



CITY COUNCIL MEETING

MAY 19, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

MAY 19, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Roll Call of Councilmembers

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

MAY 19, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

City Council Public Comment Updates

VIA REMOTE LIVE WEBCAST

Award of Contract for Replacement of Fence at Village Skate Park

May 19, 2020

Background

- Village Skate Park – eastern property line.
- Adjacent to the rail road tracks.
- Replace chain link fence with wrought iron.



Background

- Solicited bids in April, 2020
- Two bids were received:
 - A&G Sales - \$44,873.
 - A-1 Steel Fence Co. Inc. - \$48,000.

Funding

- Office of State Assembly Speaker Anthony Rendon - \$500,000
- Through California Natural Resources Agency
- Remaining balance for improvements at:
 - Paramount Park Pool
 - Progress Park Plaza

Recommended Action

It is recommended that the City Council award the contract for the Village Skate Park fence replacement to A&G Sales, Downey, California, in the amount of \$44,873, and authorize the Mayor or her designee to execute the agreement.

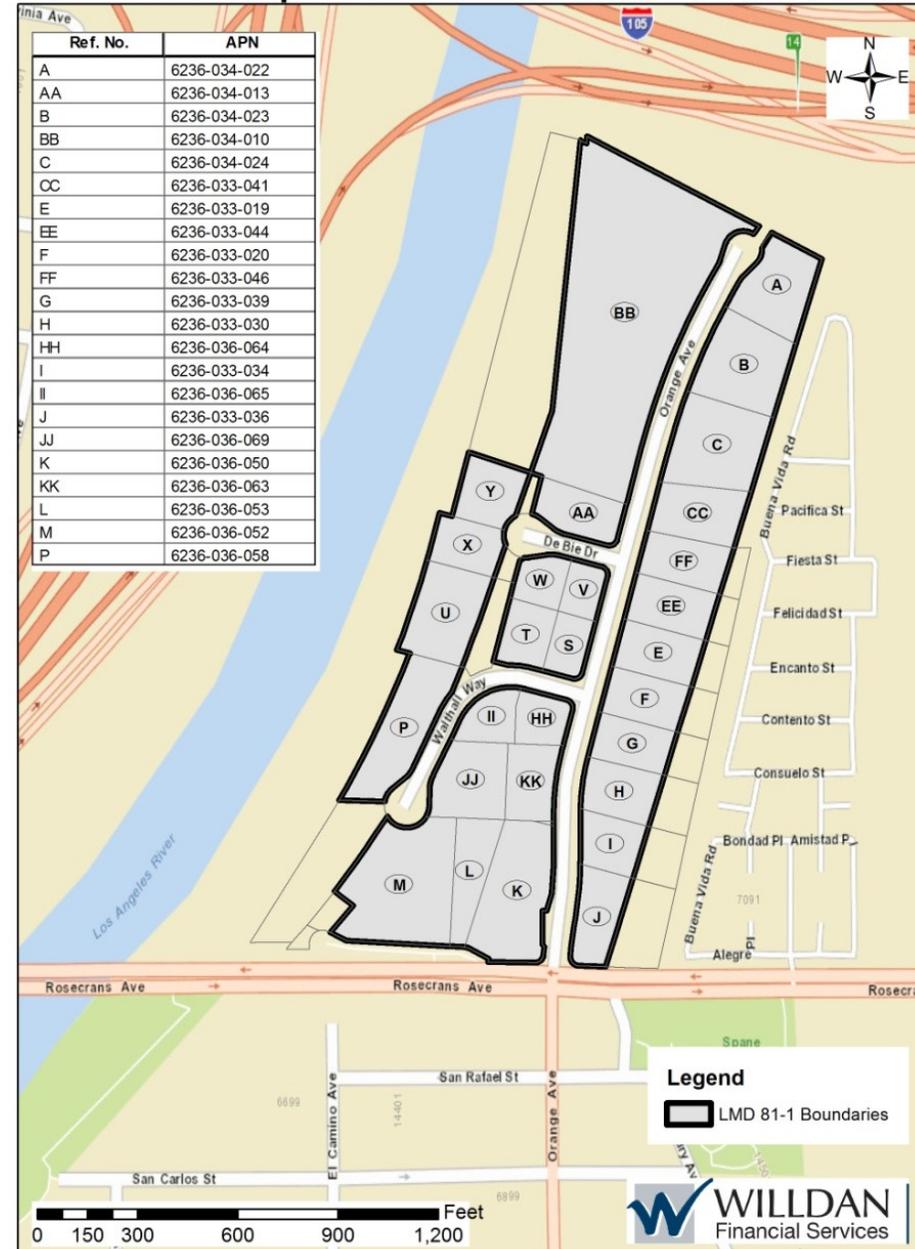
Award of Contract for Replacement of Fence at Village Skate Park

May 19, 2020

Resolutions No. 20:016 and No. 20:017

Annual Assessment for Landscape Maintenance District
No. 81-1

City of Paramount Landscape Maintenance District No. 81-1



Resolutions No. 20:016 and No. 20:017

Annual Assessment for Landscape Maintenance District
No. 81-1



Traffic Signal Warrant Studies

Alondra Boulevard at Passage Avenue

Garfield Avenue at 70th Street

May 19, 2020

City of Paramount



Background

- February 4, 2020 - City Council presentation on guidelines and criteria for installation of crosswalks and traffic signals.
- Requirements for “marked” and “unmarked” crosswalks.
- Requirements for traffic signal warrants.
- The City Council directed staff to perform a traffic signal study at the intersection of Alondra Boulevard at Passage Avenue and update the study at Garfield Avenue at 70th Street.

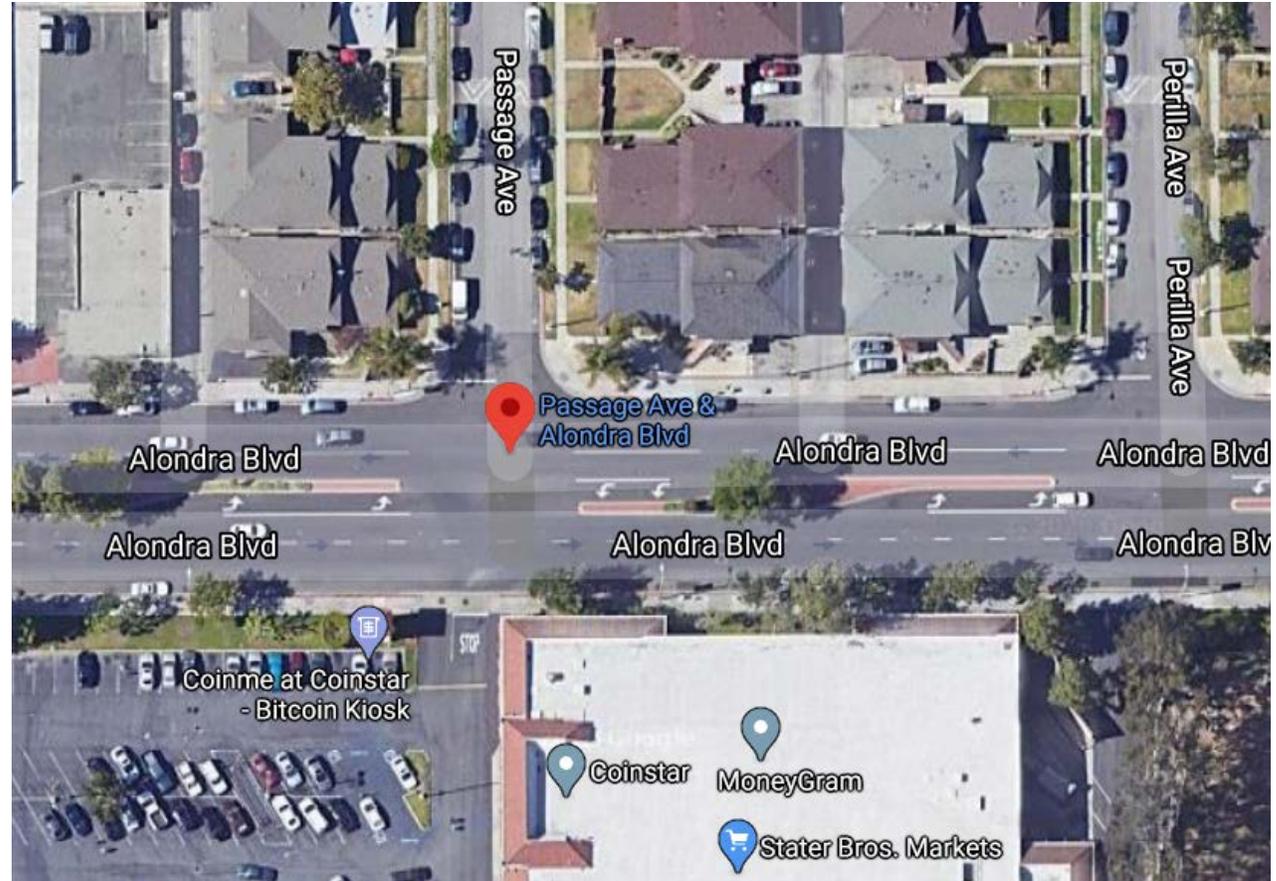


Traffic Signal

- The location met three warrants:
- Eight-hour volume
- Four-hour volume
- Collision History

- Located in the City

- Total Project Costs is \$400,000

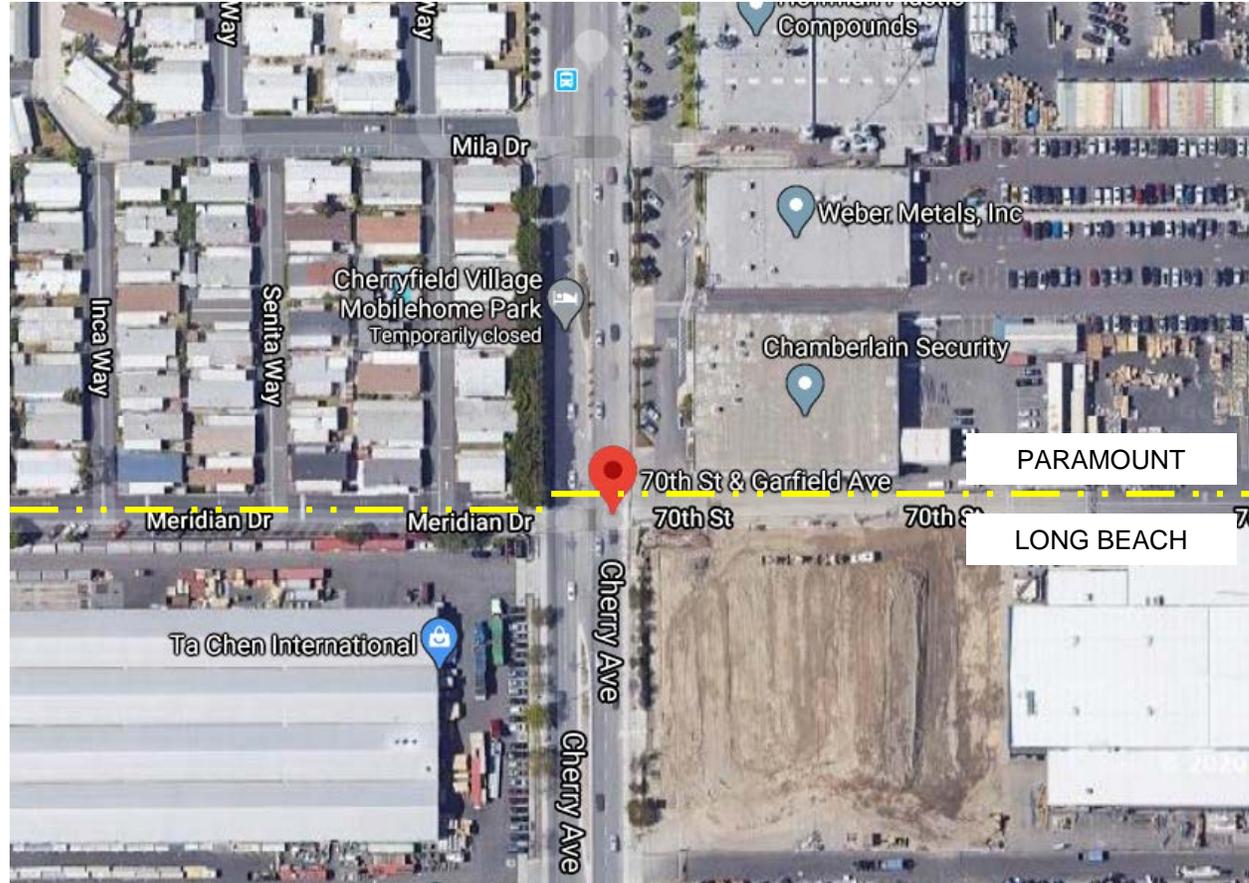


Alondra Boulevard at Passage Avenue



Traffic Signal

- The location met one warrants:
- Coordinated signal system
- Shared intersection with the Cities of Paramount and Long Beach
- Total Project Costs is \$400,000



Garfield Avenue at 70th Street



Project Summary

- Alondra Boulevard at Passage Avenue
 - State Traffic Warrants Met
 - Total Project Cost \$400,000
 - Funding for Design in Proposed FY21 Budget – Prop C

- Garfield Avenue at 70th Street
 - State Traffic Warrant Met
 - Total Project Cost \$400,000
 - Funding for Design in Proposed FY21 Budget – Prop C



Recommended Action

It is recommended that the City Council receive and file the traffic signal warrant studies, direct staff to appropriate eligible unallocated funds for the design of the traffic signal installations for Alondra Boulevard at Passage Avenue location and continue to coordinate with the City of Long Beach on project concurrence and cost share for the Garfield Avenue at 70th Street.



Traffic Signal Warrant Studies

Alondra Boulevard at Passage Avenue

Garfield Avenue at 70th Street

May 19, 2020

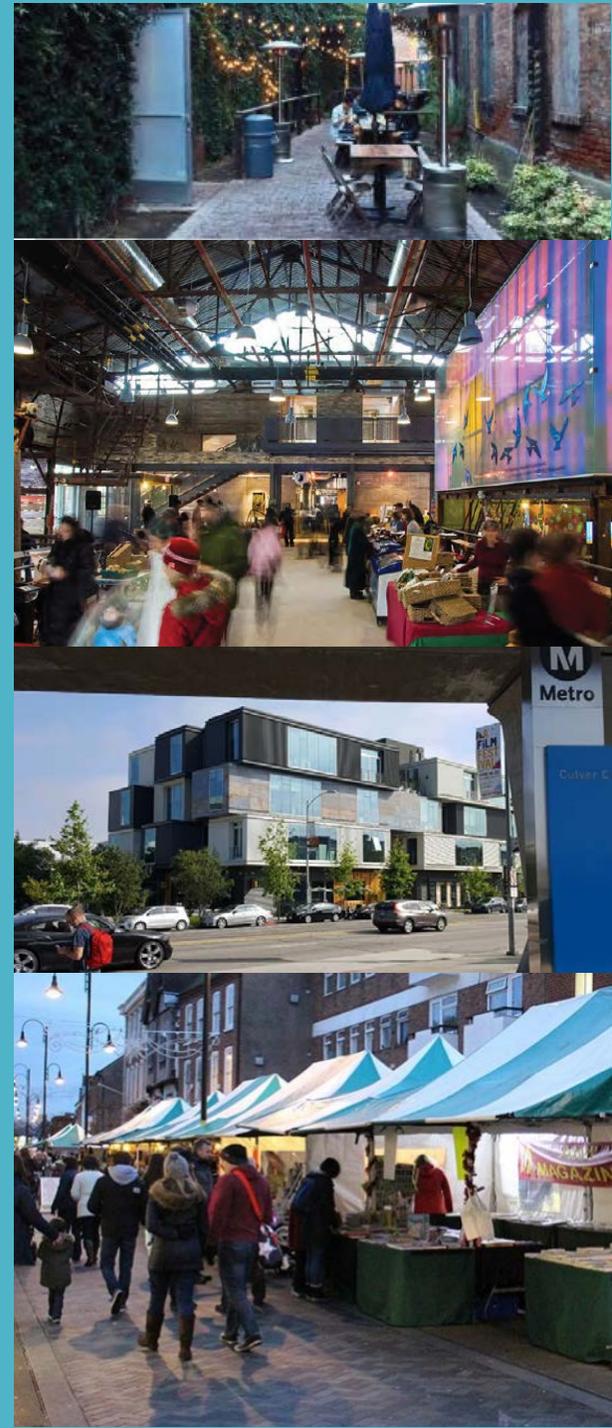
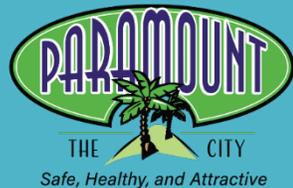
City of Paramount

Resolution No. 20:018

Local Government Planning Grants Program
(Local Early Action Planning – LEAP)

City Council

May 19, 2020



Background – AB 101

- July 2019 – Governor Newsom signed AB 101 (“Housing development and financing”)
- Established Local Government Planning Support Grants program, commonly known as **Local Early Action Planning (LEAP)**
- \$119 million for cities and counties
- California Dept. of Housing and Community Development (HCD) administers this grant
- One-time grant

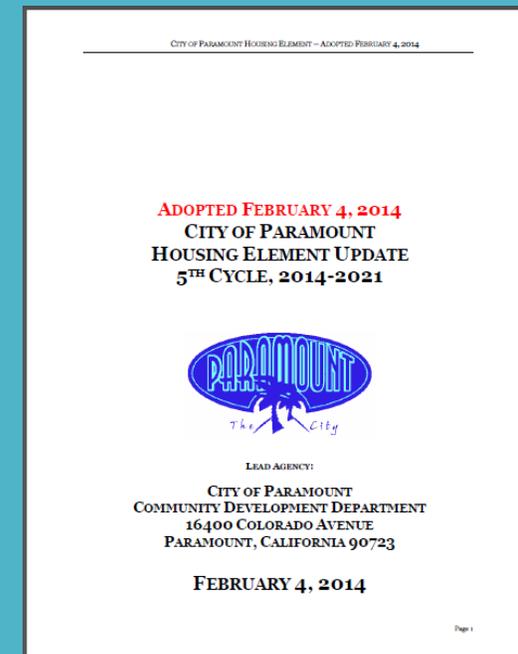
Background – LEAP

- January 2020 – HCD issued notice of availability for LEAP funds
- Purpose – assist jurisdictions in preparation & adoption of planning documents & process improvements related to housing
- Examples – general plans, community plans, specific plans
- Requires resolution authorizing staff to sign & submit the program application



Funding Option – Housing Element

- Grant funds based on population. Paramount eligible for **\$150,000**.
- Updating Paramount Housing Element a priority & best use of funds as it must be complete by **October 2021**
 - 6th Cycle of Regional Housing Needs Assessment (RHNA)
 - 8-year cycle from 2021 to 2029
- Housing Element update is complex, extensive, and requires substantial community input
- Planning Department is lead department



Funding Option – Climate Action Plan



- Another proposed expenditure of the LEAP grant is \$20,000 toward the **Paramount Climate Action Plan**
- Key component in City’s goal to be an environmentally sustainable community
- Housing focus – CAP will include goals and objectives promoting “smart growth” and transit-oriented development (TOD) principles to reduce GHG emissions
- City Council allocated \$10,000 in current fiscal year & additional funding from the Institute for Local Government (ILG)
- Public Works Dept. is lead department

Timeframe

- Application due July 1, 2020
- Housing Element will be completed October 2021
- Climate Action Plan will be completed December 2020

Recommended Action

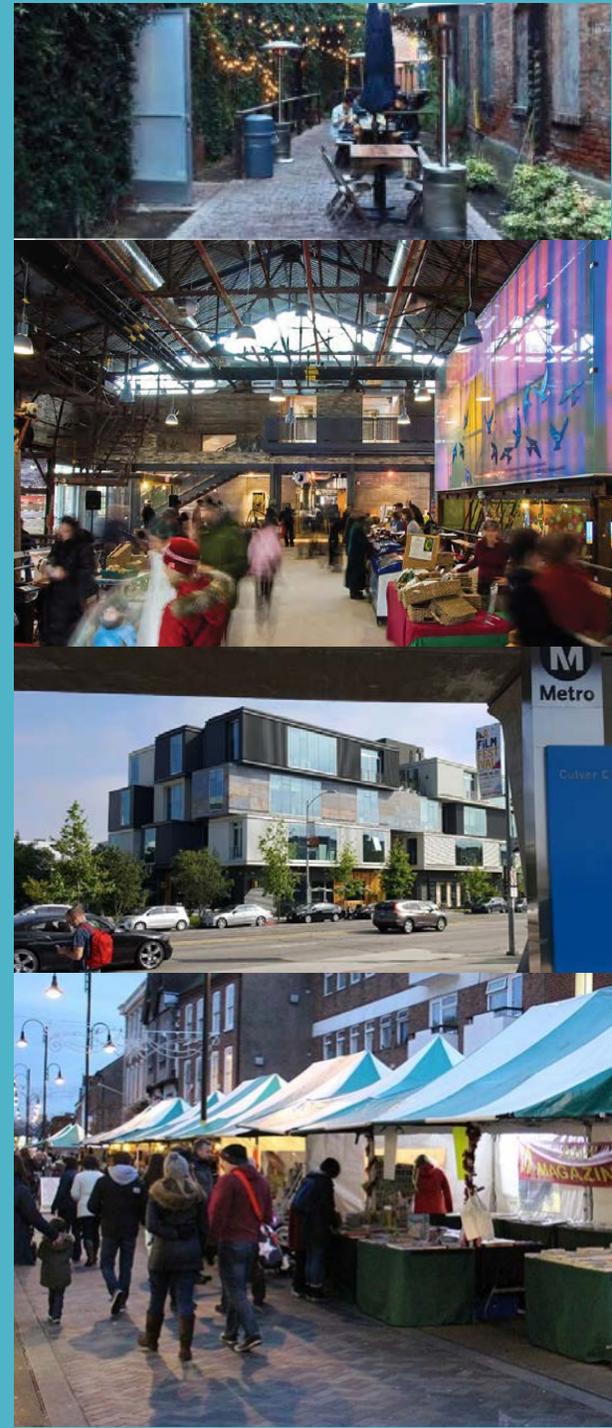
Read by title only and adopt Resolution No. 20:018

Resolution No. 20:018

Local Government Planning Grants Program
(Local Early Action Planning – LEAP)

City Council

May 19, 2020



Public Hearing:

Amendments to the FY 2017-2021
Consolidated Plan & FY 2019-2020
Annual Action Plan for CDBG Funding
related to the CARES Act (CDBG-CV)

Community Development Block Grant Coronavirus (CDBG-CV)

Background

- ▶ March 27, 2020: CARES Act (Coronavirus Aid, Relief, and Economic Security Act) became law
- ▶ Funding to provide stimulus measures to prevent, prepare for, and respond to the COVID-19 pandemic
- ▶ City of Paramount: \$466,928

Community Development Block Grant Coronavirus (CDBG-CV)

- ▶ Guidance from HUD will be released soon
- ▶ Funding can be used for Housing, Economic Development and Public Services
 - ▶ Emergency Rental Assistance Grant Program
 - ▶ Emergency Mortgage Assistance Grant Program
 - ▶ Emergency Small Business Assistance Grant Program

Community Development Block Grant Coronavirus (CDBG-CV)

- ▶ Reallocating \$120,457 existing Commercial Rehabilitation Program funding to COVID-19 relief
- ▶ Amendment
 - ▶ FY 2017-2021 Consolidated Plan
 - ▶ FY 2019-2020 Annual Action Plan

Amendment to FY 2017-2021 Consolidated Plan and FY 2019-2020 Annual Action Plan (CDBG-CV)

- ▶ Public notice
- ▶ 5-day review period (emergency waiver)
- ▶ Public hearing

Amendment to FY 2017-2021 Consolidated Plan and FY 2019-2020 Annual Action Plan (CDBG-CV)

- ▶ Rental Assistance Grant Program \$125,000
- ▶ Mortgage Assistance Grant Program
- ▶ \$125,000
- ▶ Small Business Assistance Grant Program \$245,000
- ▶ Project delivery cost, contracting & administration (max. 20%) \$93,385

Amendment to FY 2017-2021 Consolidated Plan and FY 2019-2020 Annual Action Plan (CDBG-CV)

Recommended Action

- ▶ Conduct a public hearing, approve the proposed activities, and authorize the City Manager to make modifications to the programs as needed to comply with HUD regulations and submit the plan amendments to HUD.

Public Hearing:

Amendments to the FY 2017-2021
Consolidated Plan & FY 2019-2020
Annual Action Plan for CDBG Funding
related to the CARES Act (CDBG-CV)



Paramount Business Recovery Efforts

City Council Meeting May 19, 2020



Background

- City Manager expressed to the City Council the need to develop a plan to assist our business rebound
- May 6: Internal Committee of City staff met to discuss current state of affairs
 - Brainstormed actions and that can be taken by the City
 - Developed 3 Categories of Assistance
- May 14: Paramount Business Recovery Committee meeting
 - 16 stakeholders



Business Recovery Committee Meeting

Stakeholders in attendance:

City of Paramount

John Moreno, City Manager
Andrew Vialpando, Assistant City Manager
Dave Johnson, Community Services and Recreation Director
John Carver, Planning Director
John King, Assistant Planning Director
Chris Callard, Public Information Officer
Andres Gonzalez, Recreation Coordinator

Paramount Chamber of Commerce

Barbara Crowson, Executive Director
Gloria Gamino, Restaurateur
Alicia Valadez, Northgate Gonzalez Markets
Tony Manos, Dominos Pizza Franchisee

Southeast Los Angeles County (SELACO) Workforce Development Board

Yolanda Castro, Executive Director
Kay Ford, Department Director
Ben Sandoval, Business Services Manager
Joaquin Moreno, ETP Administrator

Small Business Development Center (SBDC) Long Beach Region

Brad Pollak, Director

Colliers International (Economic Development Consultant)

James Rodriguez, Senior Vice President



Categories of Assistance

Categories of Assistance will provide a framework to focus business recovery efforts:

1. In-Kind (non-monetary)
2. Financial
3. Advisory/Consulting

In-Kind Assistance

❖ Temporary Amendments of Local Codes

- ❖ Outdoor eating and shopping
- ❖ Street parking relaxing
- ❖ Commercial parking lots
- ❖ Storefront retail markets
- ❖ Temp Sign Ordinance

❖ Public Art Installations

- ❖ Ambient Music
- ❖ Artist demos
- ❖ Book signing

❖ Transportation

- ❖ Ride share paid by Prop A
- ❖ Shuttles

Interesting Articles:

[LB Post](#)

[The Guardian](#)



A portion of a street in Tampa, Florida, turns into an outdoor dining space with social distancing guidelines intact. Courtesy of Jason Fernandez.

CORONAVIRUS

16 HOURS AGO

One way to help restaurants in the future? Go alfresco by opening roads and lots to diners



In-Kind Assistance

❖ Marketing Events

- ❖ Moving budgeted Rec events to assist
- ❖ Farmers Market style with social distancing
- ❖ Social media, local publications
- ❖ Coupons on website
- ❖ Flyers or magnets promoting businesses
- ❖ Stand-alone business recovery publication (Special Around Town Issue)
- ❖ A-frame barricades in public right of way, pursuant to ADA and encroachment permits

❖ City Business Recovery Liaison

- ❖ To expedite City procedures and requests

❖ Facility Space

❖ Social Services

- ❖ Great Plates Program

Financial Assistance

- ❖ Business License Relief Options
 - ❖ Deferment / payment plan
- ❖ Water Billing Relief Options
- ❖ "Cash Mob" Events
- ❖ Equipment donations
 - ❖ Decorative A-Frame signs
- ❖ Co-Op shared advertising
- ❖ Grants
 - ❖ General Assistance Grants
 - ❖ CDBG funding - Follow HUD guidelines
 - ❖ Other ideas?





Advisory and Consulting Assistance

- ❖ Open Office Hours to provide guidance and assistance
 - ❖ Training Seminars and Business Advice (SBDC)
 - Cash flow
 - e-Commerce
 - Marketing
 - HR
 - Facility improvements
 - ❖ Series Courses with incentives

- ❖ Employment Training Panel (ETP) Program – SELACO WDB

- ❖ City Office Hours



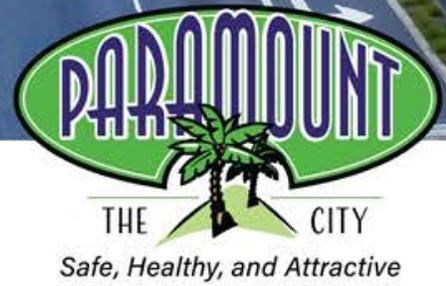
Group Discussion

- Concerns Expressed by the Committee
 - Not knowing how long closures of restaurants will last
 - Complicated application process for SBA loans
- Some other ideas expressed by the group
 - Importance on hiring local
 - Workshops on County Health guidelines



Next Steps

- Move swiftly to Draft a written plan that serves as a living document
- Plan will have action items and deliverables
- Reconvene the Committee to review and provide final input in the coming week



Paramount Business Recovery Efforts

City Council Meeting May 19, 2020



CITY COUNCIL MEETING

MAY 19, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Updated Mayor's Appointment

VIA REMOTE LIVE WEBCAST



CITY COUNCIL MEETING

MAY 19, 2020



PEGGY LEMONS
Mayor



BRENDA OLMOS
Vice Mayor



ISABEL AGUAYO
Councilmember



LAURIE GUILLEN
Councilmember



VILMA CUELLAR STALLINGS
Councilmember

Comments/Committee Reports

VIA REMOTE LIVE WEBCAST