control of the applicant. The live entertainment shall not disturb the neighbors.
11. During the hours of live entertainment, an owner, the manager, or a designated responsible person 21 years of age or older shall be on the premises and shall

- be responsible for the operations during the hours of live entertainment. This person shall possess on his or her person a valid driver license or identification card issued by the California Department of Motor Vehicles (DMV). This person shall also be able to communicate effectively with regulatory officials and have the ability to immediately contact the owner. The person will immediately introduce himself or herself to any regulatory officials.
12. The owners, managers, and persons designated to be responsible for the operation of the business shall cooperate fully with all city officials and law enforcement personnel, and shall not obstruct or impede their entrance into the licensed premises while in the course of their official duties.
 13. All employees shall possess at the site a valid driver license or identification card issued by the California Department of Motor Vehicles (DMV). They shall present such identification upon demand by any regulatory official.
 14. An active City of Paramount business license shall be maintained current with prompt annual renewals.
 15. The person designated to be responsible for the operation of the business shall not perform official police or investigative activities but shall immediately report every violation of law and every unusual occurrence to the Sheriff's Station.
 16. Any graffiti painted or marked upon the premises or on any adjacent area under the control of the licensee shall be immediately removed or painted over to match the predominant surface color.
 17. The approved site plan shall not be changed without prior approval by the Community Development Department and the Sheriff's Department.
 18. The applicant shall be responsible for maintaining the entertainment area free of litter.
 19. All required permits and licenses from all relevant regulating bodies shall be valid at all times. A copy of all licenses, permits, and conditions shall be posted and maintained in a place conspicuous and readable by all employees and customers of the location.
 20. Special events shall be reviewed in accordance with Special Event Permit regulations by the Community Development Department. The applicant shall submit a Special Event Permit application at least two weeks in advance of a proposed event.
 21. Performances with a separate paid admission from the Swap Meet general admission and performances expected to meet or exceed the maximum seating capacity shall be reviewed and approved separately by the Community

Development Department through the Special Event Permit process. The applicant shall submit a Special Event Permit application at least two weeks in advance of a proposed event.

22. Landscaping shall be maintained in a thriving, clean condition for perpetuity. Trees shall be trimmed in accordance with Section 44-112 of the Paramount Municipal Code. Mature trees shall not be removed without written authorization by the Community Development Department.
23. Final approval by the Community Development Department is required before live entertainment shall be permitted. All conditions of approval shall be met prior to final approval by the Community Development Department.
24. Revisions to an existing City Council Permit require separate review and approval by the City Council. City Council Permits expire upon sale or transfer of the business to a new business owner.
25. Failure to comply with the above conditions and/or any applicable laws shall be cause for the modification, suspension, or revocation of this permit.

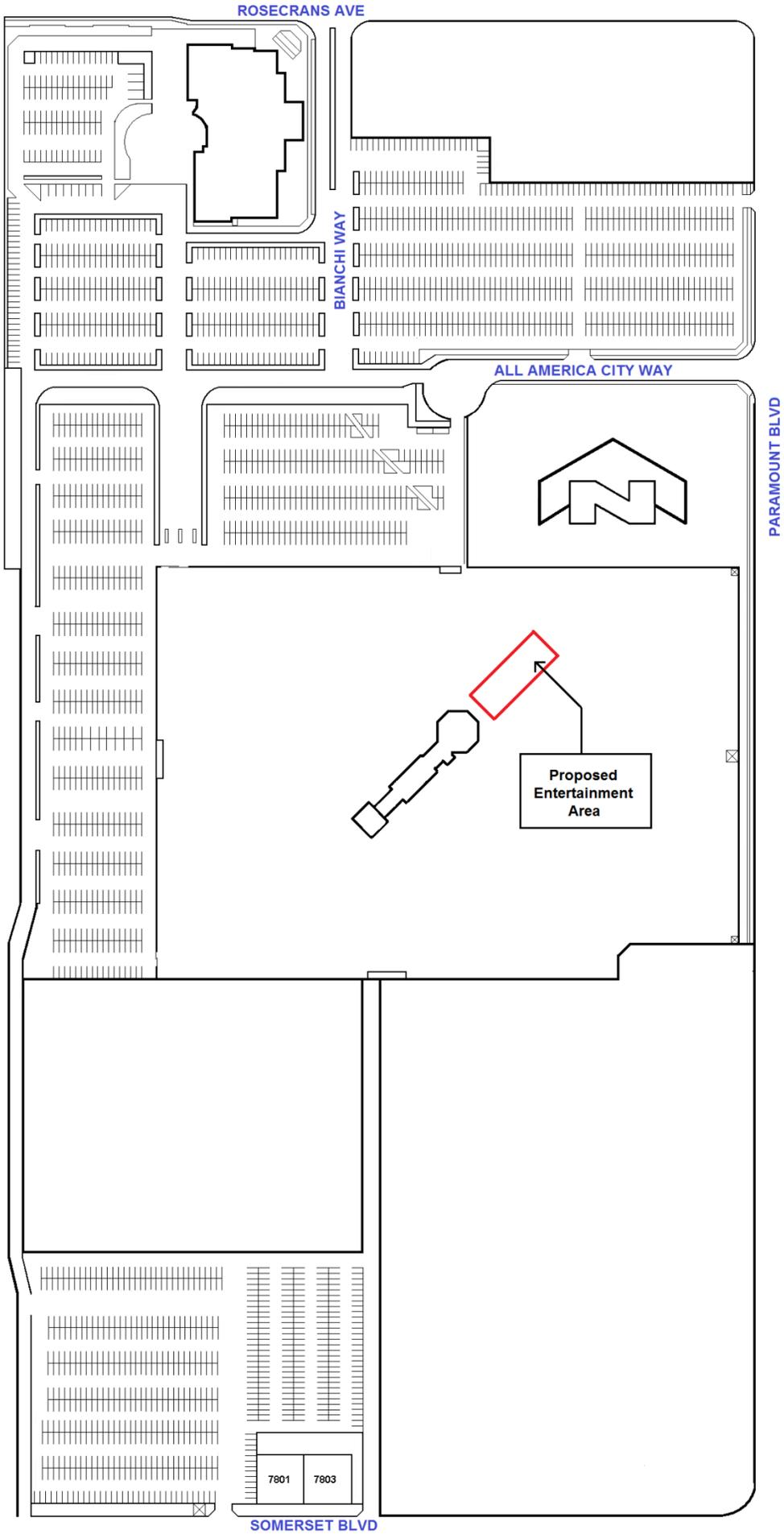
SECTION 3. This Resolution shall take effect immediately upon its adoption.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of Paramount this 20th day of September, 2016.

Daryl Hofmeyer, Mayor

ATTEST:

Lana Chikami, City Clerk



ROSECRANS AVE

BIANCHI WAY

ALL AMERICA CITY WAY

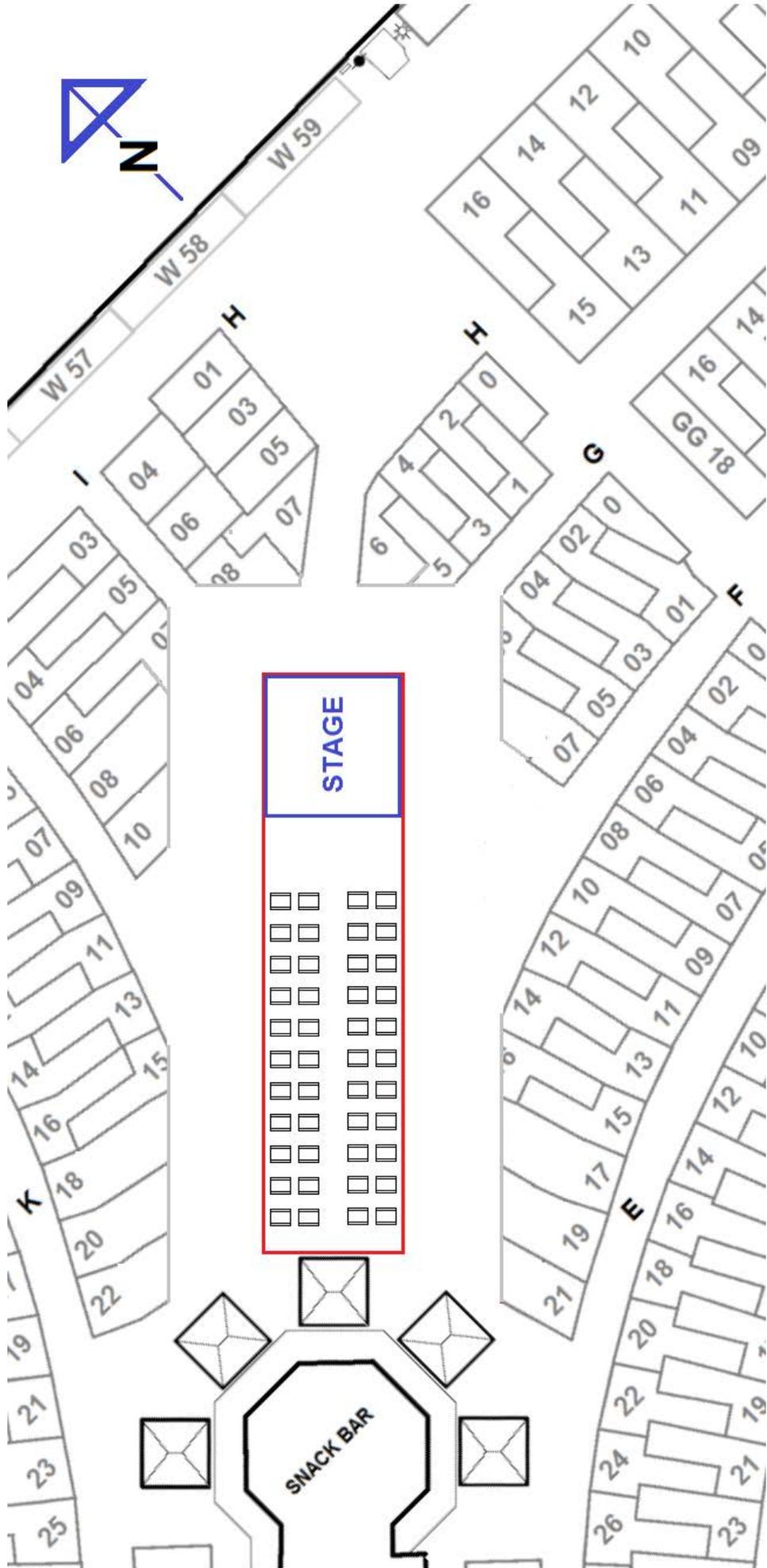
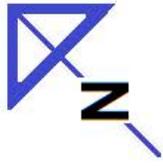
PARAMOUNT BLVD

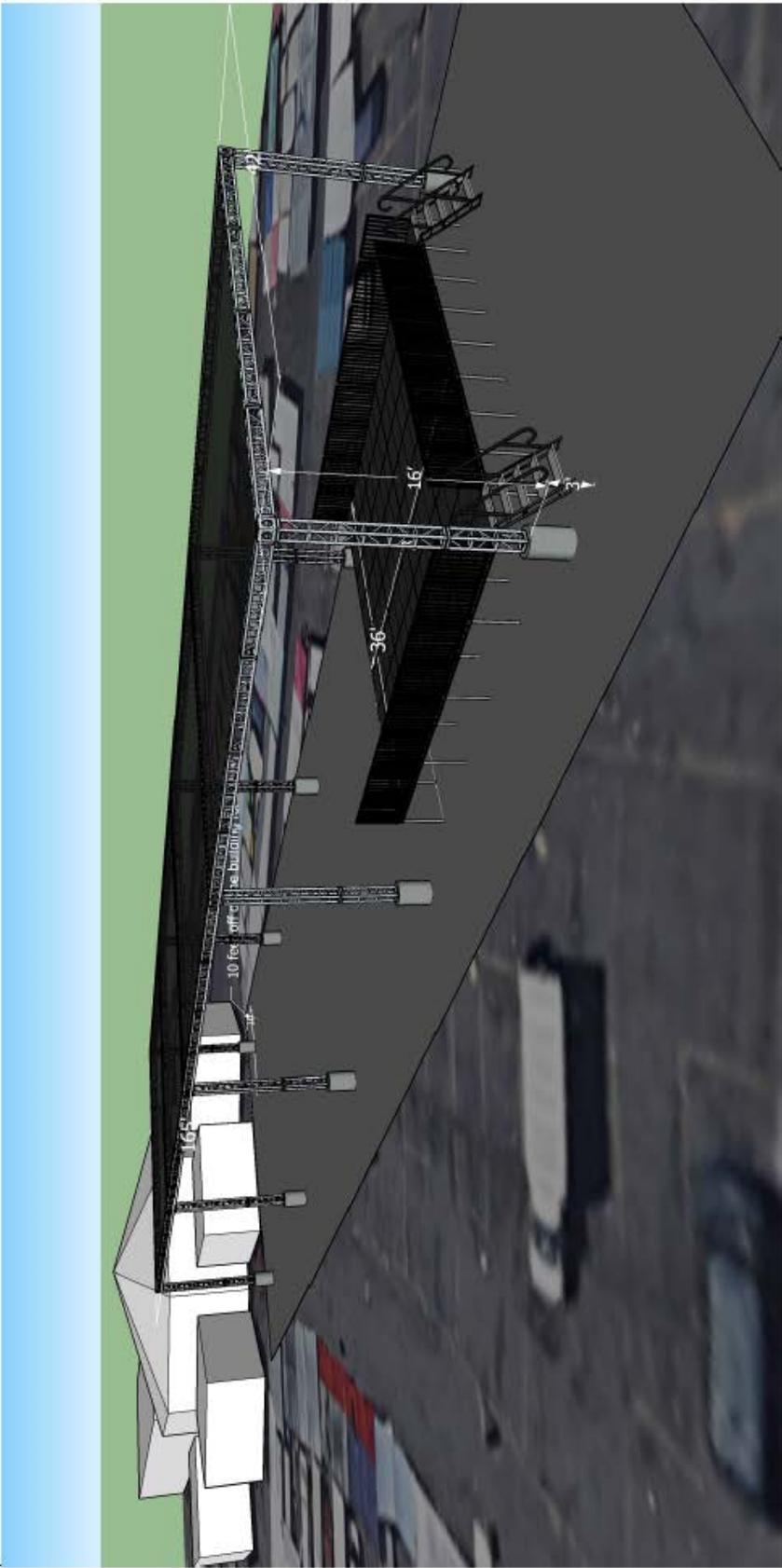
SOMERSET BLVD

Proposed
Entertainment
Area

7801

7803





SEPTEMBER 20, 2016

PUBLIC HEARING – FY 2015-2016 CONSOLIDATED ANNUAL
PERFORMANCE AND EVALUATION REPORT
(CAPER)

1. HEAR STAFF REPORT
2. OPEN THE PUBLIC HEARING
3. HEAR TESTIMONY IN THE FOLLOWING ORDER:
 - (1) THOSE IN FAVOR
 - (2) THOSE OPPOSED

4. MOTION TO CLOSE THE PUBLIC HEARING

MOVED BY: _____

SECONDED BY: _____

5. MOTION IN ORDER:

RECEIVE AND FILE THE FY 2015-2016 CAPER, AND AUTHORIZE THE
FINANCE DIRECTOR TO SUBMIT THE CAPER TO HUD.

APPROVED: _____

DENIED: _____

MOVED BY: _____

SECONDED BY: _____

ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____



To: Honorable City Council
From: John Moreno
By: Karina Lam Liu/ Esther Luis
Date: September 20, 2016

Subject: Public Hearing Regarding FY 2015-2016 Consolidated Annual Performance and Evaluation Report (CAPER)

The U.S. Department of Housing and Urban Development (HUD) requires that the City Council annually conduct a public hearing to allow for comments regarding the City's Consolidated Annual Performance and Evaluation Report (CAPER). The CAPER is a federally-required annual review of the City's progress toward meeting the objectives specified in the City's five-year Consolidated Plan for use of Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) funds.

In May 2012, the City Council approved the Consolidated Plan for the period of July 1, 2012 through June 30, 2017. The Consolidated Plan and the FY 2015-2016 Action Plan describe how the City plans to use CDBG and HOME funds. The Consolidated Plan coordinates all elements of community development, housing, neighborhood development and economic development into a single Strategic Plan. The CAPER discusses the City's performance in meeting the Strategic Plan goals this past year.

During FY 2015-2016, the City's fourth year of the five-year cycle, we received \$839,771 in CDBG funds and \$223,045 in HOME funds for a total formula grant allocation of \$1,062,816. Additionally, \$463,336 in prior year unallocated CDBG funds were budgeted for a total CDBG/HOME budget of \$1,526,152. These funds were used to meet the Action Plan goals, including funding for fair housing and landlord-tenant mediation services, graffiti removal, code enforcement, commercial rehabilitation, capital improvements, and housing rehabilitation. The City came close to meeting or exceeded its one-year goals and also met or exceeded the majority of its five-year goals. For more details on how the Strategic Plan goals were met, please refer to the attached summary.

As a prerequisite to submitting the CAPER to HUD, a public hearing must be held to allow citizens an opportunity to comment on the draft CAPER. A public notice was published in the Paramount Journal on September 1, 2016 to solicit public comments from interested citizens and to invite them to the City Council meeting if they wish to comment on this item. The draft CAPER was available for public review for a minimum period of 15 days from September 2, 2016 through September 20, 2016.

Recommended Action

It is recommended that the City Council conduct a public hearing to receive comments from citizens concerning the CAPER or the CDBG/HOME funded activities, and receive and file the FY 2015-2016 CAPER.

Executive Summary

Every year the City of Paramount receives Community Development Block Grant (CDBG) and Home Investment Partnership Grant Program (HOME) funds from the U.S. Department of Housing and Urban Development (HUD). The purpose of these funds is to assist the City in meeting the affordable housing and community development needs of its residents, particularly those of persons and families considered to have low- to moderate-incomes.

This Consolidated Annual Performance and Evaluation Report (CAPER) is the fourth CAPER of this planning cycle covering the period of July 1, 2015 through June 30, 2016. It describes the City's progress in meeting the goals and objectives outlined in the City's Consolidated Plan. The City of Paramount came close to meeting or exceeded its 5-Year Consolidated Plan goals and 1-Year Action Plan goals as shown in the table below.

2015-2016 Program Year Activities

Activity	Accomplishment Units	2016 Goals	2016 Accomplishments
CDBG Administration	N/A	N/A	N/A
Fair Housing Activities	People Served	180	217
Graffiti Removal	Incidences of Graffiti Removal	4,500	3,783
Code Enforcement (LMA Residential)	Housing Units Cited	350	369
Code Enforcement (SBA Commercial)	Number of Citations	200	172
Commercial Rehabilitation Program	Businesses	1	In Progress
Orange Splash Pad*	Public Facilities	1	To be Canceled
Paramount Park Futsal Courts	Public Facilities	1	In Progress
HOME Administration	N/A	N/A	N/A
Home Improvement Program	Housing Units	5	7

*Funding for this project has been changed as reflected in the amended action plan.

The Fair Housing activity exceeded the City's expectations in terms of the number of people served by the Fair Housing Foundation to resolve landlord-tenant disputes and to handle fair housing discrimination claims. Both the number of incidences of Graffiti Removal in the City's low- and moderate-income census tract block groups and the number of SBA Commercial Code Enforcement cases initiated in the HUD-eligible areas were just under what was originally expected. However, the LMA Residential Code Enforcement cases exceeded the City's expectation as well as the total number of homes rehabilitated under the Home Improvement Program. Two (2) Commercial Rehabilitation Projects are under-way and will be completed during FY 2016-2017. In addition, the design for the Paramount Park Futsal Courts project has been completed and we expect construction to be finished during the next fiscal year. The City has considered using a different funding source to fund the Orange Splash Pad Project and therefore, will prepare an amendment for the cancellation of this project during FY 2016-2017.

A detailed breakdown of the five-year accomplishments using CDBG and HOME funds can be found in the summary of Specific Annual Objectives in Appendix "B" of the CAPER (available on the City's website at www.paramountcity.com).

SEPTEMBER 20, 2016

PUBLIC HEARING – FY 2015-2016 AND FY 2016-2017 ONE-YEAR
ACTION PLAN AMENDMENT

1. HEAR STAFF REPORT
2. OPEN THE PUBLIC HEARING
3. HEAR TESTIMONY:
 - (1) THOSE IN FAVOR
 - (2) THOSE OPPOSED
4. MOTION TO CLOSE THE PUBLIC HEARING

MOVED BY: _____

SECONDED BY: _____

5. MOTION IN ORDER:

APPROVE THE PROPOSED AMENDMENT TO THE FY 2015-2016 AND
FY 2016-2017 ONE-YEAR ACTION PLAN

APPROVED: _____ DENIED: _____

MOVED BY: _____

SECONDED BY: _____

ROLL CALL VOTE:

AYES: _____

NOES: _____

ABSENT: _____

ABSTAIN: _____



To: Honorable City Council

From: John Moreno

By: Karina Lam Liu/ Esther Luis

Date: September 20, 2016

Subject: Public Hearing Regarding 2015-2016 and 2016-2017 One-Year Action Plan Amendment

Background

In accordance with the City's Citizen Participation Plan for the Community Development Block Grant (CDBG) and HOME Investment Partnerships (HOME) programs, substantial changes to the One-Year Action Plan such as the increase or decrease in an activity budget greater than 50% of the original budget must be submitted for public review for 30 days prior to City Council consideration. The proposed amendment was published in the Paramount Journal on Thursday, August 18, 2016 and on Thursday, September 8, 2016.

This 2015-2016 and 2016-2017 Annual Action Plan amendment includes the cancellation of the 2015-2016 CDBG funded Orange Splash Pad project and the reallocation of \$125,000 of this activity fund and reallocation of \$47,926 of unexpended 2015-2016 Code Enforcement activity funds for a total of \$172,926 to existing activities in the 2015-2016 and 2016-2017 Action Plans. Also included is an additional \$117,861 for the 2015-2016 Paramount Park Futsal Courts project and \$55,065 for the 2016-2017 Commercial Rehabilitation Program. Both the proposed activities were previously included in the 2015-2016 and 2016-2017 Annual Action Plans. The City has identified a different funding source for the Orange Splash Pad project and determined that there has been a reduction in Code Enforcement activities over the last few years in HUD approved census tracts and considered better uses of CDBG funds by allocating \$172,926 to park improvement activities and Commercial Rehabilitation Program activities.

The City proposes to use these reallocated funds for Park Improvements, which fall under Consolidated Plan Goal S-L 3-4, which states "To sustain a suitable living environment, the City will implement projects to improve parks." Reallocated funds are also proposed for allocation to the Commercial Rehabilitation Program as shown in the following table:

2015-2016 & 2016-2017 Annual Action Plan Amendment

Source / Use	From	To
2015-16 Orange Splash Pad	125,000	-
2015-16 Code Enforcement (LMA)	3,200	-
2015-16 Code Enforcement (SBA)	44,726	
2015-16 Paramount Park Futsal Courts	-	117,861
2016-17 Commercial Rehabilitation Program		55,065
Total	172,926	172,926

Amended/Restated CDBG and HOME Uses for 2015-2016

Program/Activity	Approved	Amended
CDBG Administration	151,954	151,954
Fair Housing Foundation	16,000	16,000
Graffiti Removal	125,965	125,965
Code Enforcement (LMA)	275,000	271,800
Code Enforcement (SBA)	190,000	145,274
Commercial Rehabilitation Program	244,188	244,188
Orange Splash Pad	125,000	0
Paramount Park Futsal Courts	175,000	292,861
HOME Administration	22,304	22,304
Home Improvement Program	200,741	200,741
Total	1,526,152	1,471,087

Amended/Restated CDBG and HOME Uses for 2016-2017

Program/Activity	Approved	Amended
CDBG Administration	145,418	145,418
Fair Housing Foundation	16,000	16,000
Graffiti Removal	121,063	121,063
Code Enforcement (LMA)	250,000	250,000
Code Enforcement (SBA)	150,000	150,000
Commercial Rehabilitation Program	124,935	180,000
HOME Administration	23,685	23,685
Home Improvement Program	177,641	177,641
Affordable Housing Program - (CHDO - HOME)	35,528	35,528
Total	1,044,270	1,099,335

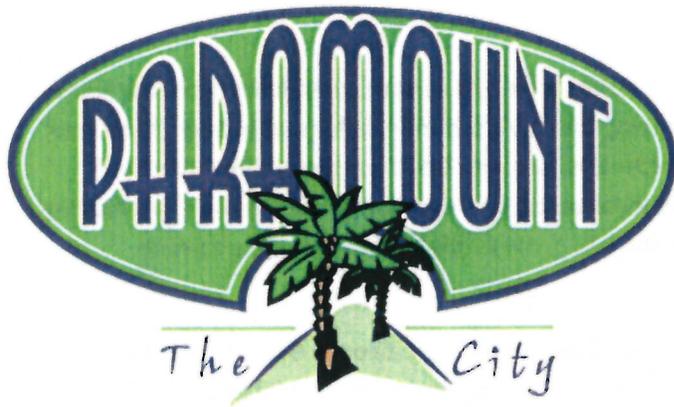
Recommended Action

It is recommended that the City Council conduct a public hearing to receive oral public comments and approve the proposed amendment to the FY 2015-2016 and FY 2016-2017 One-Year Action Plan.

SEPTEMBER 20, 2016

ORAL REPORT

COMMUNICATIONS ASSESSMENT REPORT



City of Paramount

Communications Assessment Report

August 2016

Submitted by **Ryder Todd Smith**
Karalee Darnell
Jon Barilone



TRIPLEPI SMITH
marketing • technology • public affairs

Executive Summary

The City of Paramount engaged Tripepi Smith to assess the City's current communications strategy and processes, with the long-term goal of strengthening the City's communications with its residents and businesses. To this end, Tripepi Smith conducted interviews with City Councilmembers, City Staff, representatives of partner public agencies, and involved citizens in order to analyze the City's existing communication platforms and determine how the City could improve and expand its current communication methods.

City communications and citizen engagement are a critical aspect of city operations. Maintaining open lines of communication with residents can avoid conflict, empower citizens to help improve their community, and deliver on the myriad benefits of transparency. The City of Paramount evidences a solid foundation for communications in its practices and executes certain aspects of communications with consistency and skill. The City staff also defines the communications experience as one of a strong customer service experience where the small-town experience allows staff to focus on individual connections with community residents.

Tripepi Smith's recommendations generally center on improving existing processes, documenting and formalizing policies and procedures, and better leveraging existing communication channels.

Additionally, Tripepi Smith identified specific areas for improvement in the area of communications with action steps in each of those areas. The general theme in these areas was either identifying how to improve upon existing processes or driving an evolution in strategy that could yield stronger communications for the City.

About Paramount

The City of Paramount is a small, urban community of over 54,000 residents and roughly 14,000 households, tucked between Bellflower, South Gate, Downey, Lynwood, Compton and Long Beach.¹ Per the 2010 U.S. Census Bureau, 42,547 Paramount residents (78.6%) identified as Hispanic or Latino of any race. Racial makeup of Paramount residents:

- 22,988 (42.5%) White²
- 6,334 (11.7%) African American
- 440 (0.8%) Native American
- 1,629 (3.0%) Asian

¹ Per 2010 U.S. Census Bureau data.

² "White" refers to a person having origins in any of the original peoples of Europe, the Middle East, or North Africa. The White racial category includes people who marked the "White" checkbox. It also includes respondents who reported entries such as Caucasian or White; European entries, such as Irish, German, and Polish; Middle Eastern entries, such as Arab, Lebanese, and Palestinian; and North African entries, such as Algerian, Moroccan, and Egyptian.

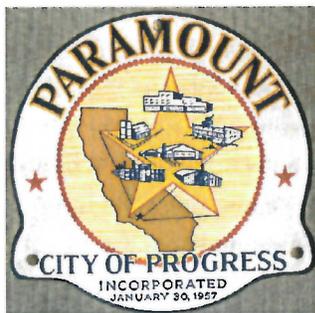
- 419 (0.8%) Pacific Islander
- 20,023 (37.0%) from other races³
- 2,265 (4.2%) from two or more races

The City's population is largely made up of working class Hispanic/Latino renters. Per the same 2010 U.S. Census data, the median household income is close to \$45,000 and approximately 22% of the population lives below the Federal poverty line. The owner-occupied housing unit rate from 2010-2014 within the City was 38.3% whereas the United States average was 64.4%. On average, there are approximately 4 persons per household with nearly 14,000 households in the City. 57% of the population age 25 or older is a high school graduate while the national average is 86.3%. 7.7% of the population age 25 or older has a Bachelor's degree or higher, compared to the 29.3% national average. Workers age 16 and older have an average work commute time of 27 minutes—on par with the U.S. average.⁴

The most common language spoken in Paramount other than English is Spanish. 76.3% of Paramount residents are speakers of a non-English language, which is much higher than the national average of 20.9%.

The City is especially known for its well-run school system (thanks in part to a single School District that serves the entire City), its stable government, its holiday events that draw in neighboring cities, and its historical industrial businesses. Anecdotally, multiple generations of families tend to stay in Paramount.

Due in large part to the long tenure of City staff and City Councilmembers, the City's services are efficient, the Council's decisions are often unanimous, customer service is speedy, and the City contracts out key services as a way to manage costs. During interviews, City staff repeatedly affirmed that the City's government is "service-oriented" and willing to go "above and beyond" in serving the community.



The community of Paramount was created in 1948 when the U.S. Postmaster General ordered the merger of Hynes and Clearwater post offices. The name was taken from Paramount Boulevard, the main street extending throughout the city. The City officially incorporated on January 30, 1957 following a successful "Save Paramount for Paramount" campaign to stave off annexation by Bellflower, South Gate and Long Beach. The City's original seal contains the motto/slogan "City of Progress", along with depictions of various industrial and community-related buildings.

³ "Some Other Race" includes all other responses not included in the White, Black or African American, American Indian or Alaska Native, Asian, and Native Hawaiian or Other Pacific Islander race categories described above. Respondents reporting entries such as multiracial, mixed, interracial, or a Hispanic or Latino group (for example, Mexican, Puerto Rican, Cuban, or Spanish) in response to the race question are included in this category.

⁴ <http://quickfacts.census.gov/qfd/states/06/0670280.html>

The City gained some notoriety in the 1980s due to a 1982 report from the Rand Corporation, prepared for the U.S. Department of Housing & Urban Development, titled "Troubled Suburbs: An Exploratory Study." In it, Rand labeled the City of Paramount a "disaster area" due to its poor performance in eight of 16 "variables," such as crime rates, income, per-capita debt and education, the amount of deteriorated housing, and the number of people on government assistance. Other California cities sharing that same label were Huntington Park, National City, Baldwin Park, Bell Gardens and Compton.

Following that report, the community rallied together to improve quality of life within the City and address crime issues. From 1981 to 2001, "Part 1 crimes" such as homicide, rape, robbery, burglary and grand theft auto dropped 16.3%. From 1992-2002, Paramount spent approximately \$62 million on capital improvement. In 1988, the City was one of 10 communities to be designated an "All-America City" by the National Civic League. The National Civic League cited three programs/services in particular:

1. The Alternative to Gang Membership Program, which was developed in the early 1980s through a joint effort by the school district and the city. An anti-gang, 15-week curriculum is taught to all fifth-graders.
2. The city's Neighborhoods Lookin' Good program, which targets specific neighborhoods for cleanup, using volunteers, residents and city staff in fixing up areas at no cost to the residents.
3. The third program allows residents to evaluate the performance of the sheriff's deputies via evaluation cards turned in to the sheriff's station commander.

The Importance of Communications

Local government is the institution of government closest to the people. It is often a citizen's only point of civic engagement in any given year. It is also the most trusted form of government, due (in part) to the ability of residents to interact directly with elected leaders and City staff in the course of everyday life.⁵

Building and consistently executing a communications plan helps cities foster an engaged community. By leveraging established communications platforms and creating new ones, cities can inform residents of upcoming initiatives, alert citizens to community meetings, and organize the community in response to emergencies. To see the most benefit from their communication efforts, cities must build trust. Times of crisis are not the best time to begin a dialogue with the community. Reactionary communications on controversial community issues can appear artificial and desperate. Regular communications are essential to establishing trust with residents.

Paramount is a small community with busy residents that is largely underserved by mainstream media outlets. Consequently, the City cannot rely solely on conventional news outlets to adequately provide information to residents. It can, however, make use of a growing number of communication channels (especially digital ones) to promote City messaging and engage its community. This report documents

⁵ <http://www.gallup.com/poll/5392/trust-government.aspx>

the City's current processes, identifies successes, and suggests future goals for the City's communication efforts.

Engagement Approach Summary

In order to evaluate the City's current communications strategy and processes, Tripepi Smith met with leadership from departments within the City as well as outside agencies and community influencers that either create or consume City communications. These interviews allowed Tripepi Smith to assess existing communications from both internal and external viewpoints. For a full list of assessment participants, see Appendix A.

Having completed the interview process outlined above, Tripepi Smith set about documenting existing processes and platforms, identifying opportunities for improvement in City communications, and surfacing best practices that the City could most effectively integrate into existing processes. Consideration was given to organizational culture and fiscal viability.

A Changing Communications Landscape

During the course of the interview process, City staff repeatedly noted that regional media coverage (from the L.A. Times, the Long Beach Press-Telegram, etc.) is lacking and tends to focus on negative news versus promoting positive City services and programs. Community members recalled finding out about City news, events, programs and services through multiple City communication channels, but no single channel was a clear "go-to" for learning about important information.

The decline of the local newspaper across America and concurrent rise of the Internet has diversified sources for local news. The situation is made more complex by the consolidation of newspapers in L.A. County and the rise of a highly saturated market in remaining outlets. Paramount's conventional media market is dominated by Long Beach and Los Angeles. As a result, conventional media cannot be counted on to cover local news that relates to the City government and would be important to residents.

Additionally, residents have significantly evolved the tools they use to gather information. For large numbers of residents, this is through the Internet and delivered on traditional computers or mobile phones. The information may come from social media, online newspaper sites, bloggers or the City's own platforms. The possible channels of communication have only increased, so delivering messages to residents requires the dissemination of information across all available platforms to reach the widest possible audience.

Observations

Communications Observations

- The City routinely produces physical communications pieces. The Around Town and the Recreation Brochure/Newsletter are regularly produced and distributed. These publications are primarily in English-only.

- The City does not televise their meetings, and records audio only for the sake of ensuring accurate minutes are taken. Then the audio is deleted. Minutes are published online in English-only.
- The City's website is in need of an overhaul. It lacks mobile responsive design and is "dated" in its look. The backend content management system is limited and cumbersome, often resulting in Chris having to contact Highpoint to make basic changes that other CMS solutions would easily allow.
- The City has demonstrated a willingness to adopt new communication platforms. While relatively new to social media, the City is eager to reach different demographics through various online platforms.
- There is little evidence of a proactive media engagement strategy on larger City issues or significant proactive planning on social media posts and messaging.
- There is a significant media coverage void in the City. The City has room for improvement in leveraging community partnerships to their full potential to help fill this void.
- Staff in each Department seem to have little time left to dedicate to external communications without additional resources, whether budget or human capital.
- City social media posts are reaching a fraction of their potential audience. This is especially evident on Facebook, where we can see the potential audience is upwards of 30,000 individuals.
- Formal policies and procedures surrounding communications do not exist. Staff commented multiple times that they "just know" communications are to be funneled through the Public Information Officer, but no formal policies exist to solidify this.
- Regular meetings are held among management in the City, however communications is not a set agenda item for those meetings.
- Communications in the City seem to follow a cyclical pattern with staff "just knowing" what to do year over year. Strategic plans or master calendars are not in place for overall communitywide communications.
- The Recreation and Community Services Department is not marketed to its full potential, as evidenced by the recent suspension of some poorly attended sports programs (some of which may be returning). The programs the City provides to residents are significant, such as the STAR and PEP program, though the City could tout its proactive investment in the community more.
- Some City communications are bilingual, but there does not appear to be a formal policy on what qualifies for translation and when. There does not seem to be a targeted effort to engage ethnic media outlets.
- The City utilizes its Reverse 911 system (Blackboard Connect) to communicate with residents regularly, but the City is dependent on one or two staff with knowledge of the system to operate it. Also, Departments outside of Public Safety do not utilize the system as much as they could.

Branding Observations

Tripepi Smith offers the following observations regarding Paramount's identity:

- The City's logo is highly visible throughout the community and easy to remember.
- Materials from the City often vary in their look and feel, likely due to the lack of an overall branding "style guide."
- The City has some 'gateway' branding to notify you when borders are crossed between Paramount and neighboring cities. There are medians along major arterials that indicate when you have entered a new City.
- The City employs a graphic designer to produce all City material.
- The City's multiple social media accounts utilize the official City logo, though the colors of the logo vary. Certain departments and services have their own logos as well, which do not necessarily match/mesh with the overall City logo.
- City-owned facilities outside of the Civic Center have minimal City branding.
- There seems to be a lack of mission/vision statement cohesion across the City's various communication tools, whether online or printed.

And the following observations about its overall brand values, characteristics and distinct advantages were noted:

- It seems common for multiple generations of families to live in Paramount.
- City staff, Council and residents all seem to agree that Paramount's government is stable and well-run.
- Outside of Paramount, people often think of the Paramount from the 1980s, which evokes a place of crime, danger and bad schools. Those who return to Paramount after many years away find themselves surprised at how nice and improved the City is, yet the older reputation remains for many outsiders.
- Historically, Paramount's proximity to the notorious side of Compton has cast it in a negative shadow of this nationally known city.
- The City maintains a manufacturing base and industrial areas in a larger Los Angeles region that increasing pushes these types of business out to the Inland Empire or other states. Paramount remains business-friendly, yet responsive to residents. Unlike other industry towns (City of Industry or Vernon), Paramount addresses the needs of a large residential community while still delivering on the business needs of its commercial residents.
- The City has a proportionately large (and young) Latino population. These characteristics have a distinct impact on the nature of consumer services that will work in the City, and will impact economic development metrics for years to come.
- The nearly contiguous borders of the City and PUSD result in a shared constituency that enables a strong level of partnership.
- The relationship between the City and the PUSD was deepened by the Rand Report. Both organizations have supported each other's efforts to achieve improvements throughout the community.

- The STAR program and PEP program are evidence that the community makes major investments in its youth. These youth, in turn, become community leaders; these programs have long-term benefits.
- Paramount's label as a suburban "disaster area" and then working for decades to overcome that label is a true story of civic success. While some in the community might want to move on from that history, it also serves as a reminder that cooperation and commitment to community improvement can make a difference.

Strong Communication Fundamentals and a Commitment to Community Outreach

The City's current communications efforts are on the right track. The City has made significant investment in City Staff to support communications, including many years of support for a dedicated PIO position. This has only been further enhanced with the addition of a Social Media Analyst, two social media interns, and expansion of the platforms the City is using to connect with residents. Staff managing social media have a firm understanding of how different social media platforms operate and how information should be conveyed differently on each platform. Additionally, the City Staff's ability to consistently produce thoughtful and well-received citywide communications pieces evidences a communications capacity that some similarly sized cities are not consistently able to execute.

Areas where City Staff and existing processes excel include:

- The City's Instagram and Facebook assets are experiencing solid levels of growth and engagement month after month.
- The City utilizes tech-savvy individuals to produce social media content, especially photos and videos.
- The City Manager has a strong hand in driving social media adoption.
- No City departments or services have "gone rogue" and created their own social media accounts.
- The PIO is the de facto gatekeeper for the City's communications and all City staff appear to recognize this.
- City staff identified that the strength of the City's communications with the public was in its dedication to resident support and high-touch customer service.

City Communications Are Not Reaching Their Full Potential

Although Paramount has a variety of communications efforts with quality content, there is little evidence that these efforts are reaching a significant audience within the city. Given the fractured nature of communications, this is not a situation unique to Paramount. Tripepi Smith noted that:

- There are a variety of opportunities available to package the City's Recreation brochure with City government publications and further extend the reach of that brochure via digital communications and/or advertising.
- YouTube views of City-created video content averages viewership under 100.

- The City’s potential Facebook Page Reach is 33,000 Paramount residents, but the current Page Like/Fan count is approximately 1,700. Post Reach can range from a few hundred to over ten thousand, depending on the content and Post Type (Status, Link, Video, Photo, Event).
- The “Paramount Works” app has approximately 500 installs, which could be much higher given the number of residents and related number of smartphones in the community.
- The City’s “Blackboard Connect” service has approximately 9,100 residents enrolled on it, many of which were seeded with an initial dump of resident lines. This total could be higher given the value of this communication tool that can reach residents immediately via their mobile devices.
- The City has no email distribution list outreach effort, but has a treasure trove of email addresses as a result of its many resident services.

Recommendations

Based on the observations above, Tripepi Smith formulated the following recommendations to help the City enhance its communications, create platforms to engage its residents and reinforce its brand. These recommendations are formed with both a general goal, and specific actions to take to achieve the goal.

Create a New City Website

The City of Paramount website is in need of replacement in order to become the “go-to” communication channel for the City. The communications staff knows this and most others recognize this as well. The site’s look is old, the content management system is cumbersome, and it lacks certain key engagement elements. It is also not a mobile responsive design nor optimized for mobile platforms—a key element of any city’s web strategy, particularly for cities with lower income levels where a smartphone is often a primary computing device. While the City’s communication efforts have advanced significantly on social media platforms, these all generally drive traffic to or link back to the core repository of the City’s website.

Drive Online Audience Growth

The City of Paramount is producing communication assets that excel compared to many other cities. The social media team that produces on-camera personalities with a loose tone that comports well with social media is unique in local government. The team also demonstrates skills with social media tools and the technologies that power them. However, the audience that is being reached—while growing—is not large. The fixed cost of producing these communications are not being sufficiently leveraged across a larger audience. To that end, the City should invest in audience growth tactics and long-term strategies that will cost more in the near future but yield higher outreach results.

Integrate Communications Planning Throughout the City

Paramount is organized to have a centralized structure for executing communications in the City through the Public Information Officer. That places a lot of responsibility on the Public Information Officer to monitor the various communications across Departments. It also means that the planning and execution for communications comes out of that function. There was little evidence of proactive communication planning and anecdotal evidence that ad hoc conversations drove week-to-week or day-

to-day decisions. With longer-term goals and plans, the City can build out a more consistent experience when it comes to external communications with the community.

Evaluate Enhanced Transparency Initiatives

By all accounts and reputation, the City of Paramount is a well-run City with a dedicated staff, ethical leadership and a City Council committed to advancing the community. This is a great asset for the City and its residents. Further, it runs in stark contrast to many other neighboring cities that have well-documented histories of political instability and related negative headlines. That said, sunlight and the defense afforded by transparency are a critical part of the ethos of government, and ongoing efforts to expand transparency—such as additional communications in Spanish and recording Council meetings—should be evaluated.

Create Policies and Procedures to Provide Guidance for Media Relations

Staff at the City of Paramount communicated that there are not established procedures relating to communications. Staff did identify a “de facto” operating procedure in the course of the assessment regarding the handling of media inquiries, but it should be formalized in writing. While there is no evidence that lack of a policy has led to an issue or crisis for the City, providing guidance to staff will help ensure information is shared in the City and clarify the role the PIO takes in handling communications for the City.

Develop a Media Engagement Strategy

Tripepi Smith noted that Paramount is in a saturated media market with little reliable coverage of the City. The changing media landscape means that more and more, organizations must rely on direct communication with the public. However, traditional media is still an important component of the current communications landscape. Reporters provide different perspectives and viewpoints that engaged residents will consider separately from City materials. By building stronger relationships with reporters, the City can potentially expand outreach of its messaging.

Establish an Emergency Communications Plan

Should the Emergency Operations Center (EOC) be activated, staff members need to know the roles they will play. Establishing an Emergency Communications Plan will clearly outline communications responsibilities in a crisis/emergency situation.

Expand Direct Electronic Communications with Residents

Direct electronic communication is a timely, cost-effective way to reach a large audience instantaneously. Examples include email campaigns, text alert systems and broadcast media. More and more, the public is accustomed to receiving information electronically. Therefore, Tripepi Smith recommends the City pursue more direct electronic communications as a core part of resident outreach.

Develop a Social Media Strategy & Policy

Social media is an integral part of any communications plan for cities today. Staff realizes residents have come to expect their government to engage via social media channels and has adopted a number of

social media platforms. However, all platforms have relatively modest followings. Tripepi Smith recommends that the City invest in tactics to expand its social media presence, establish policies that outline internal staff responsibilities, and form long-term strategies that drive growth.

Communications Metrics: Measure What Matters

The City of Paramount does not regularly gather available metrics for a number of the City's communications platforms. For example, data on website activity is not reviewed or shared with management and only in certain cases will the success of a particular social media post or share be conveyed to the management team. Collecting and reviewing these metrics is important, but so too is converting the data into actionable steps for management.

Enhance Internal Communications to Empower Staff as Information Ambassadors

Staff universally acknowledged that the City places a strong emphasis on customer service and individual attention. This requires effective one-on-one engagements by City Staff with residents to answer their questions in a timely and professional manner. This is also an opportunity for the City to leverage a strength of customer service to turn each staff person, particularly those on the front lines of engaging with the public, into ambassadors for the City's efforts and communication platforms.

Experiment with "Around Town" Design and Content

The Around Town is the dominant communication platform for the City and represents one of the most heavily-invested-in communication assets when considering print cost, postage fees and cost for staff labor to write content, design, layout and proof. Improvement in design and content could yield an even higher return on the investment in print costs and postage fees.

Branding Recommendations

In addition to the above identified recommendations for improving overall city communications, Tripepi Smith also has recommendations to offer in light of our observations about the City's brand.

Carefully Weigh the Merits of Sticking with the Current Identity

The City has done a good job of using its identity with consistency in many areas. From Councilmembers to members of the public, people know when they see the City of Paramount logo. However, this familiarity with the logo is a double-edged sword. On the one hand, residents and businesses recognize it and the brand experience that goes along with it. On the other hand, changing the logo comes with risks of losing all the built-up identity capital.

Create a Brand Style Guide

While the City has been effective in consistent use of the City logo and driving identity familiarity, it has been less successful at ensuring the logo element is respected and consistent. Other City departments and services have produced their own independent identity efforts, sometimes shedding the City's logo altogether. This undermines the efforts of the PIO and communications team to drive consistency in appearance and identity. Creating a single "Style Guide" should unify the City's brand across departments/services.

Explore a City Brand Statement

While the identity is well understood by the City Staff and Councilmembers, what the brand of Paramount is—what it stands for, what it means to the residents of the City and developers outside the city—is more murky. Before setting out to explore changes to the logo or a City motto, the City Staff and Council should develop a brand statement that can guide the City’s messaging and identify the look and feel of communications produced by every Department in the City.

Define a City Motto

The City currently lacks a single, recognizable, agreed-upon motto. A City motto is one way for a City to evoke its characteristics, values and priorities in its communication materials in a short and powerful statement. It describes the essence of the community and the City’s vision in a single phrase.

Integrate Themes into City Communications

During the fact-finding process, Tripepi Smith heard a number of recurring themes from staff, teens, adult residents and Councilmembers. Tripepi Smith recommends focusing on the following themes in City messaging: public safety, community improvement, school partnership and youth culture.

Establish a Consistent Look to City Communications

Communications from the City should have a consistent look and feel that is both modern and professional. A lack of a unified style can create an unprofessional appearance with materials all having different levels of finesse. The City should adopt a consistent design template, including font, color scheme, and graphics, that give residents a visual queue to recognize official communications from the City. Further, this brand should be present on both the serious communications about crime or infrastructure and the more “fun” items such as Recreation programming to ensure the City earns the positive brand sentiment it deserves for running significant programs for the community.

Conclusion

The City of Paramount has made critical investments over many years in communications. This is most evidenced by the consistent presence of a Public Information Officer even through the great recession when other cities were cutting PIOs loose because communications was a “luxury not a priority.” In Paramount, it is clearly a priority. The new City Manager’s willingness to pursue social media aggressively with Council support also demonstrates a willingness to evolve and find new audiences. It also demonstrates that staff recognizes their resident demographics continue to change and the platforms that reach those audiences have changed as well.

The City benefits from the immense stability of the City Council and Staff. The tenure of the management team results in a cohesive operation where each manager appears to know their role, understand the role of their fellow department director and they work cooperatively to deliver for the community. This aids the communications process because each year is a chance to improve, not just re-learn lessons of the past, and there are few silos to communications.

City branding is not as strong as the City's execution of communication activity. While the identity is clear, the desired brand experience or emotions that that identity intend to evoke are not. The competitive advantage positioning of Paramount to external audiences for economic development purposes is not clearly defined. Nor are the key messages and emotions that the City wants residents to experience when they see the Paramount City logo.

There is much for the City to be proud of with the operational state of communications and the willingness to evolve. Tripepi Smith sought to identify numerous ways to help the City evolve communications even faster. Key elements such as wholesale replacement of the website, long-term strategy planning, analyzing communication metrics, and harvesting methods to directly connect with residents in the email inboxes reflect opportunities to do more and leverage a team of talent that works to deliver information to the residents of the City. It is our hope that implementation of these recommendations will continue to build up a community that is clearly on the rise.

SEPTEMBER 20, 2016

ORAL REPORT

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