CITY OF WEST COVINA

CITY COUNCIL/SUCCESSOR AGENCY

JANUARY 21, 2025, 7:00 PM
REGULAR MEETING

CITY HALL COUNCIL CHAMBERS
1444 W. GARVEY AVENUE SOUTH
WEST COVINA, CALIFORNIA 91790

Mayor Tony Wu
Mayor Pro Tem Letty Lopez-Viado
Councilman Ollie Cantos
Councilwoman Rosario Diaz
Councilmember Brian Gutierrez

Please turn off all cell phones and other electronic devices prior to entering the Council Chambers

AMERICANS WITH DISABILITIES ACT
The City complies with the Americans with Disabilities Act (ADA). If you will need special assistance at Council meetings, please call (626) 939-8433 (voice) or (626) 960-4422 (TTY) from 8 to 5 Monday through Thursday. Do call at least one day prior to the meeting date to inform us of your particular needs and to determine if accommodation is possible. For sign language interpreter services at Council meetings, please request no less than four working days prior to the meeting.

AGENDA MATERIAL
Agenda material is available for review at the City Clerk's Office, Room 317 in City Hall, 1444 W. Garvey Avenue South, West Covina and at www.westcovina.org. Any writings or documents regarding any item on this agenda, not exempt from public disclosure, provided to a majority of the City Council that is distributed less than 72 hours before the meeting, will be made available for public inspection in the City Clerk's Office, Room 317 of City Hall located at 1444 W. Garvey Avenue South, West Covina, during normal business hours.

NOTICE
The City Council will regularly convene on the first and third Tuesday of the month. The West Covina Community Development Commission, West Covina Public Financing Authority and the West Covina Community Services Foundation are agencies on which the City Council serves as members. Agendas may contain items for these boards, as necessary.

PUBLIC COMMENTS
ADDRESSING THE CITY COUNCIL
(Per WCMC 2-48, Ordinance No. 2150)

Any person wishing to address the City Council on any matter listed on the agenda or on any other matter within their jurisdiction should complete a speaker card that is provided at the entrance to the Council Chambers and submit the card to the City Clerk.

***Please identify on the speaker card whether you are speaking on an agenda item or non-agenda*. Requests to speak on agenda items will be heard prior to requests to speak on non-agenda items. All comments are limited to five (5) minutes per speaker.**

Oral Communications may be limited to thirty (30) minutes, unless speakers addressing agenda items have not concluded.

Any testimony or comments regarding a matter set for a Public Hearing will be heard during the hearing.

RULES OF DECORUM

Excerpts from the West Covina Municipal Code and Penal Code pertaining to the Rules of Decorum will be found at the end of agenda.

AGENDA

CITY OF WEST COVINA
CITY COUNCIL/SUCCESSOR AGENCY

TUESDAY JANUARY 21, 2025, 7:00 PM
REGULAR MEETING

INVOCATION
Led by Pastor Al Richardson from New Beginning Christian Fellowship of West Covina

PLEDGE OF ALLEGIANCE
Led by Councilman Cantos

ROLL CALL

REPORTING OUT FROM CLOSED SESSION

PRESENTATIONS

- Certificate of Recognition to the West Covina Bruins Cheer and a donation from The Chinese American Association of West Covina
- Presentation by West Covina Police Department regarding the Hope Team

CITY MANAGER'S REPORT
City Manager's report on current City projects.

ORAL COMMUNICATIONS - Five (5) minutes per speaker
Please step forward to the podium and state your name and city of residence for the record when recognized by the Mayor.

CONSENT CALENDAR
All matters listed under CONSENT CALENDAR are considered to be routine and can be acted on by one roll call vote. There will be no separate discussion of these items unless members of the City Council/Community Development Commission request specific items to be removed from the Consent Calendar for separate discussion or action.

APPROVAL OF MEETING MINUTES

1) CONSIDERATION OF APPROVAL OF THE DECEMBER 5, 2024, SPECIAL CITY COUNCIL/SUCCESSOR AGENCY SESSION MEETING MINUTES.

It is recommended that the Council approve the December 5, 2024, Special City Council/Successor Agency Session Meeting Minutes.

COMMISSION SUMMARY OF ACTIONS

2) CONSIDERATION OF MINUTES FROM THE COMMUNITY AND SENIOR SERVICES COMMISSION MEETINGS HELD ON JULY 9, 2024 AND SEPTEMBER 10, 2024

It is recommended that the City Council receive and file the Community and Senior Services Commission meeting minutes from its regular meeting on July 9, 2024, special meeting on September 10, 2024, and regular meeting on September 10, 2024.

CITY CLERK'S OFFICE

3) CONSIDERATION OF AMENDMENTS TO THE CITY OF WEST COVINA'S CONFLICT OF INTEREST CODE

It is recommended that the City Council adopt the following resolution:

RESOLUTION NO. 2025-6 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, ADOPTING A REVISED CONFLICT OF INTEREST CODE FOR THE CITY OF WEST COVINA

CITY MANAGER'S OFFICE

4) CONSIDERATION OF EXCLUSIVE NEGOTIATION AGREEMENT FOR A PORTION OF PROJECT SITE (APN 8474-007-940) IN THE CITY OF WEST COVINA.

It is recommended that the City Council authorize the City Manager to negotiate and execute all necessary documents to effectuate an Exclusive Negotiation Agreement (ENA) with Project Passion Restaurant Group (TXRH) for the sale of a portion of City owned property (APN 8474-007-940).

5) CONSIDERATION OF A RESOLUTION REQUESTING THAT THE GOVERNOR, INSURANCE COMMISSIONER, AND THE STATE LEGISLATURE CONTINUE TO TAKE ACTION TO STRENGTHEN AND STABILIZE THE INSURANCE MARKET AND ADVOCATE FOR WEST COVINA AND CALIFORNIA RESIDENTS

It is recommended that the City Council adopt the following resolution:

RESOLUTION NO. 2025-4 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, REQUESTING THAT THE GOVERNOR, INSURANCE COMMISSIONER, AND THE STATE LEGISLATURE CONTINUE TO TAKE ACTION TO STRENGTHEN AND STABILIZE CALIFORNIA'S RESIDENTIAL AND COMMERCIAL PROPERTY INSURANCE MARKET AND ADVOCATE FOR THE RESIDENTS OF THE CITY OF WEST COVINA AND OF THE STATE OF CALIFORNIA

COMMUNITY SERVICES

6) CONSIDERATION OF AWARD OF AGREEMENT FOR THE CITY'S PARKS AND RECREATION MASTER PLAN

It is recommended that the City Council take the following actions:

1. Award Request for Proposals ("RFP') No. 202401 for the City's Parks and Recreation Master Plan to RJM Design Group;

2. Authorize the City Manager to negotiate and execute an agreement RJM Design Group, in an amount not to exceed $260,070, in such final form as approved by the City Attorney.

FINANCE DEPARTMENT

7) CONSIDERATION OF THE FIRST QUARTER FINANCIAL REPORT AND BUDGET AMENDMENT FOR FISCAL YEAR 2024-25

It is recommended that the City Council take the following actions:

1. Receive and file the First Quarter Financial Report for Fiscal Year 2024-25; and
2. Adopt the following resolution:

RESOLUTION NO. 2024-72- A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, ADOPTING A BUDGET AMENDMENT FOR THE FISCAL YEAR COMMENCING JULY 1, 2024 AND ENDING JUNE 30, 2025 (FIRST QUARTER FINANCIAL REPORT)

END OF CONSENT CALENDAR

DEPARTMENTAL REGULAR MATTERS

CITY MANAGER'S OFFICE

8) CONSIDERATION OF GRANT WRITING AND FEDERAL LOBBYIST SERVICES

It is recommended that the City Council provide direction.

COMMUNITY DEVELOPMENT

9) CONSIDERATION OF ORDINANCE AMENDING CHAPTER 22 OF THE WEST COVINA MUNICIPAL CODE RELATING TO STREET SWEEPING REGULATIONS AND ENFORCEMENT

It is recommended that the City Council introduce Ordinance No. 2526 to amend provisions of Chapter 22 of the West Covina Municipal Code relating to street sweeping regulations and enforcement:

ORDINANCE NO. 2526 - AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, AMENDING CHAPTER 22 (TRAFFIC REGULATIONS) OF THE WEST COVINA MUNICIPAL CODE RELATING TO STREET SWEEPING REGULATIONS AND ENFORCEMENT AND MAKING A DETERMINATION THAT THE ORDINANCE IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO CEQA GUIDELINES SECTION 15061(B)(3) (COMMON SENSE EXEMPTION)

COMMUNITY SERVICES

10) UPDATE ON THE CURRENT MAINTENANCE AND OPERATIONS OF THE WEST COVINA SPORTSPLEX

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

MAYOR/COUNCILMEMBERS REPORTS
AB 1234 Conference and Meeting Report (verbal, if any)
(In accordance with AB 1234, Councilmembers shall make a brief report or file a written report on any meeting/event/conference attended at City expense.)

11) CONSIDERATION OF MAKING CITY COUNCIL MEETINGS MORE EFFICIENT

It is recommended that the City Council provide direction.

CITY COUNCIL REQUESTS FOR REPORTS, STUDIES OR INVESTIGATION

(Per City of West Covina Standing Rules 4.f - Requests for reports, studies, or investigations that are not readily available must be placed on the City Council/Successor Agency agenda as items of business and must be approved by a majority of the City Council/Successor Agency Board.)

CITY COUNCIL COMMENTS

ADJOURNMENT

Next Tentative City Council Meeting

Regular Meeting	February 4, 2025	7:00 PM

RULES OF DECORUM

The following are excerpts from the West Covina Municipal Code:

Sec. 2-48. Manner of addressing council; time limit; persons addressing may be sworn.

a. Each person addressing the council shall step up to the rostrum, shall give his or her name and city of residence in an audible tone of voice for the record and unless further time is granted by the council, shall limit his or her address to five (5) minutes.
b. The city council may establish a limit on the duration of oral communications.
c. All remarks shall be addressed to the council as a body and not to any member thereof. No person, other than the council and the person having the floor, shall be permitted to enter into any discussion, either directly or through a member of the council, without the permission of the presiding officer. No question shall be asked of a councilmember except through the presiding officer.
d. The presiding officer may require any person to be sworn as a witness before addressing the council on any subject. Any such person who, having taken an oath that he or she will testify truthfully, willfully and contrary to such oath states as true any material matter which he knows to be false may be held to answer criminally and subject to the penalty prescribed for perjury by the provisions of the Penal Code of the state.

Sec. 2-50. Decorum--Required.

a. While the council is in session, the members shall preserve order and decorum, and a member shall neither, by conversation or otherwise, delay or disrupt the proceedings or the peace of the council nor interrupt any member while speaking or refuse to obey the orders of the council or its presiding officer, except as otherwise herein provided.
b. Members of the public shall not willfully disrupt the meeting or act in a manner that actually impairs the orderly conduct of the meeting. For the purposes of this code, “willfully disrupt” includes, but is not limited to, continuing to do any of the following after being warned by the Mayor that continuing to do so will be a violation of the law:
    a. Addressing the Mayor and City Council without first being recognized.
    b. Persisting in addressing a subject or subjects, other than that before the Mayor and City Council.
    c. Repetitiously addressing the same subject.
    d. Failing to relinquish the podium when directed to do so.
    e. From the audience, interrupting or attempting to interrupt, a speaker, the Mayor, a council member, or a staff member or shouting or attempting to shout over a speaker, the Mayor, a council member or a staff member.
    f. As a speaker, interrupting or attempting to interrupt the Mayor, a council member, or a staff member, or shouting over or attempting to shout over the Mayor, a council member, or a staff member. Nothing in this section or any rules of the council shall be construed to prohibit public criticism of the policies, procedures, programs, or services of the City or of the acts or omissions of the City Council. It shall be unlawful to violate the provisions of this Section.

If any subsection, sentence, clause, or phrase or word of this Section 2-50 is for any reason held to be invalid or unconstitutional, such decision shall not affect the validity of the remaining portions of this Section. The City Council hereby declares that it would have passed this section and each subsection, sentence, clause and phrase thereof, irrespective of the fact that any one or more subsections, sentences, clauses, phrases or words had been declared invalid or unconstitutional.

Sec. 2-52. Persons authorized to be within council area.
No person, except city officials, their representatives and members of the news media shall be permitted within the rail in front of the council chamber without the express consent of the council.

The following are excerpts from the Penal Code

148(a) (1) Every Person who willfully resists, delays, or obstructs any public officer, peace officer, or an emergency medical technician, as defined in Division 2.5 (commencing with Section 1797) of the Health and Safety code, in the discharge or attempt to discharge any duty of his or her office or employment, when no other punishment is prescribed, shall be punished by a fine not exceeding one thousand dollars ($1,000), or by imprisonment in a county jail not to exceed one year, or by both that fine and imprisonment.

403 Every person who, without authority of law, willfully disturbs or breaks up any assembly or meeting that is not unlawful in its character, other than an assembly or meeting referred to in Section 303 of the Penal Code or Section 18340 of the Elections Code, is guilty of a misdemeanor.

AGENDA ITEM NO. 1

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM:

SUBJECT: **CONSIDERATION OF APPROVAL OF THE DECEMBER 5, 2024, SPECIAL CITY COUNCIL/SUCCESSOR AGENCY SESSION MEETING MINUTES.**

RECOMMENDATION:

It is recommended that the Council approve the December 5, 2024, Special City Council/Successor Agency Session Meeting Minutes.

Attachments

Attachment No. 1 - 12/5/2024 Special Session Minutes Draft

AGENDA ITEM NO. 2

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF MINUTES FROM THE COMMUNITY AND SENIOR SERVICES COMMISSION MEETINGS HELD ON JULY 9, 2024 AND SEPTEMBER 10, 2024**

RECOMMENDATION:

It is recommended that the City Council receive and file the Community and Senior Services Commission meeting minutes from its regular meeting on July 9, 2024, special meeting on September 10, 2024, and regular meeting on September 10, 2024.

BACKGROUND:

The Community and Senior Services Commission acts in an advisory capacity to the City Council on matters pertaining to the community service needs of the citizens of West Covina relating to public recreational services, cultural activities and special events, youth services, public transportation, neighborhood and human relations, human rights, and senior services. The Commission consists of ten (10) Commissioners that are appointed by the City Council.

The Commission meets on the second Tuesday in the months of January, March, May, July, September, and November. Meetings start at 6:00 p.m. and are held in the Management Resource Center located inside City Hall.

DISCUSSION:

The regular meeting on July 9, 2024, special meeting on September 10, 2024, and regular meeting on September 10, 2024 Commission meeting minutes were approved at the Commission's regularly scheduled meeting on November 12, 2024. The Commission meeting minutes were approved by a vote of 8 to 0, with 2 Commissioners absent.

Prepared by: Deborah Johnston, Administrative Assistant II
Additional Approval: Roxanne E. Lerma, Assistant City Manager

Fiscal Impact

FISCAL IMPACT:

This is strictly an administrative item to receive and file; therefore, there is no associated fiscal impact.

Attachments

Attachment No. 1 - Community & Senior Services Commission Regular Meeting Minutes for July 9, 2024
Attachment No. 2 - Community & Senior Services Commission Special Meeting Minutes for September 10, 2024

Attachment No. 3 - Community & Senior Services Commission Regular Meeting Minutes for September 10, 2024

CITY COUNCIL GOALS & OBJECTIVES: A Creative and Active Community
Enhance City Image and Effectiveness

AGENDA ITEM NO. 3

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF AMENDMENTS TO THE CITY OF WEST COVINA'S CONFLICT OF INTEREST CODE**

RECOMMENDATION:

It is recommended that the City Council adopt the following resolution:

RESOLUTION NO. 2025-6 – A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, ADOPTING A REVISED CONFLICT OF INTEREST CODE FOR THE CITY OF WEST COVINA

BACKGROUND:

Under the Political Reform Act, all public agencies are required to adopt a Conflict of Interest Code. Besides the terms of the Code, a Conflict of Interest Code designates positions required to file Statements of Economic Interests (Form 700) and assigns disclosure categories specifying the types of interests to be reported. The Form 700 is a public document intended to provide transparency and accountability by providing necessary information to the public about an official's personal financial interests and serving as a reminder to the public official of potential conflicts of interest so the official can abstain from making or participating in governmental decisions that are deemed conflicts of interest.

The Political Reform Act requires every local government agency to review its Conflict of Interest Codes biennially to determine if it is accurate and up-to-date and/or if it needs to be amended. The Code reviewing body for city agencies is the City Council; therefore, the City Council is required to approve the Conflict of Interest Code and any amendments for the City, the Community Development Commission, and the Successor Agency to the West Covina Redevelopment Agency. The City's Code was last amended in 2022 by Resolution No. 2022-120.

The City Council, City Manager, City Attorney, City Treasurer, and Planning Commissioners are not included as "designated positions," as the disclosure obligations for these positions are set forth by Government Code section 87200 et seq.

DISCUSSION:

During this year's review, staff determined that amendments were necessary to Appendix A – Designated Positions of the City's Conflict of Interest Code to reflect positions which have been added, deleted, or undergone a title change.

Additions to Appendix A are identified below. In addition, positions that are unfunded and not filled will remain as designated positions since they remain as approved job classifications in the City.

The proposed changes are:

- Assistant to the City Manager (new)
- CIP Project Manager (new)
- Code Enforcement Director (new)
- Deputy Director of Public Works Director (new)
- Deputy Director of Community Development Director (new)
- Deputy Director of Community Services Director (new)
- Human Resources Manager (new)
- Community Development Commission Economic Development Project Coordinator (consolidated)
- Community Development Commission Economic Development Specialist (remove)
- Deputy City Manager (removed)
- Management Analyst (Fire Dept, Finance, and Planning removed)
- Planning Manager (removed)
- Public Services Manager (removed)

The City of West Covina incorporates the Fair Political Practices Commission’s (FPPC) standardized Conflict of Interest Code as terms of the City's Code. The FPPC amends the regulation to include legislative and regulatory changes, ensuring the terms of the Conflict of Interest Code are in compliance with the Political Reform Act and up to date.

Resolution No. 2025-6 adopts the City's amended Conflict of Interest Code and repeals the previous Code.

LEGAL REVIEW:
The City Attorney's Office has reviewed the proposed resolution and amended Conflict of Interest Code and approved them as to form.

OPTIONS:
Biennial review of the Conflict of Interest Codes is required by law. The City Council may add or delete positions or amend disclosure categories.

Prepared by: Lisa Sherrick, Assistant City Clerk

Attachments

Attachment No. 1 - Resolution No. 2025-6
Attachment No. 2 - Conflict of Interest Code

CITY COUNCIL GOALS & OBJECTIVES: Enhance City Image and Effectiveness

AGENDA ITEM NO. 4

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF EXCLUSIVE NEGOTIATION AGREEMENT FOR A PORTION OF PROJECT SITE (APN 8474-007-940) IN THE CITY OF WEST COVINA.**

RECOMMENDATION:

It is recommended that the City Council authorize the City Manager to negotiate and execute all necessary documents to effectuate an Exclusive Negotiation Agreement (ENA) with Project Passion Restaurant Group (TXRH) for the sale of a portion of City owned property (APN 8474-007-940).

BACKGROUND:

The City of West Covina owns approximately 21-acres of property at the West Covina mall, including a 2.35-acre parcel APN 8474-007-940 (the “Development Site”) (Attachment No. 1). The City declared the property surplus under Government Code Section 54221(b) through Resolution No. 2021-93 on September 21, 2021. In compliance with the Surplus Land Act (Government Code Sections 54220-54233), the City issued a notice of availability for the property, seeking proposals for its highest and best use. However, no proposals were received.

The City of West Covina has received several unsolicited offers from Project Passion Restaurant Group to purchase a portion of the Development Site. Most recently, the city received an unsolicited offer to purchase the Development site on April 4, 2023

On May 21, 2024, the City directed staff to pursue a project with Project Passion Restaurant Group as the preferred developer for the site. The conceptual development plans proposed by the developer are attached (Attachment No. 2).

DISCUSSION:

Project Passion Restaurant Group intends to negotiate a Purchase and Sale Agreement (PSA) with the City to develop a portion of the Development Site as a restaurant (8,800 square feet). The key terms of the proposed ENA (Attachment No. 3) are as follows:

- Purchase Price: $3,000,000
- Site: 1.35-acre parcel portion of Development Site
- Term: 180 days
- Deposit: $50,000
- Developer Responsibilities: All pre-development expenses, including legal and permitting fees, demolition, and building costs, will be borne by the Developer, ensuring a turn-key sale.

As the Project Passion Restaurant Group is interested in purchasing a portion of the Development Site, as part of the PSA, the developer and City will need to finalize subdivision of the parcel to close escrow on the sale.

The City will retain the exclusive right to negotiate with Project Passion Restaurant Group during the ENA term, ensuring that no other proposals will be considered during this period.

If an ENA is agreed upon by both parties, staff will subsequently process a Purchase and Sale Agreement, a subdivision of the parcel, and the subsequent sale of the parcel to Project Passion Restaurant Group.

LEGAL REVIEW:
The City Attorney's Office has reviewed and approved the ENA as to form.

OPTIONS:
The City Council has the following options:

1. Approve staffs recommendation; or
2. Provide alternative directions.

ENVIRONMENTAL REVIEW:
The ENA is not a project under the California Environmental Quality Act (CEQA) pursuant to Public Resources Code section 15378(b)(5) because the agreement is an administrative activity that will not result in direct or indirect physical changes to the environment. CEQA review will be required when an application for a “project” is submitted.

Prepared by: Gerardo Rojas

Fiscal Impact

FISCAL IMPACT:
Upon execution of this Agreement, the Developer shall submit to the City a good faith deposit in the amount of fifty thousand dollars ($50,000.00) to cover the City's actual third-party out-of-pocket legal and other expenses to negotiate and prepare the PSA. If the purchase sale agreement is finalized, then the City will receive $3 million in the property transaction.

All predevelopment expenses, legal and permitting fees, demolition and building costs at the Development Site will be the responsibility of Developer, making this a turn-key sale. After the land transaction is complete, the City will begin to receive property tax on the property. Once PPRG completes the project site, the city will receive sales tax dollars generated from the operating restaurant.

Attachments

Attachment No.1 - City Owned Parcels Aerial
Attachment No. 2 - Project Development Proposed Site
Attachment No. 3 - ENA Executed by Buyer

CITY COUNCIL GOALS & OBJECTIVES: Expand Economic Development Opportunities

AGENDA ITEM NO. 5

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF A RESOLUTION REQUESTING THAT THE GOVERNOR, INSURANCE COMMISSIONER, AND THE STATE LEGISLATURE CONTINUE TO TAKE ACTION TO STRENGTHEN AND STABILIZE THE INSURANCE MARKET AND ADVOCATE FOR WEST COVINA AND CALIFORNIA RESIDENTS**

RECOMMENDATION:

It is recommended that the City Council adopt the following resolution:

RESOLUTION NO. 2025-4 - A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, REQUESTING THAT THE GOVERNOR, INSURANCE COMMISSIONER, AND THE STATE LEGISLATURE CONTINUE TO TAKE ACTION TO STRENGTHEN AND STABILIZE CALIFORNIA'S RESIDENTIAL AND COMMERCIAL PROPERTY INSURANCE MARKET AND ADVOCATE FOR THE RESIDENTS OF THE CITY OF WEST COVINA AND OF THE STATE OF CALIFORNIA

BACKGROUND:

On December, 17, 2024, Mayor Pro Letty Lopez-Viado requested that the City Council consider a resolution urging the Insurance Commissioner to declare an emergency due to an increase in home insurance rates. Staff has prepared the attached resolution for consideration by the City Council to outline the actions taken by California Insurance Commissioner Ricardo Lara, and urge the State's Insurance Commissioner to continue to protect Californians from unprecedented insurance increases.

Starting on January 7, 2025, a series of catastrophic wildfires arose in Los Angeles County, including the Palisades Fire in the Pacific Palisades, the Eaton Fire in the Altadena-Pasadena region, the Hurst Fire in Sylmar, and the Kenneth Fire in West Hills.

The following are the actions taken by Commissioner Lara since December 2024:

- On December 13, 2024, Commissioner Lara announced enforcement of his "first of its kind" catastrophe modeling and ratemaking regulation, part of his Sustainable Insurance Strategy to increase coverage in wildfire distressed areas of the State. The regulation requires major insurance companies to increase the writing of comprehensive policies in wildfire areas to no less than 85% of their statewide market share.
- On December 30, 2024, Commissioner Lara announced the issuance of the Net Cost of Reinsurance in Ratemaking Regulation, the "final major step" in his Sustainable Insurance Strategy. The new regulation requires insurance companies to increase coverage in high-risk areas while limiting the costs passed on to consumers. The regulation works hand in hand with other reforms that will have the effect of increasing insurance options for Californians across the State.

- On January 9, 2025, Commissioner Lara issued a one-year moratorium on insurance non-renewals and cancellations. The Commissioner's Bulletin 2025-1 shields those within the perimeters or adjoining ZIP Codes of the Palisades and Eaton Fires for one year from Governor Newsom's January 7, 2025 emergency proclamation. Commissioner Lara also issued Notice 25-01, calling on all insurance companies to stop any pending non-renewals or cancellations for properties located near wildfires, if they are not already protected by the moratorium.
- On January 9, 2025, Commissioner Lara issued a one-year moratorium on insurance non-renewals and cancellations. The Commissioner's Bulletin 2025-1 shields those within the perimeters or adjoining ZIP Codes of the Palisades and Eaton Fires for one year from Governor Newsom's January 7, 2025 emergency proclamation. Commissioner Lara also issued Notice 25-01, calling on all insurance companies to stop any pending non-renewals or cancellations for properties located near wildfires, if they are not already protected by the moratorium.

LEGAL REVIEW:
The City Attorney's Office has reviewed the resolution and approved it as to form.

OPTIONS:
The City Council has the following options:

1. Approve staff's recommendation; or
2. Provide alternative direction.

Prepared by: Paulina Morales, City Manager

Fiscal Impact

FISCAL IMPACT:

FISCAL IMPACT:
This is strictly an administrative item, therefore; there is no fiscal impact associated with this action.

Attachments

Attachment No. 1 - Resolution No. 2025-4

CITY COUNCIL GOALS & OBJECTIVES: Maintain Good Intergovernmental Relations
Enhance City Image and Effectiveness

AGENDA ITEM NO. 6

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF AWARD OF AGREEMENT FOR THE CITY'S PARKS AND RECREATION MASTER PLAN**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Award Request for Proposals ("RFP') No. 202401 for the City's Parks and Recreation Master Plan to RJM Design Group;

2. Authorize the City Manager to negotiate and execute an agreement RJM Design Group, in an amount not to exceed $260,070, in such final form as approved by the City Attorney.

BACKGROUND:

The City of West Covina owns sixteen parks along with one nature center, one senior center, three community centers, one senior center, one equestrian center, one splash pad, one skate park, one roller hockey center, and ten athletic facilities, as well as the West Covina Sportsplex. These recreation parks and facilities are operated and programmed by the City's Community Services Department. Every park and facility in West Covina has its own distinct set of user groups, classes, activities, programs, and operation. Additionally, the Community Services Department hosts special events each year to celebrate the community's diverse culture, holidays, youth and senior populations, summer vacations, and sports league openings. The City also partners with community-based organizations to provide events and activities for the community to enjoy.

In February 2024, the City of West Covina released RFP No. 202401, Parks and Recreation Master Plan, to seek proposals from qualified professional firms or consultants to develop a comprehensive West Covina Parks and Recreation Master Plan that culminates in the development of a clear roadmap for the City to establish goals and priorities. The purpose of the Parks and Recreation Master Plan is to assist the City in determining how to best meet the future park and open space needs of its citizens through development, redevelopment, expansion, and enhancement of West Covina's parks system, open spaces, trails, recreational facilities, and programs. The entire process, from data gathering to development of the Parks and Recreation Master Plan, will be based on identifying the values of the community and providing a clear vision for the City's parks and open space.

The development of a Parks and Recreation Master Plan is a key component of West Covina's long-term park development goals. A well-structured plan will serve as a guide to inform current and future park design, programming needs, funding allocation, and policy decisions.

DISCUSSION:

A Request for Proposals (RFP) was issued on February 26, 2024, and proposals were due on April 18, 2024. The following steps were taken to ensure a fair and transparent selection process:

1. RFP Issuance:
The RFP was published on the City's Planet Bids portal.

2. **Evaluation Criteria**:
Proposals were evaluated based on the criteria and scoring outlined in the table below:

Criteria	Maximum Points
Completeness of Proposal	20
Relevant Experience and Qualifications of Proposed Project Team	20
Capacity to Perform	30
Community Engagement Plan	20
Cost Proposal	10
Total	100

3. Evaluation Panel:
The proposals were reviewed by an evaluation panel consisting of staff members from the City Manager's Office, Community Services, Public Works, Community Development, and the Finance Department. Once the evaluation forms were complete, the finalists were invited for an interview.

Evaluation of Proposals
A total of three proposals were received. The following are the scores that each proposal received:

Vendor	Score
BerryDunn	66
KTUA	92
RJM Design Group	92

Upon reviewing the scores, two firms, KTUA and RJM Design Group were identified as finalists and invited to an in-person interview. The interview panel consisted of the Assistant City Manager, Deputy Community Development Director, Deputy Public Works Director, and Deputy Community Services Director. Based upon the evaluation and the interview, it was determined RJM Design Group best fulfilled the City's desire for a comprehensive Parks and Recreation Master Plan based on their experience, engagement strategy including a project website, use of analytics, approach to need assessments, proposed format for community workshops/meetings, and cost.

RJM Design Group was established in 1987 and is a multidisciplinary landscape architectural, planning and design firm that services cities, public agencies, and organizations throughout California, including the City of Huntington Beach, City of Burbank, City of Hermosa Beach, City of Costa Mesa, City of Laguna Niguel, City of San Dimas, City of Chino Hills, the Los Angeles Chargers, City of Pasadena, City of Temecula, County of Orange, Mt. San Antonio College, and the Anaheim Convention Center.

4. Project Scope & Timeline:
The scope of the project includes an inventory of existing conditions, extensive community outreach & engagement, a needs assessment, recommendations, along with a funding & implementation strategy. RJM Design Group's approach to the City of West Covina's Parks and Recreation Master Plan will include six overall phases. Phase I outlines the project management and meetings for the duration of the project. Phase II will focus on reporting and updating the existing conditions of West Covina's parks, recreation facilities, programs, and demographics. Phase III will encompass the

community outreach tools including RJM's innovative virtual and in-person meetings, project website, and community feedback. Phase IV will include a review of all the community data collected and preparing a meaningful analysis that will support future recreation planning. Phase V reviews existing maintenance practices and funding strategies and develops recommended updates to policies, operations, and funding. Lastly, Phase VI will be a summary of research, in an easy-to-read document, illustrating the Parks and Recreation Master Plan for West Covina. The following is summary of each phase to develop the West Covina Parks and Recreation Master Plan:

- *Phase I Project Management*- RJM Design Group will hold monthly virtual meetings with the City to review progress, present information, and recommend direction throughout the project. Additionally, a project team online resource site will allow for easy file access and document review for all team members. This will ensure everyone has access to the latest reports and graphic illustrations available.
- *Phase II. Existing Conditions Analysis*- RJM Design Group will review West Covina's General Plan, planning and development ordinances pertinent to park development; propose amendments and/or new ordinances needed to accomplish the development goals and objectives for the City's parks, programs, and services. The evaluation will also include a review of the City's park development impact fees and other planning guidelines/standards necessary for implementing the Park and Recreation Master Plan. The evaluation will include recommendations for updated policies and General Plan elements. Additionally, the following areas will be assessed:

    a. Parks & Recreation Facilities- Utilizing GIS technology, RJM Design Group will map and create profiles for City-owned parks and recreation facilities, including aerial views, boundaries, and amenities. A database will quantify park amenities such as ballfields, basketball courts, dog parks, and playgrounds.
    Additionally, RJM Design Group will evaluate park accessibility based on walking distance and park acreage to identify underserved neighborhoods. Map exhibits will highlight gaps in service distribution and connectivity, ensuring equitable access to recreation for all residents, regardless of age, ability, or income level.
    b. Recreation programs- RJM Design Group will assess and evaluate the City's current recreation programs, focusing on attendance, space usage, and alignment with current trends in the leisure services industry. The evaluation will cover programs for all age groups, identify service gaps, and suggest new program ideas. RJM Design Group will collaborate with staff to evaluate both public and private services within the City's area, ensuring accessibility and adequacy for all residents. The evaluation will also review potential community providers and facilities, identifying possible overlaps or competition, and offering recommendations to reduce duplication and enhance collaboration opportunities.
    c. Demographic assessment- Detailed demographic data regarding such variables as age, ethnicity, household size, and income as well as special populations that may require specialized or disproportionate services and programming, such as seniors, teens, preschoolers, second-language learners, individuals with disabilities, military families, and veterans will be analyzed to identify unique populations for use in the demand analysis. Special attention will be given to any subgroups of the population that show unusual trends of change.
    d. Local Trends Analysis- RJM Design Group will research and develop a trends analysis based on park usage data retrieved from anonymized mobile phone location data. This information will paint a clear picture of how often park facilities are used throughout the year. This analysis will be combined with Sports and Fitness Industry Association (SFIA) analytics to highlight any sports recreation trends that may be emerging. By combining these two sources of data, it is possible to gain insights into the patterns, preferences, and participation of recreation activities in the community, as well as the supply and demand of recreation facilities and services.
    e. Custom Park Standard's Calculation (CPSC's)-RJM Design Group will conduct a Sports Organization Specific Online Survey to gather data on facility usage, team

size, seasonality, and player volume. This information will help calculate local demand for sports facilities and update participation rates for a demand analysis, contributing to the city's community parks standard. RJM will also assess the current and future (through 2034) utilization of parks and recreation facilities, identifying any surpluses or deficiencies. The methodology provides an objective, quantitative evaluation of current and future needs.

- *Phase III. Community Outreach and Engagement*- RJM Design Group will create a project website for the community to learn about the project, understand its planning, and provide feedback. They will conduct interviews with stakeholders and focus groups to gather insights from key community members. Additionally, three community workshops will be held, each with an online survey open for two weeks to allow public participation at their convenience.
- *Phase IV. Community Needs Assessment & Recommendations*- A thorough analysis will be performed using data from surveys, workshops, and feedback on the project website. The Community Needs Assessment will present the findings to the entire community and highlight differences across key subgroups such as age, gender, location, family status, and length of residence. RJM Design Group will examine these micro demographics to prioritize recommendations and assess their impact based on location.
- *Phase V. Management, Operations & Maintenance Plan, and Financial Recommendations*- RJM Design Group will create a comprehensive action plan for park improvements based on community needs and research. This plan may include recommendations for additions, renovations, or decommissioning of parks, playgrounds, sports facilities, and parking areas, as well as improvements in drainage or land reuse. They will also develop a maintenance management plan that assesses staffing, operations, and landscape maintenance, considering current and future needs. Additionally, RJM will evaluate the City's landscape maintenance budget, staffing levels, and park usage to offer recommendations for future growth and improvements.

  RJM Design Group will analyze the City's annual budget for Parks, Recreation, and Community Services and propose strategies to address funding needs. This will include reviewing current funding mechanisms, cost recovery practices, and recommending appropriate fees for recreation programs and facilities. The plan will aim to balance cost recovery with affordability, define funding requirements, and forecast future maintenance and capital replacement needs with inflation adjustments. This analysis will provide the City with projections for ongoing financial requirements.

- *Phase VI. Report Development*- RJM Design Group will review the draft report with City staff through a virtual meeting, incorporating any non-conflicting comments into the revised document. The final draft will then be submitted, with all original research and summaries included in an Appendix. RJM Design Group will also prepare a PowerPoint presentation to summarize the final report and present it to the City Council for feedback and direction. Additionally, RJM Design Group will attend one Commission Meeting and one City Council Meeting in person to present the findings of the Parks and Recreation Master Plan.

The timeline for the project is an aggressive 6-to-8-month timeline.

LEGAL REVIEW:
The City Attorney's Office will approve the agreement prior to execution.

OPTIONS:

The City Council has the following options:

1. Approve staff's recommendation; or
2. Provide alternative direction.

Prepared by: Roxanne E. Lerma, Assistant City Manager

Fiscal Impact

FISCAL IMPACT:
The proposed fee for services related to the City of West Covina's Parks and Recreation Master Plan is $260,070.00 from RJM Design Group, which is the lowest of the fees that were proposed in response to the RFP. The table below includes the proposed fee from each vendor that responded to the RFP. These costs accounted for 10% of the evaluation criteria presented in the scores above.

Vendor	Fee
Berry Dunn	$310,723
KTUA	$300,000
RJM DESIGN GROUP	$260,070

Funding for the City of West Covina's Parks and Recreation Master Plan has been included in the FY 2024-25 CIP Budget with funding allocated from the General Plan Update.

Project	Fund	Budget	Amount Requested	(Over)/Under
C25013 Parks Master Plan	191, General Plan Update	$500,000	$260,070	$239,930
Total		**$500,000**	**$260,070**	**$239,930**

Attachments

Attachment No. 1 RJM Design Group Proposal
Attachment No. 2 RJM Design Group Presentation

CITY COUNCIL GOALS & OBJECTIVES: A Creative and Active Community
A Well-Planned Community
Maintain Good Intergovernmental Relations
Enhance City Image and Effectiveness
An Accessible Community

AGENDA ITEM NO. 7

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF THE FIRST QUARTER FINANCIAL REPORT AND BUDGET AMENDMENT FOR FISCAL YEAR 2024-25**

RECOMMENDATION:

It is recommended that the City Council take the following actions:

1. Receive and file the First Quarter Financial Report for Fiscal Year 2024-25; and
2. Adopt the following resolution:

RESOLUTION NO. 2024-72- A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, ADOPTING A BUDGET AMENDMENT FOR THE FISCAL YEAR COMMENCING JULY 1, 2024 AND ENDING JUNE 30, 2025 (FIRST QUARTER FINANCIAL REPORT)

BACKGROUND:

This report is intended only to provide the City Council and the public with an overview of the City's general fiscal condition. The financial information included in this report is preliminary, unaudited and subject to revision upon completion of the City's closing and audit. The City will make the Quarterly Financial Report available on the City's website for review by the City's stakeholders.

DISCUSSION:

The City has completed the first quarter of Fiscal Year 2024-25. The Quarterly Report (Attachment No. 1) summarizes the overall financial performance of the City for the period of July 1, 2024 through September 30, 2024, but it is not meant to be inclusive of all finance and accounting transactions. While the focus of the report is the General Fund, summary financial information is also provided for the Enterprise Fund and Special Revenue Funds.

The information presented reports revenues as they are received and expenditures when paid. Revenues and expenditures are only accrued at year-end to account for such activity in the correct fiscal year. Additionally, a budget amendment (Attachment No. 2) is proposed with the Quarterly Report to adjust revenue and expenditures based on activity to date.

LEGAL REVIEW:

The City Attorney's Office has reviewed the resolution and approved it as to form.

Prepared by: Stephanie Sikkema, Finance Director

Fiscal Impact

FISCAL IMPACT:
The original adopted General Fund budget for FY 2024-25 was $76,159,361 for expenditures and $15,117,899 in net transfers for a Net Change in Fund Balance of $1,335. The first quarter budget amendment proposes adding $776,200 in expenditures. With $788,000 in revenue proposed, there is a positive net impact on the general fund of $11,800.

The proposed budget amendment includes the following changes to General Fund (Fund 110) appropriations:

General Fund	Original Budget	Current Budget	Requested BA	Amended Budget
Revenue				
Property Tax	36,219,000	36,219,000		36,219,000
Sales Tax	23,837,000	23,837,000		23,837,000
Other Taxes	10,740,400	10,740,400		10,740,400
Charges For Services	8,788,500	8,788,500	150,000	8,938,500
Licenses & Permits	3,874,200	3,874,200		3,874,200
Revenue from Other Agencies	3,443,795	3,534,650	638,000	4,172,650
Use of Money & Property	1,900,000	1,900,000		1,900,000
Interdepartmental Charges	1,196,200	1,196,200		1,196,200
Fines & Forfeitures	1,136,000	1,136,000		1,136,000
Transfers In/Out	145,687	145,687		145,687
Other Revenues	143,500	143,500		143,500
Revenue Total	**91,424,282**	**91,515,137**	**788,000**	**92,303,137**
Expenditures				
Administration	1,785,995	1,785,995	88,200	1,874,195
City Clerk	710,614	710,614		710,614
Code Enforcement	1,065,105	1,917,105		1,917,105
Community Development	2,754,986	2,755,269		2,755,269
Community Services	2,389,730	2,389,730		2,389,730
Finance	4,566,343	4,566,343	23,000	4,589,343
Fire	23,953,222	23,953,222	580,000	24,533,222
Police	34,048,448	33,287,303	85,000	33,372,303
Public Works	4,884,918	4,884,635		4,884,635
Transfers	15,263,586	15,263,586		15,263,586
Expenditures Total	**91,422,947**	**91,513,802**	**776,200**	**92,290,002**
Revenue Less Expenditures	**1,335**	**1,335**	**11,800**	**13,135**

In addition to the proposed amendments to the General Fund, the table below summarizes proposed amendments to other funds:

Other Funds	Current Budget	Requested BA	Amended Budget
Auto Plaza Improvement District (190)			
Revenue	105,390	12,578	117,968
Expenditures	64,120	52,591	116,711
Measure M (235)			
Expenditures	3,245,000	2,074,800	5,319,800
SB1 - Road Maintenance Rehab (237)			
Expenditures	6,459,400	-1,407,400	5,052,000
Sewer Maintenance (189)			
Expenditures	2,078,400	421,844	2,500,244

Attachments

Attachment No. 1 - First Quarter Financial Report
Attachment No. 2 - Resolution No. 2025-5

CITY COUNCIL GOALS & OBJECTIVES: Achieve Fiscal Sustainability and Financial Stability
Maintain Good Intergovernmental Relations
Enhance City Image and Effectiveness

AGENDA ITEM NO. 8

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF GRANT WRITING AND FEDERAL LOBBYIST SERVICES**

RECOMMENDATION:

It is recommended that the City Council provide direction.

BACKGROUND:

The City relies on various sources, including Federal, State, County, and private agencies, for special funding to provide services to the public. Historically, the City has practiced more common grant finding and grant writing activities to seek appropriate grant funding for its projects/activities, with each department researching and/or learning about grants that are available through their own operational and association contacts. City staff routinely apply for funding opportunities and are familiar with the programs and grantors. Attachment No. 1 lists grant funding opportunities to which the City applied or had active grants in 2024, with $10.3 million in awards listed. The list includes grants submitted on the City's behalf by Transtech, as part of the Engineering Services provided to the City.

The City has received over $28.5 million in Federal funding over the past five years. Below is a summary of this funding by year. Attachment No. 2 provides Schedules of Expenditures of Federal Awards the City has received over the five-year period from 2019-2023.

Federal Expenditures by Fiscal Year Ending					Five Year Total
2023	2022	2021	2020	2019	
$4,571,165	$12,945,348	$3,569,064	$2,951,691	$4,494,660	$28,531,928

Additionally, staff has successfully worked directly with Congresswoman Napolitano's Office to secure Congressional Appropriations for specific projects:

- FY 2023 $7M Azusa Avenue Improvements
- FY 2024 $1M Cameron Complete Streets

In 2024, staff worked with the Congresswoman's Office to include a $2M appropriation for Fire Station #1 in the proposed FY 2025 Congressional Budget Bill. As of the writing of this report, the Federal Budget is still being negotiated.

At the February 20, 2024 City Council meeting, Councilmember Cantos requested that the City look into hiring a Washington DC lobbyist. Councilmember Wu also requested that the City look into hiring a grant writing team.

Staff developed and published formal Requests for Proposals for these services. RFP 202408 for Grant Writing Services was posted May 16, 2024. RFP 202409 for Federal Lobbyist services was posted the same day.

DISCUSSION:
The following is a summary of the RFP for the Grant Writing Services and Federal Lobbyist Services:

Grant Writing Services:

Contracting a grant writing team that specializes in the management of the overall grant process could assist the City in securing funding for services and projects which the City otherwise would be required to utilize local tax dollars. Applying for grants which address City needs associated with service delivery and necessary capital infrastructure improvements, as well as be properly and efficiently administered by staff, taking into account existing duties and responsibilities, could be beneficial.

The proposed scope of work included:

- Funding Needs Analysis – Work with the City's departments to assess the validity of current funding priority areas and identify new priority areas for funding
- Grant Funding Research – Conduct research to identify grant resources including, but not limited to, federal, state, foundation, agencies and organizations that support the City's funding needs and priorities in the following general areas
- On-call Grant Research – In addition to the areas identified through the Funding Needs Analysis process and throughout the duration of the agreement.
- Grant Proposal Development – Provide grant proposal writing services associated with the completion of grant applications on behalf of the City, including the preparation of

funding abstracts, production and submittal of applications to funding sources. A copy of each grant application submitted is to be provided to the City.

- Monthly Reports – The consultant selected will be required to submit monthly reports to the City summarizing the amount of time expended and describe activities undertaken during the previous month.

Fifteen (15) proposals were received in response to the Grant Writing Services RFP on June 20, 2024.

Staff consisting of the Assistant City Manager, Police Administrative Services Manager and Assistant to the City Manager reviewed all proposals to determine that submissions conformed to all the requirements in the RFP. Through a vigorous evaluation, all vendor proposals were ranked according to the following criteria:

Evaluation Criteria	Max Points
Completeness of Proposal	20
Relevant Experience and Qualifications of Proposed Project Team	30
Capacity to Perform	30
Proposed Cost	20
Total Score	**100**

Proposal Scores - Grant Writing

Vendors	Total Score	Rank
Avant Garde	84	1
Calif Consulting	82	2
Evan Brooks Assoc	79	3
Engineering Solutions Svs	78	4
Global Urban Strategies	75	5
Witt Obriens	75	6
Intuitive Group	74	7
CPRA Strategies	74	8
Delta Proposal	72	9
Townsend Public Affairs	71	10
Ascend NBS	70	11
K&M Enterprises	70	12
Villa Civil	62	13
MNS Engineers	56	14
Kahlen Group	52	15

Relative to fees, vendors provided hourly position rates. So, project cost would depend upon the task and complexity. Four of the vendors provided a rate for a monthly retainer translating to an annual cost of $32,400 - $102,000 per year. Based on the proposal of the highest rated vendor, Avant Garde, the funding needs analysis, grant research and grant tracking, attending workshops and trainings, and preparing grant summaries will be provided free of charge. Upon request, the vendor will submit a grant writing cost proposal on a per grant application basis. Grant writing hours will vary dependent upon each grant program's application scale, degree of difficulty, required technical portions, and submitting deadlines. The vendor estimates that costs can range from $3,500 to $13,500 per grant depending on how extensive the grant program is and the technical expertise required.

Federal Lobbyist Services:

A federal lobbyist would network and connect with lawmakers to advocate for funding for City-specific projects.

The proposed scope of work included:

- Identify and devise strategies to successfully secure federal funding for the City of West Covina.
- Pursue major funding opportunities and investigate other opportunities. Lobbying consultant shall research and provide information to the City on existing and emerging legislation, availability of funding, distribution of funding, techniques to be used by the City to capitalize on opportunities, and examples of successful federal government applications.
- Monitor bills that may impact the City's interests in accordance with the legislative priorities established by the City and provide interpretation and analysis of bills to City staff.
- Work closely with City staff to assess the impact of certain bills and administrative decisions and to develop a response from the City either in support, opposition, or seek amendments to bills or administrative rules.
- Provide frequent legislative briefings for key City staff, including information regarding major highlights and information on priority bills that require the City's attention.
- Represent the City and meet with legislators, their staff, and governmental agency officials to advance the City's legislative agenda and interests.

- Testify at committee hearings and other meetings on behalf of the City.
- Track and review press releases, informational bulletins, and other important information released by the federal governments and their agencies.
- Review and notify City staff of relevant federal grants.
- Advocate for City funding in the federal budgets, through grants and legislation, and through any other appropriate means.
- Work with City staff to secure sponsors for proposed bills and/or amendments to Federal law.
- Provide City staff with a monthly written summary of legislative activities on behalf of West Covina.

Six (6) proposals were received in response to the Federal Lobbyist RFP on June 20, 2024.

Staff, consisting of the Assistant City Manager, Police Administrative Services Manager and Assistant to the City Manager, reviewed all proposals to determine that submissions conformed to all the requirements in the RFP. Through a vigorous evaluation, all vendor proposals were ranked according to the following criteria:

Evaluation Criteria	Max Points
Completeness of Proposal	20
Relevant Experience and Qualifications of Proposed Project Team	30
Capacity to Perform	30
Proposed Cost	20
Total Score	**100**

Proposal Scores - Federal Lobbyist

Vendor	Total Score	Rank
Townsend Public Affairs	88	1
Carpi & Clay	86	2
Delta Development Group, Inc	77	3
McKeon Group, Inc	74	4
Thorn Run Partners	69	5
Balance Public Relations & Strategic Solutions, Inc	66	6

The proposed cost to retain the services of the highest rated bidder, Townsend Public Affairs, is $42,000 per year. All vendors provided the cost of a monthly retainer. According to a proposer, fixed fee monthly retainers are standard for federal advocacy work. Based on monthly retainers included in the proposals, annual costs range from $42,000 - $150,000.

Staff is seeking direction from the City Council on the following options:

1. Contract a Grant Writing Consultant
   - Although the City has been successful in applying for and receiving grant funds, it could be beneficial to have a contracted grant writing consultant, to help assess needs, seek funding opportunities, and prepare grant proposals.
   - Potential Costs: Based on proposed retainers, $32,400 - $102,000 per year. The balance of proposals included hourly rates by position. So, cost would depend on the task. Cost estimates provided by the highest rated bidder are $3,500 to $13,500 per grant.
2. Develop an Approved Vendor List for Grant Writing

- While staff has had success in applying for and receiving grant funds, it could be beneficial to have an approved vendor list for grant writing services from which to hire, if a funding opportunity should arise, or if the City wishes to pursue a grant that requires expertise assistance.
- Potential Costs: $3,500 to $13,500 per grant, dependent on the task. A cost estimate would be agreed to prior to proceeding.

3. Seek a City Position Specifically for Grant Writing
    - The City could look into developing and creating a position specifically to research, write, and administer grants for the City. This would require the addition of a position to the budget and could cost between $113,000-$267,000. During the January 7, 2025 Regular City Council meeting, Council directed staff to look at the Assistant City Manager position for this purpose. The current Assistant City Manager job description is not specific to grant writing or administration of grants and has a total compensation ranging from to $207,000 to $267,000. However, the Assistant to the City Manager job description does include administration and monitoring of various grants, including preparing grant applications and modifications. The total compensation for this position ranges from $113,000 to $147,000. The current Assistant to the City Manager position is allocated across multiple funds, including grant and special revenue funds.
    - Potential Cost: $113,000-$267,000.
4. Enhance Current Practices for Grant Writing
    - The City has been successful in applying for and receiving grant funds through its current practice of departments targeting and administering funding related to their area of expertise. The implementation of additional coordination such as through the on-going tracking of grant funding statuses would benefit this practice.
5. Contract a Federal Lobbyist
    - The City has been successful in working directly with the office of Congressional representative. A contracted lobbyist could be effective in advocating for the City to other federal legislators.
    - Potential Costs: Based on the proposals received, the cost for service ranges between $42,000 - $150,000 per year.
6. Enhance Current Practices for Legislative Advocacy
    - The City has been successful in advocating for federal appropriations, through its current practice of departments targeting and administering funding related to their area of expertise. The implementation of additional coordination such as through the quarterly meetings of department representatives would benefit this practice. It will also be important to establish a relationship with the new Congressional representative Gil Cisneros for support of federal funding requests.

OPTIONS:

Below is a summary of the options City Council may choose to proceed with.

Grant Writing Services

1. Award RFP 202408 for Grant Writing Services to Avant Garde and direct staff to return with a proposed agreement on a by-grant basis and funding source for City Council consideration;
2. Award RFP 202408 for Grant Writing Services to the top five firms and direct staff to return with proposed agreements and funding sources for City Council consideration;
3. Reject all proposals for RFP 202408, Grant Writing Services, and direct staff to explore the creation of a new City position for the writing and management of grants;
4. Reject all proposals for RFP 202408, Grant Writing Services, and continue to have staff, by department, pursue and manage grants for City projects, holding quarterly coordination meetings.

Federal Lobbyist

1. Award RFP 202409 for Federal Lobbyist services to Townsend Public Affairs and direct staff to return with a proposed agreement and funding source for City Council consideration; or
2. Reject all proposals for RFP 202409, Federal Lobbyist services, and have staff continue to work directly with the office of legislators to advocate for federal funding for City projects.

Alternatively, the City Council may choose to provide alternative direction.

Prepared by: Kelly McDonald, Assistant to the City Manager

Fiscal Impact

FISCAL IMPACT:
The fiscal impact will depend on the City Council's direction. Below is a summary of the options and potential costs. Any option would need to be funded by the General Fund. As of the first quarter report, the General Fund has Revenue less Expenditures of $13,135.

Option #	Description	Potential Costs
1	Contract a Grant Writing Consultant	$32,400 - $102,000 annually
2	Contract a Federal Lobbyist	$42,000 - $150,000 annually
3	Develop an Approved Vendor list for Grant Writing	$3,500 to $13,500 per grant
4	City position specifically for Grant Writing	$113,000-$267,000 annually*
5	Enhance Current Practices	Negligible

**Does not include impact on unfunded accrued liability for pension*

Attachments

Attachment No. 1 - Grant and Legislative Funding Requests
Attachment No. 2 - Federal Awards 2019-2023

CITY COUNCIL GOALS & OBJECTIVES: Achieve Fiscal Sustainability and Financial Stability
Enhance City Image and Effectiveness

AGENDA ITEM NO. 9

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: **CONSIDERATION OF ORDINANCE AMENDING CHAPTER 22 OF THE WEST COVINA MUNICIPAL CODE RELATING TO STREET SWEEPING REGULATIONS AND ENFORCEMENT**

RECOMMENDATION:

It is recommended that the City Council introduce Ordinance No. 2526 to amend provisions of Chapter 22 of the West Covina Municipal Code relating to street sweeping regulations and enforcement:

ORDINANCE NO. 2526 - AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST COVINA, CALIFORNIA, AMENDING CHAPTER 22 (TRAFFIC REGULATIONS) OF THE WEST COVINA MUNICIPAL CODE RELATING TO STREET SWEEPING REGULATIONS AND ENFORCEMENT AND MAKING A DETERMINATION THAT THE ORDINANCE IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PURSUANT TO CEQA GUIDELINES SECTION 15061(B)(3) (COMMON SENSE EXEMPTION)

BACKGROUND:

The City of West Covina provides street sweeping services for cleaning approximately 463 curb miles of its streets through an agreement with a third-party vendor, Nationwide Environmental Services ("Nationwide"). Street sweeping is a public service that is dedicated to preserving the cleanliness of our community, focuses on trash and debris, and assists with the compliance of water and air quality regulations.

At the November 7, 2023 and December 5, 2023 City Council meetings, the Council considered the City's options regarding the City's street sweeping program. On December 5, 2023, the Council approved changing street sweeping from bi-weekly to weekly, including four-hour windows for parking restrictions. The updated routes and schedules are shown in Attachment No. 1. As part of this approval, Council directed staff to identify high-density housing areas where the parking restriction should occur on different days, alternating between sides of the street.

In order to implement the Citywide street sweeping restriction, the City needs to install street sweeping signage along every street where the restriction is in place in accordance with California Vehicle Code Section 22507.6.

On October 15, 2024, the Council authorized the City Manager to issue a purchase order to Tapco, Inc. to purchase the street sweeping signage and signage mounting equipment, and to execute a construction agreement with Square Signs LLC dba Front Signs for the installation of the street sweeping signs.

DISCUSSION:

To implement a successful parking restriction and enforcement program, revisions to the West Covina Municipal Code (WCMC) are necessary. Staff has prepared a proposed ordinance to amend provisions of Chapter 22 (Traffic Regulations) of the WCMC relating to street sweeping regulations and enforcement.

The proposed ordinance:

- Amends Section 22-21 of the WCMC to provide authorization for officers of the Police Department, Code Enforcement, and any employees, agents, or contractors as are assigned by the City Manager or the Police Chief to enforce the parking regulations of Chapter 22.
- Amends Section 22-174 of the WCMC to provide that a person to whom a preferential parking permit is issued is required to comply with street sweeping parking regulations, including the prohibition set forth in Section 22-193.
- Adds a new Section 22-193 to the WCMC, which:
    - Prohibits parking any vehicle on any street or alley or portion thereof during the days and times designated for street sweeping. Allows parking on restricted portions of streets or alleys once the street sweeper has passed.
    - Provides that the Council will designate by resolution the days and hours during which parking is prohibited on specified streets or alleys or on all streets and/or alleys within a specified geographical area of the City to facilitate street sweeping.
    - Requires the City Manager to cause to be placed and maintained signs setting forth the days and hours during which parking is prohibited to facilitate street sweeping in accordance with California Vehicle Code section 22507.6.
    - Exempts certain commercial vehicles as required by California Vehicle Code section 22507.6.

Staff recommends that the Council introduce Ordinance No. 2526. The ordinance will be brought back to the City Council for a second hearing at the February 4, 2025 City Council meeting, and will go into effect 30 days after the second hearing of the ordinance. Prior to enforcing the new ordinance, the following steps will be taken:

- Installation of Street Sweeping signs: Street Sweeping signs will be required to be installed throughout the entire City. Installation will start in February of 2025 and are anticipated to be completed by April 2025.
- Educational Campaign: the City will roll out an educational campaign to inform residents of the new parking restrictions for weekly street sweeping, including a 30-day grace period where residents will be provided a warning prior to being issued a ticket.

LEGAL REVIEW:
The City Attorney's Office has reviewed the ordinance and approved it as to form.

Prepared by: Brian Cervantes, Associate Engineer

Fiscal Impact

FISCAL IMPACT:
The total implementation costs for the first year is $2,629,640.00. Of this, $1,161,040.00 ($470,000 + $691,040) will be needed annually and $1,468,600 ($618,600 + $250,000 + $600,000) will be needed for one-time costs. The table below provides the estimated additional costs to implement a weekly street sweeping program as proposed with the eligible funding sources. Should council move forward with either program, a future budget amendment would be brought before Council for consideration. Only a portion of the vehicles and equipment may be funded by Measure W, thus AQMD and Vehicle Replacement funding is proposed.

Program	One-Time	Recurring	First-Year Total	Funding Source

Enforcement Staffing		470,000	470,000	Measure M/R
Parking Restriction Signs & Equipment	1,200,000		1,200,000	Measure W
	268,600		268,600	AQMD or Vehicle Maintenance
Increased Contract		691,040	691,040	Measure M/R
Total	**$1,468,600**	**$1,161,040**	**$2,629,640**	

Staff has confirmed that Measure M/R may be used for both enforcement and the increased contract. Excluding one-time capital expenses, Measure M or Measure R have capacity for both the enforcement and increased contract. However, this would reduce funding for other one-time eligible projects. The table below outlines the estimated recurring capacity for the funds. To be conservative, revenue has been held constant and expenditures have increased by three percent over the forecasted period. For simplicity, numbers have been presented in the $1,000s.

($Thousands)	**FYE 2024**	**FYE 2025**	**FYE 2026**	**FYE 2027**	**FYE 2028**	**FYE 2029**
Fund 224 ? Measure R						
Revenue	1,996	1,996	1,996	1,996	1,996	1,996
Expenditures	1,093	1,126	1,160	1,195	1,231	1,268
Revenue less Expenditures	**903**	**870**	**836**	**801**	**765**	**728**
Fund 235 ? Measure M						
Revenue	2,277	2,277	2,277	2,277	2,277	2,277
Expenditures	33	34	35	36	37	38
Revenue less Expenditures	**2,244**	**2,243**	**2,242**	**2,241**	**2,240**	**2,239**
Recurring Capacity	**$3,147**	**$3,113**	**$3,078**	**$3,042**	**$3,005**	**$2,967**

Attachments

Attachment No. 1- Revised Weekly Citywide Street Sweeping
Attachment No. 2 - Ordinance No. 2526

CITY COUNCIL GOALS & OBJECTIVES: Enhance City Image and Effectiveness

AGENDA ITEM NO. 10

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM:

SUBJECT: **UPDATE ON THE CURRENT MAINTENANCE AND OPERATIONS OF THE WEST COVINA SPORTSPLEX**

RECOMMENDATION:

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

BACKGROUND:

The West Covina Sportsplex is a unique regional park located at 2100 S. Azusa Ave. and serves West Covina residents as well as the San Gabriel Valley and beyond. In 2021, the City terminated the agreement with Big League Dreams and the City has since taken responsibility for the maintenance and operation of the West Covina Sportsplex. In addition, to the maintenance of buildings and facilities, landscaping, irrigation, field maintenance, the City is also responsible for managing methane mitigation and monitoring. The West Covina Sportsplex is a reservation-based facility. The intent is to recover the costs associated with use and services through user fees.

The Sportsplex is designed to accommodate all levels of local, regional and national tournaments and leagues. The Sportsplex facilities currently include:

- Six (6) replica baseball fields total 27.1 acres (Dodgers Stadium, Yankees Stadium, Wrigley Stadium, Angels Stadium, Tigers Stadium, Fenway Stadium)
- Eight (8) station batting cages (4 baseball and 4 slow pitch softball)
- Two (2) playgrounds
- Two (2) family-style restaurants and bar spaces (currently non-operable)
- 400 Parking Spaces
- One (1) covered multipurpose covered Pavilion that accommodates: indoor soccer, corporate or private events, rugby, flag football and more

The Sportsplex currently hosts adult softball leagues, tournament play, soccer rentals, cheer practices, baseball/softball practices, batting cage practices, special events and is available to rent for corporate or private parties.

It is important to note that in December 2024, the City received proposals in response to RFP No. 202414-West Covina Sportsplex Management, Operations, Maintenance Services, and Optional Restaurant Operations, and is currently in negotiations with a potential operator for one restaurant from a proposal received from RFP No.61-023.

DISCUSSION:

This report provides an overview of the current maintenance and operations at the West Covina Sportsplex. The report also provides a brief overview of the maintenance and operations from July 2021 to May 2024.

From July 2021 to May 2024, the West Covina Sportsplex hosted tournaments, adult softball league nights, corporate and private rentals, soccer leagues, and league practices. Additionally, special events such as the State of the City, Inaugural Spring Festival in 2022, the Centennial Dinner & Ceremony in 2023, the ESPN All Star Friday Night, the 4th of July Firework Spectacular, and the Senior Health & Wellness Expo and Softball Tournament in 2024. Reservation and coordination was handled internally with limited Community Services staff. Maintenance and facility improvements spearheaded by the Public Works Department during this time period included field renovations, facade improvements at Yankee Stadium and Dodger Stadium, repairing of the methane monitoring systems in the buildings, placing the ten ground wells that are situated throughout the facility on a quarterly monitoring program, minor repairs to the bathrooms, re-lined the main sewer lateral in the south restaurant building, and developed a maintenance schedule for the athletic fields.

Staffing:
The West Covina Sportsplex utilizes staff from the Community Services Department and the Public Works Department. The table below reflects the current staffing levels at the West Covina Sportsplex.

Position	Department	Number
Maintenance Worker II (FT)	Public Works	5
Recreation Leader (PT)	Community Services	12
***Site Coordinator (PT)**	Community Services	2.5

**There are two part-time Site Coordinators at the West Covina Sportsplex M-F and one part-time Site Coordinator on Sat/Sun only.*

In order to maximize opportunity for utilization and to program the West Covina Sportsplex to its full capacity, a Deputy Community Services Director was hired in June 2024.

Facility Improvements:
The following is a list of improvements/changes that have been made since June of 2024:

- Repairs to the batting cages, making them fully operational and open for customer use.
- Contracted nightly janitorial services to clean restrooms, restaurants and offices. This will ensure that users will have access to clean amenities daily.
- Implementation of snack bar sales in the Pro Shop (soda, water, Gatorade, chips, pizza etc.)
- Sportsplex signage throughout facility
- Replaced a damaged section of the Pavilion covering
- Additional plumbing repairs to restrooms

Admission Fees:
The City has implemented weekend admission fees. Currently, there is no charge to visit the Sportsplex during the week or to West Covina residents on the weekends. Admission fees are outlined below:

Free	West Covina Residents, Uniformed Players, Coaches, 3 Yrs & Younger
$5	Youth (4-13), Seniors (65+), Military (With proof of ID)
$10	Adults 14+ (Non-Residents)

Fee Schedule:
The following is the current fee schedule for the Sportsplex:

- Security Deposit - $305
- Softball Field - $50 per/hr per field
- Indoor Soccer Pavilion - $65 per/hr
- Staff fee - $20 per/hr

- Vendor fee - $200 per weekend
- Batting Cage fees:
  - 10 minutes - $10
  - 15 minutes - $15
  - 30 minutes - $30
  - 1 hour - $45

Tournament pricing varies and is based on the scope of the tournament. Please note a minimum of 2 staff members for required for a rental.

Hours of Operation:
The Sportsplex operates seven days a week, below is a chart with typical hours of operation:

Monday	4 – 9 PM; (Practices/League Rentals)
Tuesday	4 – 9 PM; (Practices/League Rentals)
Wednesday	4 – 9 PM; (Practices/League Rentals)
Thursday	4 – 9 PM; (Practices/Leauge Rentals)
Friday	Varies on rentals and Adult Softball League games
Saturday	Varies on tournament and pavilion rentals
Sunday	Varies on tournament and pavilion rentals

The Sportsplex is open throughout the year except for the following reasons; field maintenance, major holidays, and citywide special events. To ensure proper maintenance of the fields, the fields are closed annually from Mid-December to January of each year. The Sportsplex, like other City facilities, is typically closed for the major holidays, with the expectation of the 4th of July event held at the Sportsplex. The facility is also closed to accommodate citywide special events that can impact revenues.

Budget:
According to the City's Finance Department, a total of $171,624 has been collected from July 1, 2024 to December 31, 2024. Currently, all weekends are booked through July 2025, which will generate additional revenue in rental fees, admission and concession sales on top of any regular weekday rentals. The expenditures for the period of July 1, 2024 to December 31, 2024, total $536,022.

While the City has made significant strides in improvements and reprogramming the facility, there are still opportunities to enhance the facility and the programming. Below is a list of potential opportunities that will be included in the City's Capital Improvement List (CIP) and as funding becomes available the improvements will be completed:

- Lease/Operate the restaurants
- Continuing to build on the league programs
- Actively Marketing Facility for rentals (sports, corporate, weddings, etc)
- Revisit user fees
- Facility improvements:
  - Facade upgrades to all 6 fields – create a three-year cycle where two fields are upgraded annually
  - Update playground equipment and tenting
  - Repair/Replace of new scoreboards to all fields
  - Pavilion maintenance, including artificial turf maintenance and establishing a maintenance cycle
  - Convert lighting to LED in the Pavilion
  - Repairs to netting for batting cages and soccer goals in the Pavilion
  - Removal of stand seating from the first and third baseline for all 6 fields. This will allow for spectators to bring their own chairs to the park.
  - Update the existing sound system
  - Installation of Wi-Fi throughout the Sportsplex
  - Renovation of the two restaurants and restrooms (should the city opt to operate internally

The Community Services Department and Public Works Department continue to work together to improve and expand upon the programming and maintenance of the facility.

OPTIONS:

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

Fiscal Impact

FISCAL IMPACT:

This agenda item is to receive and file, therefore; there is no fiscal impact associated with this action.

AGENDA ITEM NO. 11

AGENDA STAFF REPORT

City of West Covina | Office of the City Manager

DATE: 01/21/2025

TO: Mayor and City Council

FROM: Paulina Morales, City Manager

SUBJECT: CONSIDERATION OF MAKING CITY COUNCIL MEETINGS MORE EFFICIENT

RECOMMENDATION:
It is recommended that the City Council provide direction.

BACKGROUND:
At the December 17, 2024 City Council meeting, Councilmember Gutierrez requested that the City Council consider looking at ways to make City Council meetings more efficient.

DISCUSSION:
West Covina holds its City Council meetings on the 1st and 3rd Tuesday of the month and the current order of business is the following:

- (a) Call to Order
- (b) Invocation
- (c) Pledge of Allegiance
- (d) Roll Call
- (e) Reporting Out from Closed Session
- (f) Presentations
- (g) City Manager's Report
- (h) Oral Communications
- (i) Consent Calendar
- (j) Departmental Regular Matters
- (k) Mayor/Council Reports
- (l) City Council Requests for Reports, Studies or Investigation
- (m) City Council Comments
- (n) Adjournment.

City staff did a survey of agendas for sixteen local cities and agencies. The survey focused on the City Council meeting agenda (not closed session). The following is a summary of some of the findings:

- Oral Communication
  - Oral communication varies from 1 minute to 5 minutes, with the majority surveyed at 3 minutes.
  - Most cities can change the allocated speaker time, either based on Mayor/Council discretion, or the number of speakers.
  - Some cities require public comment cards to be submitted by a specified timeframe (to finalize the number of public speakers).

    - Some cities won't allow additional public comment cards to be submitted once the public comment period begins.
    - To ensure the business of the City is completed, most cities include language in the agenda that limits public comments at the beginning of the meeting, allowing public comments at the end of the meeting.
    - Regarding Public Hearing public comment, most cities keep the public speaker time consistent with the oral communication portion of the meeting; few allow longer speaker time for Public Hearings
- Participation
    - The majority of the cities accept written participation with a deadline to be included in the record of public meetings.

There are other changes that could facilitate City Council meeting efficiency, including but not limited to the order of the agenda and number of presentations. For reference, the schedule for the staff report deadlines is attached.

OPTIONS:
Provide direction on potential changes to the agenda order, process, procedures.

Additional Approval: Paulina Morales, City Manager

Fiscal Impact

FISCAL IMPACT:
This is strictly an administrative item, therefore; there is no fiscal impact associated with this action.

Attachments

Attachment No. 1 - Survey
Attachment No. 2 - Staff Report Schedule 2025

CITY COUNCIL GOALS & OBJECTIVES: Enhance City Image and Effectiveness