

MINUTES

JOINT CITY COUNCIL/CITY COUNCIL AS SUCCESSOR AGENCY TO DISSOLVED REDEVELOPMENT AGENCY/HOUSING AUTHORITY/COMMUNITY FACILITIES FINANCING AUTHORITY OF THE CITY OF DUARTE REGULAR MEETING – MAY 26, 2015

CALL TO ORDER	The City Council/City Council as Successor Agency to Dissolved Redevelopment Agency/Housing Authority/Community Facilities Financing Authority of the City of Duarte met in a regular meeting in the Council Chambers, 1600 Huntington Drive, Duarte, California. Mayor Paras-Caracci called the meeting to order at 5:30 p.m.
RECORDATION OF ATTENDANCE	The following were in attendance: PRESENT: Fasana (arrived prior to Closed Session), Finlay (arrived prior to Closed Session), Kang, Reilly, Paras-Caracci ABSENT: None ADMINISTRATIVE STAFF PRESENT: City Manager George, City Attorney Melching
ADOPTION OF AGENDA	Reilly moved, Kang seconded to adopt the Agenda, as amended to also adjourn in memory of Wing Kim Chew and Martha Jansen, and carried with Fasana and Finlay not present.
CLOSED SESSION Conference with Legal Counsel Anticipated Litigation	There was no public input. Melching announced the Closed Session was pursuant to Government Code §54956.9 (d)(4); Anticipated litigation; Number of potential cases: One. The Closed Session concluded at 5:55 p.m. City Council reconvened at 6:00 p.m., with all members present.
INTERVIEWS – Mayor’s Youth Council	Interviews were conducted for the Mayor’s Youth Council. The interviews concluded at 6:50 p.m. City Council reconvened at 7:04 p.m., with all members present.
PLEDGE TO THE FLAG	Mayor Paras-Caracci led the Pledge of Allegiance to the Flag.
MOMENT OF REFLECTION	A moment of reflection was observed.
FITNESS/MENTAL WARM-UP	Finlay provided the warm-up.
SPECIAL ITEMS Recognition – Mitch Skinner/Vic Abekian – Volunteers on Patrol	Mayor Paras-Caracci presented Certificates of Appreciation to Mitch Skinner and Vic Abekian in recognition of participating in the Volunteers on Patrol program, and performing over 2,500 hours of service.
Presentation – Edison Company Circuit Reliability Review	Ahmad Solomon, Southern California Edison Company, presented a circuit reliability review including momentary/sustained outages, overview, history, causes, and circuit reliability management.
Public Safety Update	Brian Villalobos presented the monthly Public Safety update, including CERT graduation, homeless crime, organized bicyclists, and package thefts.

Reilly suggested a presentation about the Volunteers on Patrol program be made at a future Council Meeting, and stated there is trash being dumped just east of the bridge on the north and south sides, and on the east side of Encanto.

Kang inquired if the organized bicyclist groups could be sent a letter about the noise and litter.

Fasana stated bicyclists need to stop at the intersections, and requested a briefing of details on trends, how we are deploying to meet those trends, and our strategy to meet these more recent challenges.

Lino Paras discussed panhandling, use of carts by the homeless, and organized bicyclists.

Redevelopment Dissolution
Update

Melching presented an update on pending amended legislation, and stated the League of California Cities supports it.

ANNOUNCEMENTS

Abdali Martinez, Assemblymember Hernandez' office, invited attendance at upcoming workshops and events in May and June.

Joanna Gee, Duarte Library, announced upcoming events, story times, and reading programs in June, July, and August.

Karen Herrera presented community announcements about City events, projects, programs, and activities in May, June, and July.

ORAL COMMUNICATIONS

The following spoke on items not on the Agenda.

Steve Hernandez – School Board meeting, grading of schools.

Alice Ryan – Ralphs.

Lino Paras – Volunteers, panhandling, Ralphs.

BUSINESS ITEM
(Out of sequence)
Slide the City event

Mayor Paras-Caracci announced the Slide the City event item will be considered at this time.

George presented a staff report about the event, and recommendation for non-approval at this time due to water restrictions, high risk, street closures, and cost, and recommended the Mayor's Youth Council participate in the design and planning of a teen festival at the Golden Streets event to be held in the summer of 2016.

There was discussion about the current drought and liability issues. Mayor Paras-Caracci stated she would like the Mayor's Youth Council to be included in the training process discussed during the budget.

Finlay moved, Reilly seconded to not approve the Slide the City event at this time, and to encourage members of the Mayor's Youth Council to participate in the design and planning of a teen festival at the Golden Streets event, per staff recommendation, and carried unanimously.

ITEMS ADDED TO CONSENT	Kang moved, Finlay seconded to add attendance at the National League of Cities Congress of Cities, November 4-7, 2015, Nashville, Tennessee, to Consent Item I, and carried unanimously.
CONSENT CALENDAR	Finlay moved, Fasana seconded to approve the Consent Calendar, as amended, as follows, and carried unanimously. Approve Items A, B, C, F, G, H, I. Receive and File Items D, E.
RESOLUTION NO. 15-06 2015-16 Appropriations Limit	Item F – Council Bill 15-R-06 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DUARTE ESTABLISHING AN APPROPRIATIONS LIMIT PURSUANT TO THE PROVISIONS OF ARTICLE XIII B OF THE CALIFORNIA CONSTITUTION
ORDINANCE NO. 858 Massage Establishments Business Licenses/Regulations (MCA 14-06) (Second Reading)	Item H – Council Bill 15-O-03 AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, AMENDING IN ITS ENTIRETY CHAPTER 5.56, “MASSAGE ESTABLISHMENTS,” OF TITLE 5, “BUSINESS LICENSES AND REGULATIONS,” OF THE DUARTE MUNICIPAL CODE TO REVISE CERTAIN REGULATIONS APPLICABLE TO THE OPERATION OF MASSAGE ESTABLISHMENTS (MCA 14-06) (Second Reading)
PUBLIC HEARING Council Bill 15-R-07 Tax-Exempt Obligations (Duarte Manor Apartments)	Mayor Paras-Caracci announced this was the time and place set for a Public Hearing to consider a proposed Resolution. Council Bill 15-R-07 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, APPROVING THE ISSUANCE OF TAX-EXEMPT OBLIGATIONS AND DIRECTING CERTAIN ACTIONS Notice of the hearing had been given, the affidavit is on file, and there were no written communications filed in the matter. Jeff Melching presented a staff report about the TEFRA hearing, corresponding resolution, and proposed issuance of bonds by Duarte Manor Apartments located at 1235 Highland Avenue, and answered questions from Councilmembers pertaining to location and affordable housing. Mayor Paras-Caracci asked if there was anyone in the audience who wished to speak on the item. Steve Hernandez inquired about paying of taxes and liability. Melching stated a private market will buy the bonds and pay the taxes, the City does not participate and owes no liability, and the role of the City is limited to conducting a Public Hearing as a forum. Mayor Paras-Caracci closed the Public Hearing.
RESOLUTION NO. 15-07	Reilly moved, Fasana seconded to adopt Resolution No. 15-07, and carried unanimously.

BUSINESS ITEMS (Continued)
Appointments – Mayor’s Youth
Council

Fasana moved, Finlay seconded to appoint Julianna Barragan, Tamera Barron, Roberto Bejarane, Rene Giles, Chavon Jackson, Clarice Ramirez, Andrea Sanchez, Rayven Searles, and Felipe Valdez to the Mayor’s Youth Council for terms expiring June 30, 2016, and to invite the four applicants who did not attend the interviews to be interviewed prior to the next Council Meeting, and carried unanimously.

ITEMS FROM CITY COUNCIL/
CITY MANAGER

GEORGE: Attended Contract Cities Conference in Indian Wells, and ICSC Conference, where he met with some developers.

KANG: Attended Contract Cities Conference, spoke to a few residents about parking permits, and suggested the possibility of a parking machine for the purchase of temporary parking permits after hours.

REILLY: Attended Contract Cities Conference, stated emergency preparedness was discussed, communication is important in emergencies, attended LA Peace Officers Memorial ceremony and school choir concert, shared a newspaper article about the Senior Center’s part-time custodian Tom Hunt, and attended the Older Americans Recognition Day Awards Program and Foot-hill Gold Line Operations Campus dedication.

FASANA: Attended kickoff for Relay for Life, All Schools Talent Show, and Gold Line Operations Campus dedication, congratulated Tom Hunt on his retirement and would like to express appreciation to him at a Council Meeting if he would like to attend, attended Allied Veterans Council Memorial Day event, stated a new sequence of AQMD grants are available for 2766 funding, \$40-\$80 million funding is expected to go to the Upper San Gabriel Valley and LA Mountains/Rivers Conservancy from the water bond measure, we need to follow on that, and stated Metro’s new CEO Phil Washington joined and participated in the recent event.

FINLAY: Stated she received a call about redwoods dying due to the drought, there was a concern about the City’s redwood Christmas tree, she assured the caller it is being cared for, and stated she forwarded an email to the City Manager about mis-information pertaining to store closures.

PARAS-CARACCI: Congratulated Tom Hunt and would like to invite him to a meeting for recognition, attended Contract Cities Conference, Gold Line Operations Campus, and Allied Veterans Council event at Live Oak Memorial Park, stated she, the City Manager, and Councilmember Reilly met the new president of the PUC, they took a tour of the areas impacted by the towers, and she hopes the community can start to become whole again.

ADJOURNMENT

The meeting was adjourned at 9:04 p.m. in memory of Richard “Dick” Mountjoy, Alicia Yanonis, Wing Kim Chew, Martha Jansen, and Wallace Edgerton.

Mayor Tzeitel Paras-Caracci

ATTEST:

City Clerk



MEMORANDUM

TO: Mayor and City Council
FROM: Community Development Department 
DATE: June 9, 2015
SUBJECT: Establish property assessments for the Citywide Landscape and Lighting Assessment District and Neighborhood Districts.

Annually, City Council holds a Public Hearing to establish property assessments for the Citywide Landscape and Lighting Assessment District and for the City's Neighborhood Districts. The attached Resolution 15-R-08 declares the City's intention to hold that public hearing on July 14, 2015. This process is part of the annual process required to continue property assessments for the Citywide Landscape and Lighting Assessment District and Neighborhood Districts.

The Engineer's Report is available for review at City Hall at any time between now and the public hearing indicating the amounts of the proposed assessment, district boundaries, assessment zones, descriptions of improvements, and method of assessment.

This year, the assessments are proposed to increase by CPI (0.73%) in special Zones 4, 7, 8, 14, 15, 16, 17 and 18 as allowed for in their formation or by previous approval. For the Citywide District and other Neighborhood Districts, there will be no change in the current assessment.

Staff recommends that the City Council adopt Resolution 15-R-08.

RESOLUTION NO. 15-R-08

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, DECLARING ITS INTENTION TO LEVY AND COLLECT ASSESSMENTS FOR FISCAL YEAR 2015-2016 WITHIN THE CITYWIDE LANDSCAPE AND LIGHTING MAINTENANCE DISTRICT, PURSUANT TO THE LANDSCAPE AND LIGHTING ACT OF 1972; AND FIXING A TIME AND PLACE FOR THE PUBLIC HEARING TO HEAR OBJECTIONS THERETO

The City Council of the City of Duarte, pursuant to the provisions of the Landscape and Lighting Act of 1972, Division 15 of the Streets and Highways Code of the State of California, does resolve as follows:

DESCRIPTION OF WORK

SECTION 1. That the public interest and convenience requires and it is the intention of the City Council of the City of Duarte, California, to levy and collect assessments within the Citywide Landscape and Lighting Maintenance District for Fiscal Year 2015-2016 within which the following work is to be done:

1. Maintenance and servicing of street landscaping and street trees.
2. Maintenance and servicing of street lighting facilities.
3. Maintenance and servicing of traffic signals.
4. The cleaning, sandblasting and painting of walls and other improvements to remove or cover graffiti within street right-of-way.
5. Funding for the construction of the Senior Center.
6. Maintenance and servicing of Parks.
7. Any and all work and materials appurtenant thereto.

LOCATION OF WORK

SECTION 2. The foregoing described work is to be located within streets, easements and City-owned property within the City of Duarte particularly described on a map on file in the City Clerk's office entitled "Landscape and Lighting Maintenance District, Assessment Diagram," said district boundary being the same as the City boundary.

DESCRIPTION OF ASSESSMENT DISTRICT

SECTION 3. That the contemplated work, in the opinion of said City Council, is of benefit to and the said City Council hereby makes the expense of the said work chargeable upon a district, which said district is assessed to pay the costs and expenses thereof and which district is described as follows:

The City Council has determined that pursuant to Section 22595 of the Streets and Highways Code of the State of California that the public utility property is to be assessed.

All that certain property within the City of Duarte, exclusive of public streets.

REPORT OF THE ENGINEER

SECTION 4. The City Council of said City does hereby tentatively approve the report of the Engineer, which indicates the amount of the proposed assessments, the district boundary, assessment zones, detailed description of improvements, and the method of assessment. The report entitled "Engineer's Report, Landscape and Lighting Maintenance District" is on file in the Office of the City Clerk and reference to said report is hereby made for all particulars.

ASSESSMENTS

SECTION 5.

- (a) Pursuant to Section 5 of Article XIID of the California Constitution an assessment existing on November 5, 1996 imposed exclusively to finance capital costs of maintenance and operation expenses for sidewalks, streets, sewers, water, flood control, drainage systems or vector control is exempt from the procedures and approved process set forth in Section 5 of Article XIID of the California Constitution.
- (b) The proposed assessments relating to Zones 1 through 15 were existing on the effective date of Article XIID of the California Constitution and were previously imposed and are proposed for fiscal year 2015-2016 to be imposed exclusively to finance the capital costs of maintenance and operation expenses for sidewalks, streets, sewers, water, flood control, drainage systems or vector control.
- (c) The proposed assessments relating to Zones 16 through 18 were voted upon and approved by a majority of property owners in accordance with the requirements of Article XIID of the California Constitution.
- (d) The assessments are proposed to increase by 0.73% in Zones 4, 7 and 8 as previously approved by the property owners, and also by 0.73% in Zones 14, 15, 16, 17, and 18 as allowed for in the formation of the zones, and in the Citywide assessment, which is subject to the notice, protest, and hearing requirements of Section 53753 of the Government Code.

TIME AND PLACE OF PUBLIC HEARING

SECTION 6. Notice is hereby given that on the 14th day of July 2015, at the hour of 7:00 p.m., in the Council Chambers of City Hall, 1600 Huntington Drive, Duarte, California, any and all persons having any objections to the work or intent of the assessment district may appear and show cause why said work should not be done or carried out, or why said assessments should not be levied in accordance with this Resolution of Intention. The City Council will consider all oral and written protests.

LANDSCAPING AND LIGHTING ACT OF 1972

SECTION 7. All work herein proposed shall be done in accordance with the Landscape and Lighting Act of 1972, Division 15 of the Streets and Highways Code of the State of California.

NOTICE

SECTION 8. The City Clerk is hereby ordered to give notice in accordance with Section 22626 of the Streets and Highways Code of the State of California.

PASSED, APPROVED and ADOPTED this 9th day of June, 2015.

Tzeitel Paras-Caracci, Mayor
City of Duarte

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF DUARTE)

I, Maria Akana, City Clerk of the City of Duarte, County of Los Angeles, State of California, hereby attest to the above signature and certify that Resolution No. 15-R-08 was adopted by the City Council of said City of Duarte at a regular meeting of said Council held on the 9th day of June, 2015, by the following vote:

AYES: Councilmembers:
NOES: Councilmembers:
ABSENT: Council Members:

City Clerk Marla Akana
City of Duarte, California

ENGINEER'S REPORT
SIDEWALKS, STREETS, SENIOR CENTER PAYMENT,
PARK AND SPECIAL ZONES
OF THE CITY OF DUARTE
LANDSCAPE AND LIGHTING MAINTENANCE DISTRICT
2015-2016 ASSESSMENT LEVY

SECTION 1. AUTHORITY FOR REPORT

This report is prepared pursuant to an order of the City Council of the City of Duarte in compliance with the requirements of Article 4, Chapter 1, Landscape and Lighting Act of 1972, being Part 2, Division 15, of the Streets and Highways Code of the State of California (The "Act").

The Act was originally created by the State Legislature in 1972. On June 13, 1978, the City of Duarte created the City of Duarte Landscape and Lighting Maintenance District for the maintenance and servicing of Landscaping and Lighting. Since 1972, the Legislature has expanded the definition of landscaping, lighting, and the work that may be done under the Act. The City of Duarte has, over time; expanded the work to be done by the District to include all the work allowed under the Act.

This Assessment District, by special benefit assessments, provides funding for the maintenance of City-owned parks, for the maintenance of the public landscaping in public owned properties or public right-of-way within the City, graffiti removal, maintenance of public-owned lighting, street lighting, traffic signals within the City, and funding towards the debt service of the Senior Center bond issue.

The voters on November 5, 1996 voted to adopt Proposition 218. Proposition 218 has the potential to have a great impact upon the way special assessments are used and assessed. The City Council has determined that the portion of the assessment devoted to street maintenance and the payment of the Senior Center bond is exempt from Prop. 218. In 1997, by majority vote of the property owners of all single family and condominiums within the City, it was determined to levy a park assessment of \$59.42 against single family and condominium units within the City.

SECTION 2. PLANS AND SPECIFICATIONS FOR THE IMPROVEMENTS

The plans and specifications for the irrigation, landscaping and lighting of streets, traffic signals and easements and authorized improvements within the City are on file in the Department of Community Development. The lighting locations and specifications for Edison-owned lights are on file with Southern California Edison Company. Reference is hereby made to said plans and specifications for the exact location and nature of the landscape and lighting of park improvements. Said plans and specifications by reference are hereby made a part of this report.

SECTION 3. ESTIMATE OF COST OF IMPROVEMENT

The cost of the initial improvements of median island landscaping, street landscaping, traffic signals, street lighting, parking lot lighting, and bike paths were paid for from capital improvement funds, special grants, gas tax, prior assessment districts, subdividers, and general City revenues. The City Council in 1991 and 1992, as a result of two public hearings, determined to fund a portion of the Senior Center construction from the landscape assessment in accordance with the Act. With the exception of the Senior Center, no other facilities are proposed to be funded from the district.

SECTION 4. CITYWIDE STREET AND SIDEWALK LANDSCAPING

The cost to maintain street landscaping, and parkway trees as described in this section. The following is a general description of the areas being maintained:

1. All parkway trees maintained by the City.
2. Trees adjacent to Caltrans right-of-way on Evergreen Avenue, Flower Avenue to Brightside Avenue, Central Avenue, Buena Vista Street to Santo Domingo Avenue and Evergreen Street east of Mountain Avenue.
3. Street Landscaping
 - A. Duarte Road – Highland Avenue to Mountain Avenue hardscape, turf, trees, irrigation and groundcover.
 - B. Buena Vista Street – North and south of the 210 freeway turf, irrigation and groundcover.
 - C. Mountain Avenue – North and south of the 210 freeway turf, irrigation and groundcover.
 - D. Central Avenue – East and west of Buena Vista Street turf, trees, irrigation and groundcover.
 - E. Huntington Drive – Mountain Avenue to the east City limits, hardscape, turf, trees, irrigation and groundcover.
 - F. Encanto Parkway – Huntington Drive to Markwood, west side landscaping and irrigation. Fifty percent only of landscaping along Zone 5.

The cost to maintain shall include, but not limited to, watering, fertilizing, mowing, weed control, shrubbery, tree removal and pruning, maintenance of irrigation facilities, removal or covering of graffiti and repair and replacement of lighting.

The cost to maintain and construct these facilities is considered a general property benefit and is assessed as a unit cost to each lot within the City, and to each apartment unit, hotel/motel room, trailer park space, and nursing home bed.

SECTION 5. CITYWIDE LANDSCAPING AND PARK COSTS

The cost to maintain parks, landscape area, and recreational facilities is described in this section. The following is a general description of the areas, parks and related landscaped areas being maintained as approved in the special assessment vote:

Parks

- A. Bike Trail – Turf, trees, groundcover, asphalt and irrigation.
- B. Thorsen Park – Turf, trees, groundcover and irrigation.
- C. Moore Park – Turf, trees, groundcovers, playground and irrigation.
- D. Entrance Park – Turf, trees, groundcover and irrigation.
- E. Encanto Park – Turf, trees, groundcover, irrigation, tennis courts, basketball courts, athletic courts, restrooms and parking areas.
- F. Beardslee Park – Turf, trees, groundcover, irrigation, hardscape and playground.
- G. Duarte Park – Turf, trees, groundcovers, irrigation, hardscape, recreation building, playground and athletic courts.
- H. Royal Oaks Park and Extension – Turf, trees, groundcover, irrigation, hardscape, recreation building, tennis courts, playgrounds and parking area.
- I. Glenn Miller Park – Turf, trees, groundcover, irrigation, hardscape and playgrounds.
- J. Hacienda Park – Turf, trees, groundcover, irrigation and playground.
- K. Third Street Park – Turf, trees, groundcovers, irrigation, and playground.
- L. Town Center – Turf, trees, groundcover, irrigation, hardscape, swimming pool, recreation building, and parking area.
- M. Northview Park – Turf and irrigation.
- N. Senior Center – Turf, trees, groundcover, irrigation hardscape, recreation area and parking lot.
- O. Otis Gordon Park
- P. Lena Valenzuela Park

The cost to maintain shall include, but not limited to, watering, fertilizing, mowing, weed control, shrubbery, tree removal and pruning, maintenance of irrigation facilities, maintenance of park building and equipment, maintenance and replacement of recreation equipment, removal or covering of graffiti and repair and replacement of lighting.

SECTION 6. SENIOR CENTER

The City Council first in Fiscal Year 1991-92 and reconfirmed in Fiscal Year 1992-93 that it is determined to amend and provide for the inclusion of a senior citizen/community center facility as one of the improvements to be financed with the assessments from the Citywide Landscape and Lighting District. Pursuant to Resolution No. 92-25, the City Council determined that the Senior center would be financed from a portion of the proceeds of a Certificate of Participation advanced by the City which would be repaid to the City in whole or in part from the levy of annual assessments within the District. The maximum number of annual assessments (30 years), the fiscal years in which such assessments are

levied and the estimated maximum amount of each annual installment of each assessment was set forth in the resolution. The resolution set forth periodic increases in the assessment. The assessment is at the maximum allowed per resolution 92-25 of two-hundred twenty-five thousand dollars (\$225,000). This two hundred twenty-five thousand dollars (\$225,000) is to repay the Senior Center construction, which is allowed under the resolution.

SECTION 7. LIGHTING MAINTENANCE

The cost to maintain shall include, but not limited to, electrical service for all public lighting including parking lighting, repair and replacement of City-owned lights within public right-of-way, servicing of Southern California Edison owned lights as defined by the Act, repair and replacement of traffic signals.

The net amount to be assessed upon lands within the Assessment District in accordance with this Report is apportioned by a formula and method which fairly distributes the net amount among all assessable lots or parcels in proportion to the estimated benefits to be received by each lot or parcel from the improvements, namely the maintenance and servicing of public lighting facilities within such District. The maintenance and servicing of public lighting facilities installed and constructed in public places provides a special benefit which is received by each and every assessed lot or parcel within the District, tending to enhance their value. The streets within the District improve access to all lots or parcels assessed. Street lighting also provides advertising visibility for business and commercial establishments. The intensity or degree of illumination provided can have a bearing on the benefits of street lighting. Thus, primary benefits of street lighting are for the convenience, safety, security, and protection of people. Secondary benefits are security or protection to property, property improvements and goods as set forth below:

1. Improvement to traffic circulation.
2. Reduction in night accidents and attendant human misery and economic loss.
3. Less vulnerability to criminal assault at night.
4. Promotion of business during nighttime hours for commercial properties.
5. Increased nighttime safety on roads and highways.
6. Improved ingress and egress to lots and parcels.
7. Reduction in vandalism and other criminal acts.
8. Reduction in burglaries.
9. The enhancement to the value of property which results from the foregoing benefits.

Intensity or degree of illumination provided on streets varies with the type of street, date of installation and the use of the property adjacent thereto.

The majority of parcels within the Lighting District are residential properties. A value of one (1) basis unit has been assigned to a residential unit. A residential unit is defined as a single-family unit, condominium unit, rental unit or apartment unit. Parcels in other land use categories, not used as residential, were then evaluated and rated by comparison with the basis unit.

Each land use evaluation takes into consideration – foot traffic, vehicular traffic, and hours of occupancy. Commercial and industrial properties have been assigned additional units based on the comparative benefits, number of people that would be expected to benefit from the lighting, security and intensity of the lights provided. The average light intensities and energy consumption for commercial areas is greater than that required for residential areas.

SECTION 8. GRAFFITI REMOVAL

The cost for graffiti removal shall include, but not limited to, the cost of cleaning, sandblasting and painting of walls and other improvements to remove or cover graffiti. Graffiti removal is considered a general property benefit and is assessed in the same manner and is included in the Street and Sidewalk Landscape Assessment.

SECTION 9. TRAFFIC SIGNALS

The following traffic signals are entirely or partially maintained by the City.

- * Mountain Avenue and Huntington Drive.
- * Mountain Avenue and Central Avenue.
- * Mountain Avenue and Evergreen Street.
- * Mountain Avenue and Duarte Road.
- * Mountain Avenue at Walmart/Home Depot
- * Mountain Avenue at Best Buy
- * Buena Vista Street and Huntington Drive.
- * Buena Vista Street and Central Avenue.
- * Buena Vista Street and Evergreen Street.
- * Buena Vista Street and Duarte Road.
- * Highland Avenue and Huntington Drive.
- * Mount Olive Drive and Huntington Drive.
- * Las Lomas Road and Huntington Drive.
- * Crestfield Road and Huntington Drive
- * Mountain Vista Plaza at Huntington Drive
- * Huntington Drive and Pops Road

SECTION 10. DIAGRAM FOR THE ASSESSMENT DISTRICT

A copy of the proposed assessment diagram is on file in the City Clerk's office, and includes all the property within the City limits of the City of Duarte. Reference is made to the Los Angeles County Assessor Maps as to parcel location and dimensions. The City Council, at the time of formation of the District of 1978, determined that the public utilities right-of-ways should be assessed based upon the actual benefit to the public utility right-of-ways.

SECTION 11. ASSESSMENT ZONES

Zone 1 All the Property within the City except those Properties in Zones 2 through 18

All properties that are not in a special zone are assessed within this zone. Assessment for areas without street lighting are reduced to reflect the cost component of the City's budget. Areas with street lighting are assessed based upon a unit basis for single family zoned property and residentially used property. Commercial, industrial and multi-residential zone properties are assessed based upon lot size and street frontage.

All of the properties in Zones 3 through 18 are assessed their share of the citywide lighting, street, sidewalk and park maintenance in addition to special maintenance assessment. Zone 2 is assessed specifically for their gas lights.

Street Lighting

The cost for street lighting in all zones is assessed to all residential lots based upon the special benefit and to commercial and industrial based upon frontage and area benefit.

Citywide Park Maintenance

The cost of park maintenance determined as a direct benefit is assessed to all single-family units and all condominium units based upon a unit assessment.

Citywide Street Maintenance Cost

The cost in all zones is assessed to all lots on a unit cost per lot, and to each apartment unit, hotel/motel room, trailer park space, and nursing home bed.

Zone 2 Mesa Area GasLights

This area is served by gaslights. The cost of gas lighting is assessed equally to all lots. The cost to maintain the Rim Road slope constructed in 2008, which was a general fund expense is no longer included in this report. Reserve in this district is held for future fixture replacements and refurbishments over time.

Zone 3 Emblem House Tract 33532

This zone was created at the request of the Developer (Emblem Homes), in lieu of a homeowner's association. The Developer installed sprinkler guns to irrigate the natural area north of the homes for fire protection. The maintenance of the sprinkler guns is a special benefit to all lots within the subdivision. The areas adjacent to the landscaping are given a benefit of 30% greater than the remainder of the lots.

Lots 1, 2, 18-119 are not adjacent to landscape areas

Lots 3-17 are assessed a 30% surcharge.

As in previous years, the City's General Fund has paid for this fire protection.

Zone 4 Las Lomas Villas Tracts 33964, 34892 & 35709

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The Developer, for the benefit of all lots, installed the landscaping as a special benefit to all lots, within the tract and is assessed equally to all lots. The assessment is based on a voter-approved formula, which provides for an annual C.P.I. increase not to exceed 3%. The C.P.I. for the year ending December 31, 2014 was 0.73%. This would allow for an assessment increase of \$2.71 per parcel to \$374.26 per parcel. A 0.73% increase in levy is proposed for Fiscal Year 2015-16.

Zone 5 Kaufman and Broad Development Phase 1 – Tract 35415(Encanto Parkway)

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The entrance landscaping on Encanto Parkway was installed by the Developer, as a special benefit to all lots, within the tract and is assessed equally to all lots. Since the extension landscaping along Encanto Parkway is also being considered a Citywide benefit, fifty (50) percent of the cost (\$7,532.00) has been moved to the Citywide Street portion of the Assessment District. An increase in assessment was proposed for Fiscal Year 2010-11. This increase was subject to the requirements of Proposition 208 "the Right to Vote on Taxes Act". The increase was not approved by the property owners. Consequently, the level of maintenance was reduced to balance the expenditures with the assessment.

Zone 6 Kaufman and Broad Development Phase II – Tracts 35631 and 41717 (Rancho Verde)

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The landscaping was installed by the Developer, for the special benefit to all lots, and is assessed equally to all lots. An increase in assessment was proposed for Fiscal Year 2010-11. This increase was subject to the requirements of Proposition 208 "the Right to Vote on Taxes Act". The increase was not approved by the property owners. Consequently, the level of maintenance was reduced to balance the expenditures with the assessment.

Zone 7 Amberwood Tract 35711

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The landscaping was installed by the Developer, for the special benefit to all lots, and is assessed equally to all lots. The assessment formula is based upon a voter approved formula which provides for an assessment increase (CPI) not to exceed 3% a year. The C.P.I. for the year ending December 31, 2014 was 0.73%. This would allow for an assessment increase of \$3.07 per parcel to \$423.75 per parcel. A C.P.I. increase of 0.73% is proposed for fiscal year 2015-16.

Zone 8 Village at Windsor Tract 39457

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The landscaping was installed by the Developer, for the special benefit of all lots, and is assessed equally to all lots. The assessment formula is based upon a voter approved formula which provides for an assessment increase (CPI) not to exceed 3% a year. The C.P.I. for the year ending

December 31, 2014 was 0.73%. This would allow for an assessment increase of \$2.46 per parcel to \$339.03 per parcel. A C.P.I. increase of 0.73% is being proposed for Fiscal Year 2015-16.

Zone 9 Tract 32993 (Kendick Tract) and Tracts 35135, 35136, 35137 (Hearthstone Homes)

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The landscaping was installed by the Developer, for the special benefit of all lots, and is assessed equally to all lots. An increase in assessment was proposed for Fiscal Year 2010-11. This increase was subject to the requirements of Proposition 208 "the Right to Vote on Taxes Act". The increase was not approved by the property owners. The level of maintenance was reduced to balance the budget with the assessment.

Zone 10 Tracts 35138, 35139, 38393 & 39932 (Hearthstone Del Norte)

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The tracts are specially benefited equally by the landscaping installed by the Developer except for the lots adjacent to that landscaping maintained by the district, which has an additional special benefit of 10%.

Total lot count not assessed the additional 10% = 170 lots

Lots assessed 10% additional benefit:

(2) Lots 18,20 (Tract 35139)

(4) Lots 25-28 (Tract 39932)

(11) Lots 10, 11, 17-20, 31-34, 39 (Tract 38393)

Zone 11 Tract 42150 (TKI Townhomes)

This zone was created at the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The landscaping was installed by the Developer, for the special benefit to all lots. The Board of Directors of the Home Owners Association in 2004 requested that the City allow the Home Owners Association to maintain the landscaping. The request was approved. A zero assessment for the landscaping within this zone has thus been shown.

Zone 12 Tract 33704 (Benchmark Homes)

This zone has been eliminated.

Zone 13 Mike's Center

This zone was created, at the request of the property owners, to maintain improvements installed by the City and financed by the property owners with assistance from Community Development Block Grant Funds. The lighting and landscaping was installed as a special benefit to all lots and is assessed based on lot area.

Zone 14 Tract 51911 (Las Brisas Development)

This zone was created upon the request of the Developer in lieu of a homeowner's association maintaining the landscaping. The landscaping was installed by the Developer, for the special benefit to all lots, and is assessed on a per lot basis. This zone was formed in 1995. At the time of the formation of this zone, the assessment was based upon a formula, which recognized the increase of inflation. The C.P.I. for the year ending December 31, 2014 was 0.73%. This would allow for an assessment increase of \$3.54 per parcel to \$487.86 per parcel. For Fiscal Year 2015-16, a Levy of \$484.32 (Fiscal Year 2014-15 Assessment) is required to balance the expenses which is less than the maximum allowed assessment of \$487.86 per parcel.

Zone 15 Tracts 52121 and 52255 (Las Posadas Development)

This zone was created in 1997 upon the request of the developer in lieu of a homeowners association maintaining the landscaping. The landscaping was installed by the developer, for the special benefit to all lots, and is assessed on a per lot basis. At the time of formation of the zone, the assessment was based upon a formula which allows for an assessment increase of up to 3 percent per year. The C.P.I. for the year ending December 31, 2014 was 0.73%. This would allow for an assessment increase of \$3.29 per parcel to \$454.25 per parcel. A C.P.I. increase of 0.73% is proposed for Fiscal Year 2015-16.

Zone 16 Tract 52337 (Buena Vista Villas)

This zone was created upon the request of the developer and a vote of the property owner in 1998. The developer installed all the landscaping to specially benefit all lots equally, therefore the assessment is levied on a per lot basis. This zone was created in 1998. The assessment is based upon a formula which provides for an assessment increase of up to 3 percent per year. The C.P.I. for the year ending December 31, 2014 was 0.73%. A C.P.I. increase of 0.73% raises the maximum assessment by \$3.51 per parcel from \$480.59 to \$484.10 per parcel. For Fiscal Year 2015-16, a Levy of \$480.59 per parcel (Fiscal Year 2014-15 Assessment) is required to balance expenses which is less than the maximum allowed assessment of \$484.10 per parcel.

Zone 17 Tract 52704 (Citrus Collection)

This zone was created upon the request of the developer and a vote of the property owner in 2000. The developer installed all the landscaping to specially benefit all lots equally, therefore the assessment is levied on a per lot basis. The assessment formula is based upon a formula which provides for an assessment increase of up to 3 percent per year. The C.P.I. for the year ending December 31, 2014 was 0.73%. A C.P.I. increase of 0.73% raises the maximum assessment by \$5.00 per parcel from \$684.89 to \$689.89 per parcel. For Fiscal Year 2015-16, a levy of \$647.55 per parcel is required to balance expenses which is less than the maximum allowed assessment of \$689.89 per parcel.

Zone 18 Tract 52867(Ridgecrest Estates)

This zone was created upon the request of the developer and a vote of the property owners in 2011. The developer installed all the landscaping to specially benefit all lots equally and the drainage improvements to benefit the development specifically and the City generally equally. The development share of the drainage improvements benefits all the lots equally. The assessment is levied thus on a per lot basis. The assessment formula is based upon a formula which provides for an assessment increase based on the CPI with a maximum of 3% per year. The special assessment was approved on December 13, 2011 per Resolution 11-49. The CPI for the year ending December 31, 2014 was 0.73 %. A CPI increase of 0.73% raises the maximum assessment by \$10.37 per parcel from \$1,421.17 to \$1,431.54. For Fiscal Year 2015-16, a Levy of \$1,421.70 per parcel (Fiscal Year 2014-15 Assessment) is required to balance expenses which is less than the maximum allowed assessment of \$1,431.54. While it is necessary to maintain a high reserve in this district to provide for brush clearance and flood control basin clearing costs that fluxuate, the current balance without the \$10.37 per parcel increase is adequate.

2015-16 CITYWIDE DISTRICT, SENIOR CENTER BOND PAYMENT AND SPECIAL BENEFIT ZONE CALCULATIONS
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Citywide Parks, Lighting and Street and Senior Center Bond Payment

Parks, Lighting, Street & Civic Center Bond Payment Expenses	\$1,175,700.00
General Fund Contribution (Deficit)	\$ <u>252,494.00</u>
<u>Total Citywide Assessment for 2015-2016</u>	\$ 923,206.00

Parks

Park Maintenance*	\$ 356,839.00
General Fund Contribution (Deficit)	\$ <u>(21,829.00)</u>
Total Parks Assessment	\$ 335,010.00

Street Lighting

Lighting Maintenance Cost	\$ 325,900.00
General Fund Contribution (Deficit)	\$ <u>(145,806.00)</u>
Total Citywide Lighting Assessments	\$ 180,094.00

Citywide Street

Street Maintenance Cost	\$ 267,961.00
General Fund Loan Repayment 2010-11	\$ <u>(84,859.00)</u>
Total Citywide Street Assessments for 2014-15	\$ 183,102.00

Senior Center Bond Payment

Bond Payment	\$ 225,000.00
General Fund Contribution	\$ <u>0</u>
Total Senior Center Bond Payment	\$ 225,000.00

Special Benefit Zone Maintenance Cost

Maintenance Expenses***	\$ 299,040.00***
Transfers from Zone Reserves to Fund Deficits	\$ (824.00)
General Fund Contribution to Fund Zone Deficits	\$ 0
Credited Surplus from Zones	\$ (12,600.00)
General Fund Obligated Expenses **	\$ <u>(12,532.00)</u>
<u>Total Special District Assessments for 2015-2016</u>	\$ 273,084.00

<u>Grand Total Citywide Senior Center Bond Payment and Special Benefit Zones Assessments for 2015-16</u>	\$ 1,196,290.00
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- * This does not include the sports park maintenance costs which cannot be included in the District.
- ** Includes \$4,000.00 (Emblem Homes), \$7,532.00 (Encanto Parkway), and \$1,000.00 (Ridgecrest Estates).
- *** Includes \$2,723.00 transfers to Reserve from Assessment

2015-16 CITYWIDE STREET LIGHTING AND SENIOR CENTER BOND PAYMENT AND SPECIAL BENEFIT ZONE CALCULATIONS
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ZONE	DISTRICT	2013-14	2014-15	2015-16
1	Lighting	\$30.44	\$30.44	\$30.44
	Street Maintenance	\$34.96	\$34.96	\$34.96
	Parks	\$59.42	\$59.42	\$59.42
	(Average Single Family)			
	Sub-Total	\$124.82	\$124.82	\$124.82
2	Mesa Area	\$237.60	\$237.60	\$237.60
3	Emblem Homes			
	Base Cost	\$124.82	\$124.82	\$124.82
	Surcharge Lots	\$124.82	\$124.82	\$124.82
4	Las Lomas Villas	\$492.33	\$496.37	\$499.08
5	Encanto Parkway	\$186.56	\$186.56	\$186.56
6	Rancho Verde	\$343.32	\$343.32	\$343.32
7	Amberwood	\$540.92	\$545.50	\$548.57
8	Windsor	\$457.73	\$461.39	\$463.85
9	Kendick, Hearthstone	\$158.27	\$158.27	\$158.27
10	Hearthstone			
	Base Cost	\$270.81	\$270.81	\$270.81
	Surcharge Lots	\$287.03	\$287.03	\$287.03
11	T.K.I. Townhomes	\$124.82	\$124.82	\$124.82*
12	Benchmark Homes	\$124.82	\$124.82	\$124.82*

SPECIAL DISTRICT ASSESSMENT COMPARISON

ZONE	DISTRICT	2013-14	2014-15	2015-16
13	Mike's Center			
	8530-018-027	\$2,334.91	\$2,334.91	\$2,334.91
	8530-018-028	\$1,151.76	\$1,151.76	\$1,151.76
	8530-018-029	\$1,198.19	\$1,198.19	\$1,198.19
	8530-018-030	\$ 548.67	\$ 548.67	\$ 548.67
	8530-018-031	\$ 548.67	\$ 548.67	\$ 548.67
	8530-018-032	\$ 548.67	\$ 548.67	\$ 548.67
	8530-018-033	\$2,395.96	\$2,395.96	\$2,395.96
	8530-018-034	\$3,013.36	\$3,013.36	\$3,013.36
	8530-018-054	\$1,880.36	\$1,880.36	\$1,880.36
	8530-018-055	\$9,119.66	\$9,119.66	\$9,119.66
		<u>\$22,743.65</u>	<u>\$22,743.65</u>	<u>\$22,743.65</u>
14	Las Brisas	\$603.87	\$609.14	\$609.14
15	Las Posadas	\$570.87	\$575.78	\$579.07
16	Buena Vista Villas	\$600.18	\$605.41	\$605.41
17	Citrus Collection	\$647.55	\$647.55	\$647.55
18	Ridgecrest Estates	\$1,530.53	\$1,545.99	\$1,545.99

*Citywide only within this Special Benefit Zone.

**ZONE 2 – MESA AREA
(FUND 2430)**

ESTIMATED EXPENSES 2015-16

Gas	\$ 8,500.00	
Repairs and Replacement	\$ 3,000.00	
Personnel	\$ 2,300.00	
Transfer to Reserve	<u>\$ 0.00</u>	
Total Expenses		\$13,800.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$12,800.00	
Transfer From Reserve	\$ 0.00	
Credited Surplus	\$ 1,000.00	
Transfer From General Fund	<u>\$ 0.00</u>	
Total Revenue		\$13,800.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$3,389.00
2012	\$3,389.00
2013	\$4,604.02
2014	\$7,893.02
2015	\$11,390.00 (est.)

Zone 2 Information

Number of lots to be assessed	<u>100</u>
GAS LIGHTING – COST PER LOT	\$ 128.00
Intersection Only Lighting – Cost Per Lot	\$ 15.22
Citywide Street Maintenance - Cost Per Lot *	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 237.60

*Includes Senior Center Bond Issue

**ZONE 3 – EMBLEM HOMES
(FUND 2429)**

ESTIMATED EXPENSES 2015-16

Water	\$ 1,600.00	
Electric	\$ 300.00	
Repairs and Replacement	\$ 1,000.00	
Personnel	\$ 1,100.00	
Transfer to Reserve	\$ 0	
Total Expenses		\$4,000.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 0.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 4,000.00	
Total Revenue		\$4,000.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$0
2012	\$0
2013	\$0
2014	\$0
2015	\$0

Zone 3 Information

Number of lots to be assessed	<u>121</u>
LANDSCAPE COST PER LOT	
Base Cost 100	\$ 0
Surcharge Lots 19 + 30%	\$ 0
Street Lighting Cost Per Lot	\$ 30.44
City-Wide Street Maintenance Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	
Base Cost	\$ 124.82
Surcharge	\$ 124.82

*Includes Senior Center Bond Issue

**ZONE 4 – LAS LOMAS VILLAS
(FUND 2421)**

ESTIMATED EXPENSES 2015-16

Water	\$ 15,000.00	
Electric	\$ 500.00	
Repairs and Replacement	\$ 3,500.00	
Landscape Maintenance	\$ 15,600.00	
Personnel	\$ 10,000.00	
Transfer to Reserve	<u>\$ 2,557.00</u>	
Total Expenses		\$47,157.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 47,157.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	<u>\$ 0.00</u>	
Total Revenue		\$47,157.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$1,398.00
2012	(\$2,453.00)
2013	\$2.89
2014	(\$2,453.00)
2015	(\$5,100.00 est.)

Zone 4 Information

Number of lots to be assessed	<u>126</u>
Landscape Per Lot	\$ 374.26
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot *	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 499.08

*Includes Senior Center Bond Issue

**ZONE 5 – ENCANTO PARKWAY
(FUND 2422)**

ESTIMATED EXPENSES 2015-16

Water	\$ 3,200.00	
Electric	\$ 1,100.00	
Repairs and Replacement	\$ 1,864.00	
Landscape Maintenance	\$ 5,500.00	
Personnel	\$ 3,400.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$15,064.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 7,532.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 7,532.00	
Total Revenue		\$15,064.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$2,405.00
2012	\$2,594.00
2013	\$1,771.88
2014	\$4,365.25
2015	\$4,247.00

Zone 4 Information

Number of lots to be assessed	122
Landscape Per Lot	\$ 61.74
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 186.56

*Includes Senior Center Bond Issue

**ZONE 6 – RANCHO VERDE
(FUND 2427)**

ESTIMATED EXPENSES 2015-16

Water	\$ 7,500.00	
Electric	\$ 600.00	
Repairs and Replacement	\$12,746.00	
Landscape Maintenance	\$ 8,600.00	
Personnel	\$ 5,900.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$35,346.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 25,346.00	
Transfer From Reserve	\$ 10,000.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$35,346.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$5,602.00
2012	\$4,572.00
2013	\$5,249.09
2014	\$9,821.54
2015	\$3,103.00 (est.)

Zone 6 Information

Number of lots to be assessed	116
Special Landscape Per Lot	\$ 218.50
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 343.32

*Includes Senior Center Bond Issue

**ZONE 7 – AMBERWOOD
(FUND 2423)**

ESTIMATED EXPENSES 2015-16

Water	\$ 7,000.00	
Electric	\$ 300.00	
Repairs and Replacement	\$ 1,538.00	
Landscape Maintenance	\$10,500.00	
Personnel	\$ 2,200.00	
Transfer to Reserve	\$ 73.00	
Total Expenses		\$21,611.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 21,611.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$21,611.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$2,417.00
2012	\$638.00
2013	\$1,177.76
2014	\$1,815.64
2015	\$2,256.00 (est.)

Zone 7 Information

Number of lots to be assessed	<u>51</u>
Landscape Per Lot	\$ 423.75
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 548.57

*Includes Senior Center Bond Issue

ZONE 8 – WINDSOR
(FUND 2424)

ESTIMATED EXPENSES 2015-16

Water	\$ 2,459.00	
Electric	\$ 300.00	
Repairs and Replacement	\$ 817.00	
Landscape Maintenance	\$ 6,600.00	
Personnel	\$ 2,800.00	
Transfer to Reserve	<u>\$ 196.00</u>	
Total Expenses		\$13,126.00

ESTIMATED REVENUE

Special Zone Assessment 2015-16	\$13,222.00	
Transfer from Reserve	\$ 0.00	
Transfer from General Fund	<u>\$ 0.00</u>	
Total Revenue		\$13,222.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$1,189.00
2012	\$297.00
2013	\$139.69
2014	\$436.67
2015	(\$192.00 est.)

Zone 8 Information

Number of lots to be assessed	<u>39</u>
Special Landscape per Lot	\$ 339.03
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
CITYWIDE ONLY COST PER LOT	\$ 463.85

*Includes Senior Center Bond Issue

**ZONE 9 – KENDICK (TRACT 32993)
HEARTHSTONE (TRACTS 35135, 35136, 35137)
(FUND 2420)**

ESTIMATED EXPENSES 2015-16

Water	\$ 1,500.00	
Repairs and Replacement	\$ 500.00	
Landscape Maintenance	\$ 4,100.00	
Personnel	\$ 2,162.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$8,262.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 8,262.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$8,262.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	(\$376.00)
2012	(\$104.00)
2013	(\$384.22)
2014	(\$488.28)
2015	(\$1,303.00 est.)

Zone 9 Information

Number of lots to be assessed	<u>247</u>
Special Landscape Per Lot	\$ 33.45
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance – Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 158.27

*Includes Senior Center Bond Issue

ZONE 10 – HEARTHSTONE DEL NORTE
(TRACTS 35128, 35139, 38393, 39932)
(FUND 2425)

ESTIMATED EXPENSES 2015-16

Other Services	\$ 5,300.00	
Water	\$11,500.00	
Electric	\$ 3,100.00	
Repairs and Replacements	\$ 500.00	
Landscape Maintenance	\$ 6,400.00	
Personnel	\$ 3,200.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$30,000.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 27,576.00	
Transfer From Reserve	\$ 2,424.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$30,000.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$9,547.00
2012	\$9,654.00
2013	\$4,194.33
2014	\$3,848.32
2015	\$11,274.00 (est.)

Zone 10 Information

Number of lots to be assessed	<u>187</u>
LANDSCAPE COST PER LOT	
Base Cost (170)	\$ 145.99
Surcharge Lots (17)	\$ 162.21
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42

ZONE 10 – HEARTHSTONE DEL NORTE
(TRACTS 35128, 35139, 38393, 39932)
(FUND 2425)

TOTAL COST PER LOT

Base Cost	\$ 270.81
Surcharge Lots	\$ 287.03

*Includes Senior Center Bond Issue

**ZONE 11 – T.K.I. TOWNHOMES
(FUND 2428)**

ESTIMATED EXPENSES 2015-16 **\$0**

ESTIMATED REVENUE 2015-16 **(\$0)**

Zone 11 Information

Number of lots to be assessed	<u>17</u>
LANDSCAPE COST PER LOT	\$ 0
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance Cost Per Lot*	\$ 34.96
Park Assessment Per Lot	\$ 59.42

TOTAL COST PER LOT **\$ 124.82**

*Includes Senior Center Bond Issue

**ZONE 13 – MIKE’S CENTER
(FUND 2426)**

ESTIMATED EXPENSES 2015-16

Parking Lot Sweeping	\$ 7,200.00	
Water	\$ 800.00	
Electric	\$ 7,128.00	
Repairs and Replacements	\$ 700.00	
Landscape Maintenance	\$ 2,200.00	
Personnel	\$ 2,600.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$20,628.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$20,628.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$20,628.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	(\$629.00)
2012	(\$258.00)
2013	(\$806.56)
2014	(\$1,064.10)
2015	(\$1,336.00)

Zone 13 Information

Number of lots to be assessed 10

LANDSCAPE COST PER LOT

TOTAL COST PER AREA: **\$0.09503/sq. ft.**

**ZONE 13 – MIKE’S CENTER
(FUND 2426)**

Parcel Number	Square Feet	2015/16 Landscape Assessment	Frontage Feet	2015/16 Citywide Street Maintenance	2015/16 Total Assessment
8530-018-027	22,216	\$2,111.24	89.21	\$223.67	\$2,334.91
8530-018-028	10,890	1,034.90	43.92	116.86	1,151.76
8530-018-029	11,325	1,076.24	46.08	121.65	1,198.19
8530-018-030	5,125	487.04	20.50	61.63	548.67
8530-018-031	5,125	487.04	20.50	61.63	548.67
8530-018-032	5,125	487.04	20.50	61.63	548.67
8530-018-033	23,087	2,194.01	80.00	201.95	2,395.96
8530-018-034	28,750	2,732.18	115.00	284.50	3,013.36
8530-018-054	17,860	1,697.28	72.00	183.08	1,880.36
8530-018-055	<u>87,560</u>	<u>8,321.03</u>	<u>333.00</u>	<u>798.63</u>	<u>9,119.66</u>
	217,063	\$20,628.00	840.71	\$2,115.23	\$22,743.65

**ZONE 14 – LAS BRISAS HOMES
(FUND 2431)**

ESTIMATED EXPENSES 2015-16

Water	\$ 3,200.00	
Electric	\$ 400.00	
Repairs and Replacements	\$ 2,689.00	
Landscape Maintenance	\$ 9,600.00	
Personnel	\$ 3,500.00	
Transfer to Reserve	\$ 468.00	
Total Expenses		\$19,857.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 19,857.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$19,857.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$3,334.00
2012	(\$453.00)
2013	\$1,934.33
2014	\$1,481.40
2015	\$2,287.00 (est.)

Zone 14 Information

Number of lots to be assessed	41
Landscape Per Lot	\$ 484.32
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 609.14

*Includes Senior Center Bond Issue

**ZONE 15 – LAS POSADAS HOMES
(FUND 2432)**

ESTIMATED EXPENSES 2015-16

Water	\$ 2,100.00	
Electric	\$ 300.00	
Repairs and Replacements	\$ 1,355.00	
Landscape Maintenance	\$ 10,000.00	
Personnel	\$ 6,500.00	
Transfer to Reserve	\$ 641.00	
Total Expenses		\$20,896.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$20,896.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$20,896.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	(\$908.00)
2012	(\$620.00)
2013	(\$827.00)
2014	(\$1,446.57)
2015	(\$2,694.00 est.)

Zone 15 Information

Number of lots to be assessed	46
LANDSCAPE COST PER LOT	\$ 454.25
Street Lighting Cost Per Lot *	\$ 30.44
City-wide Street Maintenance	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 579.07

*Includes Senior Center Bond Issue

**ZONE 16 – BUENA VISTA VILLAS
(FUND 2433)**

ESTIMATED EXPENSES 2015-2016

Water	\$ 3,863.00	
Electric	\$ 300.00	
Repairs and Replacements	\$ 1,116.00	
Landscape Maintenance	\$ 6,400.00	
Personnel	\$ 3,700.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$15,379.00

Estimated Revenue 2015-16

Special Zone Assessment 2015-16	\$ 15,379.00	
Transfer From Revenue	\$ 0.00	
Transfer From General Fund	\$ 0.00	
General Revenue		\$15,379.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	\$1,508.00
2012	\$1,038.00
2013	\$2,148.50
2014	\$3,186.40
2015	\$4,541.00 (est.)

Zone 16 Information

Number of lots to be assessed	<u>32</u>
LANDSCAPE COST PER LOT	\$ 480.59
Street Lighting Cost per Lot	\$ 30.44
Citywide Street Maintenance*	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 605.41

*Includes Senior Center Bond Issue

**ZONE 17 – CITRUS COLLECTION
(FUND 2434)**

ESTIMATED EXPENSES 2015-16

Water	\$ 1,500.00	
Electric	\$ 1,500.00	
Repairs and Replacements	\$ 1,200.00	
Landscape Maintenance	\$ 4,400.00	
Personnel	\$ 2,900.00	
Transfer to Reserve	\$ 0.00	
Total Expenses		\$11,500.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$ 11,500.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	\$ 0.00	
Total Revenue		\$11,500.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND

Fiscal Year Ending	Balance
2011	(\$83.00)
2012	\$665.00
2013	\$2,026.35
2014	\$2,691.54
2015	\$2,413.00 (est.)

Zone 17 Information

Number of lots to be assessed	<u>22</u>
LANDSCAPE COST PER LOT	\$ 522.73
Street Lighting Cost Per Lot	\$ 30.44
Citywide Street Maintenance *	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$ 647.55

*Includes Senior Center Bond Issue

**ZONE 18 – RIDGECREST ESTATES
(FUND 2435)**

ESTIMATED EXPENSES 2015-16

Fuel Modification	\$ 4,500.00	
Water	\$ 5,000.00	
Electric	\$ 400.00	
Repairs and Replacements	\$ 500.00	
Landscape Maintenance	\$ 6,200.00	
Debris Basins/Storm Drain System***	\$ 2,000.00	
Personnel	\$ 1,500.00	
Reserve/Contingency (15%)	\$ 2,715.00	
Transfer to Reserve	<u>\$ 503.00</u>	
Total Expenses		\$22,318.00

ESTIMATED REVENUE 2015-16

Special Zone Assessment 2015-16	\$21,318.00	
Transfer From Reserve	\$ 0.00	
Transfer From General Fund	<u>\$ 1,000.00</u>	
Total Revenue		\$22,318.00

5-YEAR CAPITAL LANDSCAPE RESERVE FUND****

Fiscal Year Ending	Balance
2011	\$0
2012	\$0
2013	\$14,203.09
2014	\$14,203.09
2015	\$22,335.00 (est.)

Zone 18 Information

Number of lots to be assessed	<u>15</u>
LANDSCAPE COST PER LOT	\$1,421.17
Street Lighting Cost per Lot	\$ 30.44
Citywide Street Maintenance *	\$ 34.96
Park Assessment Per Lot	\$ 59.42
TOTAL COST PER LOT	\$1,545.99

*Includes Senior Center Bond Issue

**Previously approved by Resolution 11-49.

***One half actual estimated cost, City general fund contributing one half for General benefit.

***Reserve Fund necessary for extraordinary debris removal from debris basins resulting from high intensity storms not experienced in the last 10 years.

RESOLUTION NO.**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, CALLING FOR THE HOLDING OF A GENERAL MUNICIPAL ELECTION TO BE HELD ON TUESDAY, NOVEMBER 3, 2015, FOR THE ELECTION OF CERTAIN OFFICERS AS REQUIRED BY THE PROVISIONS OF THE LAWS OF THE STATE OF CALIFORNIA RELATING TO GENERAL LAW CITIES**

WHEREAS, under the provisions of the laws relating to General Law cities in the State of California, a General Municipal Election shall be held on November 3, 2015, for the election of Municipal Officers;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, DOES HEREBY RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

Section 1. That pursuant to the requirements of the laws of the State of California relating to General Law cities, there is called and ordered to be held in the City of Duarte, California, on Tuesday, November 3, 2015, a General Municipal Election for the purpose of electing two Members of the City Council for the full term of four years.

Section 2. That the ballots to be used at the election shall be in form and content as required by law.

Section 3. That the City Clerk is authorized, instructed, and directed to coordinate with the County of Los Angeles Registrar-Recorder/County Clerk to procure and furnish any and all official ballots, notices, printed matter and all supplies, equipment, and paraphernalia that may be necessary in order to properly and lawfully conduct the election.

Section 4. That candidates have the option of preparing a candidate's statement, and if he or she chooses to do so, specific regulations adopted by City of Duarte Resolution No. 15-11 shall apply, including, but not limited to, a 400-word limitation, and advance estimated pro rata payment.

Section 5. That the polls for the election shall be open at seven o'clock a.m. of the day of the election, and shall remain open continuously from that time until eight o'clock p.m. of the same day when the polls shall be closed, pursuant to Elections Code § 10242, except as provided in § 14401 of the Elections Code of the State of California.

Section 6. That in all particulars not recited in this Resolution, the election shall be held and conducted as provided by law for holding municipal elections.

Section 7. That notice of the time and place of holding the election is given and the City Clerk is authorized, instructed, and directed to give further or additional notice of the election, in time, form, and manner as required by law.

Section 8. That in the event of a tie vote, pursuant to § 15651(b) of the Elections Code of the State of California, if any two or more persons receive an equal and the highest number of votes for each separate office to be voted for within the City, as certified by the County of Los Angeles Registrar-Recorder/County Clerk, there shall be held within the City a Special Runoff Election to resolve the tie vote. A Special Runoff Election shall be called and held on a Tuesday not less than 40 days nor more than 125 days after the administrative or judicial certification of the election which resulted in a tie vote.

Section 9. That the City of Duarte has requested the Board of Supervisors of the County of Los Angeles to consolidate this election with the Duarte Unified School District, and that the City of Duarte recognizes that additional costs will be incurred by the County by reason of this consolidation, and agrees to reimburse the County for any costs incurred.

Section 10. That the City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

PASSED, APPROVED, AND ADOPTED this 9th day of June, 2015.

Mayor Tzeitel Paras-Caracci

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF DUARTE)

I, Marla Akana, City Clerk of the City of Duarte, County of Los Angeles, State of California, hereby attest to the above signature and certify that Resolution No. 15-09 was adopted by the City Council of the City of Duarte at a regular meeting of said Council held on the 9th day of June, 2015, by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

City Clerk Marla Akana
City of Duarte, California

RESOLUTION NO.**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, REQUESTING THE BOARD OF SUPERVISORS OF THE COUNTY OF LOS ANGELES TO CONSOLIDATE A GENERAL MUNICIPAL ELECTION TO BE HELD ON NOVEMBER 3, 2015, WITH THE DUARTE UNIFIED SCHOOL DISTRICT ELECTION TO BE HELD ON THE DATE PURSUANT TO § 10403 OF THE ELECTIONS CODE**

WHEREAS, the City Council of the City of Duarte called a General Municipal Election to be held on November 3, 2015, for the purpose of the election of two Members of the City Council; and

WHEREAS, it is desirable that the General Municipal Election be consolidated with the Duarte Unified School District Election to be held on the same date and that within the City the precincts, polling places, and election officers of the two elections be the same, and that the County Election Department of the County of Los Angeles canvass the returns of the General Municipal Election, and that the election be held in all respects as if there were only one election;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, DOES HEREBY RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

Section 1. That pursuant to the requirements of § 10403 of the Elections Code, the Board of Supervisors of the County of Los Angeles is hereby requested to consent and agree to the consolidation of a General Municipal Election with the Duarte Unified School District Election on Tuesday, November 3, 2015, for the purpose of the election of two Members of the City Council.

Section 2. That the County Election Department is authorized to canvass the returns of the General Municipal Election. The election shall be held in all respects as if there were only one election, and only one form of ballot shall be used.

Section 3. That the Board of Supervisors is requested to issue instructions to the County Election Department to take any and all steps necessary for the holding of the consolidated election.

Section 4. That the City of Duarte recognizes that additional costs will be incurred by the County by reason of this consolidation, and agrees to reimburse the County for any costs incurred.

Section 5. That the City Clerk is hereby directed to file a certified copy of this Resolution with the Board of Supervisors and the County Election Department of the County of Los Angeles.

Section 6. That the City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

PASSED, APPROVED, AND ADOPTED this 9th day of June, 2015.

Mayor Tzeitel Paras-Caracci

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF DUARTE)

I, Marla Akana, City Clerk of the City of Duarte, County of Los Angeles, State of California, hereby attest to the above signature and certify that Resolution No. 15-10 was adopted by the City Council of the City of Duarte at a regular meeting of said Council held on the 9th day of June, 2015, by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

City Clerk Marla Akana
City of Duarte, California

RESOLUTION NO.**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, ADOPTING REGULATIONS FOR CANDIDATES FOR ELECTIVE OFFICE PERTAINING TO CANDIDATE'S STATEMENTS SUBMITTED TO THE VOTERS AT AN ELECTION TO BE HELD ON TUESDAY, NOVEMBER 3, 2015**

WHEREAS, § 13307 of the Elections Code of the State of California provides that the governing body of any local agency adopt regulations pertaining to materials prepared by any candidate for a municipal election, including costs of the candidate's statement;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF DUARTE, CALIFORNIA, DOES HEREBY RESOLVE, DECLARE, DETERMINE, AND ORDER AS FOLLOWS:

Section 1. **GENERAL PROVISIONS.** Pursuant to § 13307 of the Elections Code of the State of California, each candidate for elective office to be voted for at an election to be held in the City of Duarte on November 3, 2015, may prepare a candidate's statement on an appropriate form provided by the City Clerk. The statement may include the name, age, and occupation of the candidate, and a brief description of no more than 400 words of the candidate's education and qualifications expressed by the candidate himself or herself. The statement shall not include party affiliation of the candidate, nor membership or activity in partisan political organizations. The statement shall be filed in typewritten form in the office of the City Clerk at the time the candidate's nomination papers are filed. The statement may be withdrawn, but not changed, during the period for filing nomination papers, and until 5:00 p.m. of the next working day after the close of the nomination period.

Section 2. **FOREIGN LANGUAGE POLICY.** Pursuant to the Federal Voting Rights Act, candidate's statements will be translated into all languages required by the County of Los Angeles and will be made available at the polling place locations, in the City Clerk's office, and on the County's website www.lavote.net. The City Clerk shall have translated and printed in the voter's pamphlet only the candidate's statements of those candidates who request and prepay a deposit for translating and printing.

Section 3. **FORMAT AND STYLE.** Statement must be neatly typed. The Los Angeles County interpretation for formatting, capitalization, underscoring, and bolding of words shall be used, as follows: Entire statements in all capital letters, or with indentations, circles, stars, dots, italics, and/or bullets are not acceptable. Words to be printed in boldface type, underscored, or in capital letters are to be clearly indicated, and shall not exceed 25 words per 200-word statement, or 50 words per 400-word statement.

Section 4. **ADDITIONAL MATERIALS.** No candidate will be permitted to include additional materials in the sample ballot package.

Section 5. **PAYMENT.** The City Clerk shall estimate the total cost of printing, handling, translating into foreign languages for printing, and mailing of the candidate's statements filed pursuant to this section, and require each candidate filing a statement to pay in advance to the City his or her estimated pro rata share as a condition of having his or her statement included in the voter's

pamphlet. The City Clerk is not bound by the estimate, as it is just an approximation of the actual cost to be determined by the County, and, if necessary, shall bill each candidate for any cost in excess of the deposit, or shall refund within 30 days of the election any unused portion of the deposit.

Section 6. The City Clerk shall provide each candidate or the candidate's representative with a copy of this Resolution at the time nominating petitions are issued.

Section 7. All previous Resolutions establishing City Council policy on payment for candidate's statements are repealed.

Section 8. This Resolution shall apply only to the election to be held on November 3, 2015.

Section 9. The City Clerk shall certify to the passage and adoption of this Resolution and enter it into the book of original Resolutions.

PASSED, APPROVED, AND ADOPTED this 9th day of June, 2015.

Mayor Tzeitel Paras-Caracci

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF DUARTE)

I, Marla Akana, City Clerk of the City of Duarte, County of Los Angeles, State of California, hereby attest to the above signature and certify that Resolution No. 15-11 was adopted by the City Council of the City of Duarte at a regular meeting of said Council held on the 9th day of June, 2015, by the following vote:

AYES: Councilmembers:

NOES: Councilmembers:

ABSENT: Councilmembers:

City Clerk Marla Akana
City of Duarte, California



MEMORANDUM

TO: Mayor and City Council
FROM: Craig Hensley, Community Development Director 
DATE: June 9, 2015
SUBJECT: Approval for an Exemption to Purchasing Requirements for the Demolition of the City Owned Property at 1229 Pops Rd.; an Authorization for City Manager to Approve a Contract for Demolition in an amount up to \$25,000; and a Related General Fund Budget Amendment

The City has owned the 900 square foot single family house at 1229 Pops Rd. since 2005 and has used the property as a residential rental. The property is to the south of the City owned vacant property at the southwest corner of Pops Rd and Huntington Drive.

Over the past 18 months, the City has been going through an eviction process for tenants at 1229 Pops Rd. that had not paid the required monthly rent. When the tenants vacated the property, the house and property was left in very poor condition. Staff estimates that it would take a minimum of \$50,000 to bring the property up to a rentable condition. The two bedroom, one bathroom house would need a new kitchen, bathroom, flooring, windows, insulation, drywall and would need electrical and water line upgrades. The property would also need garage and landscape upgrades.

Based on the cost of upgrades necessary, Staff recommends that the house be demolished and the property be used with the adjacent vacant property for a temporary parking lot. This approach would allow the City to double the size of the temporary parking that will be constructed by the contractor now using the property for a staging area.

The City's Municipal Code, generally, requires that a contract such as the proposed demolition contract be subject to competitive bidding. However, the Municipal Code recognizes that in certain circumstances, the standard purchasing requirements may be unreasonably difficult or inexpensive to use. (Duarte Municipal Code Section 2.36.050(m).) Staff is requesting that the Council determine that in this case, the City Council determine that such a circumstance exists in this case because the efficiencies of quickly combining the demolition work with the ongoing work at the corner of Pops Road and Huntington will result in savings and efficiencies that will outweigh any benefit the City would receive through the traditional bidding process.

More specifically, general purchasing requirements require that the City use formal bid procedures for projects over \$10,000. However, Section 2.36.050 (m) allows exemption from that requirement "Where the city council finds that the purchasing requirements are unreasonably difficult or expensive to use, or are not suitable for the item(s) being procured." In this case, the City would utilize a written quotation process where the City would invite a minimum of three bidders and would select the lowest priced bid. This process can assure the lowest bidder for the work while saving about four weeks.

Staff anticipates the demolition cost to be between \$15,000 to \$20,000 but will also need to address asbestos and lead paint testing. As a result, the requested \$25,000 maximum contract amount is a conservative estimate and the actual demolition cost will likely be less.

For this project, timing is important for two reasons: 1) the current condition of the property presents a nuisance that needs to be remedied quickly; and 2) it will save the City substantial cost by allowing the area to be paved along with the City Hall Temporary Extension Parking Lot that will be paved in the next few weeks. This parking lot will be constructed by Ellias Construction when the vacant lot as a staging area for the Andres Duarte II project is no longer needed. The house demolition will allow this parking lot to be larger with a yield of about 26 spaces. If the City were to use the formal bidding procedure, it would miss the opportunity to construct the expanded parking lot as a part of the same project and would greatly increase the cost of the project.

Attached: Currently Proposed Parking Lot Plan

MEMORANDUM

TO: Mayor and Councilmembers

FROM: Darrell J. George, City Manager

DATE: June 4, 2015

SUBJECT: Conference Attendance – City Council Meeting of June 9, 2015

American-Chinese CEO Society
10th Anniversary Gala
August 1, 2015
Santa Anita Race Track, Arcadia
\$150 plus \$9.24 fee = \$159.24 each

Duarte Chamber of Commerce
94th Installation Dinner
June 26, 2015
Westminster Gardens, Duarte
\$45 per person

League of California Cities
2015 Annual Conference & Expo
September 30-October 2, 2015
San Jose Convention Center, San Jose
Registration: \$500 before 8/5/15 - \$550 after 8/5/15
Hotel: \$179-\$199 per night

American-Chinese CEO Society (ACCS) 10th Anniversary Gala 美中企业家商会10周年庆祝晚宴

American-Chinese CEO Society
Saturday, August 1, 2015 at 6:30 PM (PDT)
Arcadia, CA



Available Dates

Saturday, August 1, 2015 at 6:30 PM

Save This Event

Ticket Information

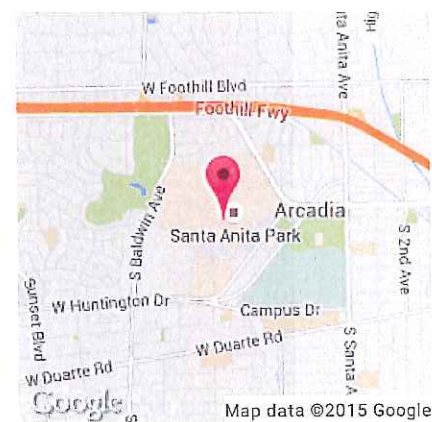
TICKET TYPE	REMAINING	PRICE	FEE	QUANTITY
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ACCS Gala Early Bird Price till June 14th	499 Tickets	\$150.00	\$9.24	0
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Bronze Sponsor - \$5,000 • Logo on selected promotion materials (sponsor to provide all camera ready artwork) • Logo on Red Carpet Wall Banner (sponsor to provide camera ready artwork) • Advertisement on support page of Event Pro	5 Tickets	Enter donation (\$)	
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HONORARY SPONSOR - \$2,000 • Logo on selected promotion materials (sponsor to provide all camera ready artwork) • Logo on Red Carpet Wall Banner (sponsor to provide camera ready artwork) • One (1) Event Table or Booth (provides sponsor to display & give)	10 Tickets	Enter donation (\$)	
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When & Where



World Famous Santa Anita Race Track
285 W Huntington Dr.
Arcadia, CA 91007

Saturday, August 1, 2015 at 6:30 PM (PDT)

[Add to my calendar](#)



Order Now

Who's Going

Connect to see which of your Facebook friends are going to American-Chinese CEO Society (ACCS) 10th Anniversary Gala 美中企业家商会10周年庆祝晚宴.

[Connect with Facebook](#)

Organizer

American-Chinese CEO Society

American-Chinese CEO Society is a non-profit organization that promotes business growth between American & Chinese main stream Businesses. www.american-chineseceo.org

ACCS is a platform to effectively connect USA company CEOs with China company CEOs for investments, business collaboration, mutual benefits.

[Contact the Organizer](#)

Event Details

Keynote Speaker 主题演讲嘉宾:
Former US Ambassador Gary Locke
骆家辉前州长, 部长, 大使



banquet | networking | performances,
Chinese investment delegations, photo with VIPs on red carpet
BLACK TIE EVENT (正装)

VIP Speakers' List & Bios 演讲嘉宾 (For details please click 详情请点击 [here](#))

*** **Gary Locke 骆家辉 Gala Keynote Speaker**
Former Governor of Washington, US Secretary of Commerce and US
Ambassador to China

前华盛顿州州长, 美国商务部部长暨驻华大使

*** **Liu Jian 刘健 VIP Speaker**

Chinese Consul General/Ambassador LA

中国驻洛杉矶总领事馆总领事, 大使

*** **Eric Garcetti Symposium Keynote Speaker**

Mayor of Los Angeles 洛杉矶市长

<http://lacity.org/>

1. Edmund G. Brown Speaker

California Governor

2. Brian Peck Speaker

Deputy Director of International Affairs and Business Development at the
Governor's Office of Business and Economic Development (GO-Biz)

加州州长办公室主任兼商务经济发展办公室国际事务与商务发展副主任

<https://business.ca.gov/>

3. Michael D. Antonovich Speaker

Los Angeles County Supervisor 洛杉矶郡长

<https://www.lacounty.gov/>

4. Richard Swanson

Director, Pacific South Network U.S. Commercial Service U.S. Department of
Commerce

美国商务部西南区主任

<http://www.export.gov/california/irvine/>

5. Ed Fuller

President and CEO of the Orange County Visitors Association and Former President
& Managing Director of International Lodging, Marriott International

橙县企业旅游协会主席暨前万豪集团总裁兼总经理

<http://www.visittheoc.com/maps-and-information/about-ovca/>

6. Dr. Zhihang Chi 池志航博士

Vice President and General Manager of Air China North America

中国国际航空公司副总裁暨北美区总经理

<https://www.airchina.us/>

7. Charles Ding 丁少华

Corporate Senior Vice President Huawei

华为集团资深副总裁

<http://www.huawei.com>

8. Thomas M. Priselac

President and CEO, Cedars-Sinai Health System 洛杉矶Cedars-Sinai医院总裁兼首
席执行官

<http://www.cedars-sinai.edu/>

9. Larry Namer

President/CEO, Metan

Metan 娱乐公司总裁/首席执行官

<http://www.metanglobalentertainment.com/>

10. Sean Luo Xiangyang 罗向阳

President of China Mobile (USA) Inc.

中国移动美国公司总裁

11. Wei Tongwei 魏同伟

General Secretary of Auto Repair Parts Committee, China Automotive Maintenance and Repair Trade Association

中国汽车维修行业协会, 汽车维修配件工作委员会秘书长

<http://www.camra-arpc.org.cn/>

12. David Grant or Werner Escher

Shareholder and General Manager of South Coast Plaza
Executive Director of Domestic & International Markets

南海岸购物中心股东兼总经理

www.southcoastplaza.com

13. Jinhua Shen 沈锦华

President of Focus Technology Co., Ltd.

焦点科技股份有限公司创始人, 现任公司董事长兼总经理

<http://www.focuschina.com/>

14. Andy Cohen

Co-CEO of Gensler

Gensler 建筑设计公司总裁

www.gensler.com

15. Stephen Cheung

President of World Trade Center - Los Angeles

洛杉矶世贸中心总裁

<http://laedc.org/wtc/>

16. Lessing Gold

Partner, MSK LLP & Co-Chair of World Trade Committee, World Trade Center Los Angeles, LAEDC

MSK 律师事务所合伙人兼洛杉矶经济发展局世贸中心世贸委员会共同主席

<http://laedc.org/wtc/>

17. Michael Gordon 高腾

Chairman and CEO of USACHINA Investments Group

美中投资集团董事局主席暨首席执行官

www.usachinainvestments.com

18. Michael Mohammed

CEO at Chronic Tacos Enterprises, Inc.

Chronic 塔可餐饮连锁集团总裁

<http://eatchronictacos.com/>

More information and online RSVP registration please click this link: **ACCS 10th Anniversary Business Symposium**

Please contact us regarding tickets per below if you have questions:

1) Sen Dan, Co-Chair of ACCS Gala,

(626) 716-1665 sendan33@gmail.com

2) Lucia Hu, Co-Chair of ACCS Gala

(626) 616-1319 LHu@rbz.com

Or

Kathy Kung 龚冠群

Business Development Director

American-Chinese CEO Society

美中企业家商会开发部主任

714-715-7318 mobile

kathyaccs@gmail.com

www.american-chineseceo.org

Twitter: AmChCEO Facebook: 企业家

Youtube: www.youtube.com/channel/UCGxxS38COiffPWDCWoCst9Q

Youtube: 美中企业家商会

Have questions about American-Chinese CEO Society (ACCS) 10th Anniversary Gala 美中企业家商会10周年庆祝晚宴? [Contact American-Chinese CEO Society](#)

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GO TEAM DUARTE!

DUARTE CHAMBER OF COMMERCE

INCOMING CHAIRMAN OF THE BOARD
BOB CRUZ, THE GAS COMPANY
AND
THE 2015 - 2016 BOARD OF DIRECTORS

CORDIALLY INVITE YOU TO ATTEND
THE 94th INSTALLATION, AWARDS,
AND ANNUAL MEETING DINNER

FRIDAY, JUNE 26, 2015

WESTMINSTER GARDENS, PACKARD HALL
1420 SANTO DOMINGO, DUARTE

6:00 SILENT AUCTION, NO HOST BAR
6:45 DINNER
7:30 INSTALLATION

CASUAL TEAM SPORT ATTIRE
TEAM T-SHIRTS & JERSEYS

DUARTE CHAMBER OF COMMERCE

**94TH INSTALLATION
DINNER**

**AND
ANNUAL MEETING**



GO TEAM DUARTE!

DUARTE CHAMBER OF COMMERCE

94TH INSTALLATION DINNER

AND ANNUAL MEETING



GO TEAM DUARTE!

FRIDAY, JUNE 26, 2015 RESPONSE CARD

NAME _____

COMPANY _____

ADDRESS _____

PHONE _____ E-MAIL _____

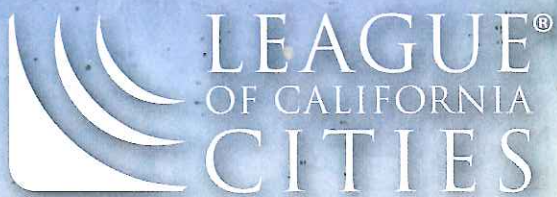
RESERVE _____ PLACES \$45.00 PER PERSON OR SPONSOR A TABLE FOR 8 \$600.00

OUR CHECK IN THE AMOUNT OF \$ _____ IS ENCLOSED

CREDIT CARD # _____ EXP. _____ CVC# _____

I CANNOT ATTEND BUT WOULD LIKE TO DONATE \$ _____

DUARTECHAMBER.COM 626-357-3333 PLEASE RESPOND BY JUNE 17, 2015



2015 Annual Conference & Expo

San José Convention Center

SEPTEMBER 30 – OCTOBER 2, 2015

Early Bird Registration Deadline: August 5 www.cacities.org/AC





Program at a Glance

(subject to change)

WEDNESDAY, SEPTEMBER 30

8:00 a.m. – 6:00 p.m.	Registration Open, San José Convention Center
9:00 – 10:30 a.m.	Thursday Policy Committees <i>(at hotel)</i>
10:30 a.m. – Noon	Friday Policy Committees <i>(at hotel)</i>
9:00 – 11:00 a.m.	AB 1234 Ethics Training
10:00 a.m. – 2:30 p.m.	City Clerks Workshop
10:30 – 11:45 a.m.	Education
11:45 a.m. – 1:15 p.m.	Regional Division Lunches <i>(optional)</i>
1:00 – 1:30 p.m.	First Time Attendee Orientation
1:30 – 2:45 p.m.	Department Business Meetings
3:00 – 5:00 p.m.	Opening General Session — Annual Report and Keynote Address
5:00 – 7:00 p.m.	Grand Opening Expo Hall & Host City Reception <i>(No competing events/receptions are permitted at this time)</i>
7:00 – 11:00 p.m.	CitiPAC Neon Glow Casino Night

THURSDAY, OCTOBER 1

7:00 a.m. – 4:00 p.m.	Registration Open
8:00 – 9:30 a.m.	Education
9:00 a.m. – 4:00 p.m.	Expo Open <i>(with Lunch in Exhibit Hall)</i> <i>(No competing events 11:30 a.m. – 1:00 p.m.)</i>
9:45 – 11:45 a.m.	General Session — Keynote Address
1:00 – 2:15 p.m.	General Resolutions Committee
1:00 – 2:15 p.m.	Education
2:45 – 4:00 p.m.	Education
4:15 – 5:30 p.m.	Education
4:15 – 5:30 p.m.	Board of Directors Meeting
Evening	Networking Receptions

FRIDAY, OCTOBER 2

7:30 – 10:00 a.m.	Registration Open
7:30 – 8:45 a.m.	Regional Division Breakfasts <i>(optional)</i>
9:00 – 10:15 a.m.	Education
10:30 – 11:45 a.m.	Education
Noon – 2:00 p.m.	Closing Luncheon with Voting Delegates & General Assembly Install New Board of Directors
2:00 p.m.	Adjourn

NOTE: Conference Registration is required to attend Department Meetings, Division Meetings, and General Assembly/Annual Business Meeting as an attendee and/or Voting Delegate.





2015 League of California Cities Annual Conference & Expo

Registration

Registration Includes:

- Admission to educational sessions as well as networking events
- Wednesday host city reception and expo; Thursday lunch with exhibitors; Friday closing luncheon

Online Registration (credit card) – Visit www.cacities.org/AC

Mail-in Registration (pay by check) – contact mdunn@cacities.org to request a registration form.

After your registration for the conference is received and processed, a confirmation email will be sent containing the links for housing reservations.

Full Conference Registration Fees

	EARLY BIRD Before August 5	After August 5 and onsite
City Delegate		
Member City	\$ 500	\$ 550
Nonmember City	\$ 1500	\$ 1550
Public Official		
County/State	\$ 575	\$ 625
Partner/Exhibitor/All Others		
Company Representative	\$ 675	\$ 725

NOTE: Conference registration is required to attend the Department business meeting and Annual Conference General Assembly and/or to be a Voting Delegate.

One-Day Registration

Early bird rates are not available for one day registrations

City Delegate	
Member City	\$ 275
Nonmember City	\$ 1275
Public Official	
County/State	\$ 325
Partner/Exhibitor/All Others	
Company Representative	\$ 375

Optional Registration Add-ons

(non-refundable)

City Clerks Workshop - \$125 member cities, \$250 non-member cities

Guest Registration - \$125

Guest rate is restricted to those who are not city/public officials, are not related to any Partner/Expo company, and would have no professional reason to attend for learning or business. Rate includes admission to the Expo and receptions only. Session seats are reserved for conference registrants. There is no refund for the cancellation of a guest registration. It is not advisable to use city funds to register a guest.

Onsite Badge Pick Up

2015 Annual Conference badges will be available at the registration desk in the San José Convention Center.

REGISTRATION HOURS:

Wednesday, September 30 – 8:00 a.m. – 6:00 p.m.

Thursday, October 1 – 7:00 a.m. – 4:00 p.m.

Friday, October 2 – 7:30 – 10:00 a.m.



Questions or special needs? Contact our conference registrar at mdunn@cacities.org before Tuesday, August 25.

Refund Policy

Advance registrants unable to attend will receive a refund of rate paid, **minus a \$75 processing charge**, only when a written request is submitted to the League of California Cities, Conference Registration, 1400 K Street, Sacramento, CA, 95814 or mdunn@cacities.org and received before **5:00 p.m. on Tuesday, August 25**. Refunds will not be available after this date. If you are unable to attend, you may substitute a colleague for your entire registration. *Please note, sharing of registration is prohibited.*





Conference Hotels

*plus occupancy taxes and fees

San José Marriott

301 South Market Street
\$189.00 single/double*

Hilton San José

300 Almaden Boulevard
\$185.00 single/double*

Fairmont San José

170 South Market Street
\$179.00 single/double*

Sainte Claire

302 South Market Street
\$199.00 single/double*

Hyatt Place

282 Almaden Boulevard
\$179.00 single/double*

Reduced room rates are available for registered attendees at the 2015 Annual Conference. Reserve your hotel nights while space is available. Phone reservations will not be accepted. The discounted hotel rate cut-off is **Thursday, September 10** and the hotels are subject to sell out prior to the reservation deadline.

Predatory Housing Warning

Beware of unauthorized housing and hotel reservation services that may solicit your business. All legitimate communications regarding housing will come directly from the League of California Cities. If you receive a suspicious email or phone call asking to book your hotel room for the conference, please let us know immediately.

STEP ONE: Register for the Conference

STEP TWO: Book hotel room

After your registration for the conference is received and processed, a confirmation email will be sent containing the links for housing reservations.

CAUTION! Do not make a hotel reservation unless you are sure it is needed. Your city/company will be financially responsible for all cancellation/attrition fees. If you are making hotel reservations for others, please confirm with each individual, in advance, that they actually need hotel accommodations and intend to use them on the dates you are reserving.

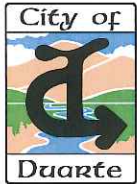


Hotel Changes or Hotel Cancellations

Hotel reservation changes, date modifications, early check-out, or cancellations made prior to Thursday, September 10 must be done through the online reservation link you received when registering for the conference. Use your confirmation/acknowledgment number to access your reservation and make any necessary changes. Once the September 10 deadline has passed, please contact the hotel directly with any changes or cancellations. Please note that after the housing deadline has passed, you may incur a financial penalty and minimum one-night room charge or attrition fees.

PLEASE NOTE: The information you provide to the League when registering for a League conference or meeting may be shared with the conference or meeting hotel(s). The hotel(s) will also share with the League the information you provide to the hotel(s) when you make your hotel reservation for the conference or meeting. The information shared between the League and the hotel(s) will be limited to your first name, last name and dates/length of stay in the hotel.





AGENDA MEMO

TO: CITY COUNCIL

FROM: Darrell J. George, City Manager

SUBJECT: Consideration For Approval of Social Media Policy

DATE: June 9, 2015

RECOMMENDATION

That the Duarte City Council adopt the proposed Social Media Policy and approve the proposed Social Media Roll-Out Schedule for Facebook, Instagram, and LinkedIn.

BACKGROUND

City Council directed the City Manager's office to expand the City's presence of online social media platforms beyond the City's existing presence on Twitter, including Facebook, Instagram and LinkedIn. These commonly utilized social networking sites enable government agencies to connect with an online community in a variety of fashions. Staff initially brought the policy and social media rollout and management schedule to the Council in late April. (See Attachment A) At that time, Council requested that staff further research the issue, specifically looking further at the policy to allow Council/Commission engagement with the City's social media accounts in certain circumstances, as well as to develop a faster rollout schedule.

DISCUSSION

Social Media Policy

In preparation of expanding the City's presence on multiple social media outlets, the City Manager's staff in conjunction with the City Attorney, reviewed existing social media policies adopted by other cities, including City of La Canada Flintridge, City of Santa Fe Springs, City of Arcadia, City of Irvine, City of West Hollywood, City of Agoura Hills and City of Palo Alto. In reviewing these other City policies, staff tried to adopt similar, if not exact language regarding the Ralph M. Brown Act and use of City social media sites by City Council members, Commissioners and standing committees with the intent of protecting the City from potential violation(s). Staff also analyzed the Joint Powers Insurance Authority's (JPIA) social media policy template. (Attachment B)

In step with those cities and policies, when this matter was initially presented to the City Council, staff proposed that the City's public officials be prohibited from "liking," "sharing," re-tweeting or otherwise responding to any published postings on City social media sites. The proposal advanced by staff was consistent with the approach that other cities have taken to avoid any Brown Act violations. However, the City Council noted a concern that the absolute prohibition from "liking," "sharing," re-tweeting or otherwise responding to any published postings on City social media sites could be over-inclusive. For example, under a strict reading of the policy a member of the City Council might be prohibited from "liking" an announcement of an upcoming community event (e.g., Taste of Duarte). Such a "like" would not violate the Brown Act, and would in fact lend support to the success of that event.

To address this concern, staff has modified the policy to remove the absolute prohibition to "liking," "sharing," re-tweeting, favoriting or otherwise responding to any published postings on City social media sites, and replaced that absolute prohibition with the following four-step approach.

- a) **First**, the City's policy will continue to require that "use of the City social media sites by officials, officers and/or employees of the City shall be in compliance with all applicable laws including the Ralph M. Brown Act
- b) **Second**, the City's public officials will be "advised of the potential implications, under the Brown Act, of choosing to 'like,' 'share,' re-tweet, favorite or otherwise respond to any published postings on City social media sites, or using the City social media sites to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinion on any issue(s) within the subject matter jurisdiction of the City." This advice will be provided in the form of a memorandum from the City Attorney to the City's public officials advising of the potential implications and pitfalls of officials' use of Social Media.
- c) **Third**, as is the case with email, text messages, letters, and oral communications, the City's public officials will be expected to "self-police" their communications to ensure that they continue to meet their obligations under the Brown Act when they use City Social Media.
- d) **Fourth**, if despite the preceding three steps, a public official posts a problematic "like," "share," re-tweet, favorite or other use of City Social Media sites, City staff will be empowered to remove or hide the post, so that the violation (or potential violation) is not perpetuated. It is expected that this option will be rarely used, and only after consultation with the City Attorney.

These, City social media sites will be managed and moderated by the Deputy City Manager/ Public Information Officer, or another staff designee. As such, the PIO or designee will monitor all comments or postings on the City's social media platforms. However, staff will not be responsible for determining or acting upon Brown Act violations that may arise out of Council or Commission participating in Social Media engagement activities, ie: liking, sharing, etc.

Selected Social Media Platforms

Government agencies and public sector stakeholders are increasingly looking to leverage social media to improve the quality of government services and enable greater citizen engagement, elevate public services, reduce costs, and much more. Governments, like businesses, are realizing that it is essential to use the chosen communication tools that citizens and stakeholders themselves use. And the facts about social media are compelling:

- Facebook has over 1 billion members — 54% of users access via mobile devices;
- 200M+ members on LinkedIn in over 200 countries and territories
- Every minute, 72 hours of video are uploaded to YouTube;
- Social media analytics help local governments glean their constituents' attitudes toward specific policies and decisions;
- Nearly every US Federal agency and all of the US Armed Forces have embraced at least one of the 60 approved social technology platforms;
- New Yorkers received tweets about an East Coast earthquake 30 seconds before they actually felt it.

Staff has chosen three distinct platforms to rollout. They are as follows:

Instagram will be utilized to provide an exclusive “behind the scenes” photo-focused perspective and insight to City events, community activities and attributes. For example, staff will focus on compelling visual showcases of parks and recreation activities and community improvements.

Facebook will be utilized to provide current information regarding City news including but not limited to City public safety news and/or alerts, City events and highlights as it provides a diverse user experience. For example, staff will focus on curating media, including content and photos, which pushes news and information.

LinkedIn will be utilized to provide current information regarding economic development related news and employment opportunities. For example, staff will focus on highlighting business-focused activities such as licensing, commercial codes, retail openings and City recruitments.

Social Media Management

In order to successfully execute the City’s expanded social media presence on Facebook, Instagram and LinkedIn, staff has begun to undertake steps to prepare for the project. Recently, staff conducted a survey of governmental agencies that are active on one or all of the platforms the City is considering

including West Hollywood, Pasadena, Arcadia, Monrovia, Azusa, Temple City, Glendale, Glendora and Los Angeles County Registrar-Recorder/County Clerk's office in order to understand the workload and staffing demands related to executing and maintaining a successful social media presence. The following results proved to be informative and will help guide staff in managing social media accounts. (See Exhibit C) In summary, most cities surveyed dedicated an average of 40 hours per month or more to social media and were on similar Social Media platforms to what our City is embarking on, i.e.: Twitter, Instagram, Facebook, etc. Some key differences were that many of the cities surveyed had independent Public Information Offices with dedicated PIO's and staff, where in Duarte, the Manager's Office staff is involved in multiple programs and services, in addition to Social Media management.

Thus, based upon current staff time commitment, and after analyzing the research gathered from the various cities surveyed, it appears, that staff time dedicated to successfully manage the platforms being considered will be approximately 40 hours per month. The tasks involved, but not limited to finding, collecting and creating content, pre-scheduling content, monitoring engagement, analyzing results to fine-tune messaging and on the scene, timely engagements.

In terms of overall time spent on social media management, staff wanted to emphasize the importance of monitoring engagement. Among agencies that do monitor engagement, most (79%) are concerned with "Breadth" an increase in online community size/growth (i.e. number of fans, followers, likes, shares, etc.)" The second most-used metric was Depth (64%) - which signifies that an individual has followed a link from a social media site to access information on another agency website or targeted landing page (i.e. email sign-ups). The third highest type of tracking cited by respondents was Direct Engagement (57%), or the back and forth exchange of comments and conversation. In terms of the tools used by agencies to track, analytics software (55%) was the most commonly cited tool for tracking and will be employed by City staff.

Social Media Launch Schedule

Staff has developed the following launch schedule for the various platforms that will primarily occur this Summer based on general social media trends as well as trends among other municipalities established by the survey.

Social Media Platforms			
Posting Frequency	Daily	Daily	As Available
Page Manager	City Manager's Office	City Manager's Office	City Manager's Office
Content Type	Behind the scenes pictures, compelling visual showcases of parks and recreation activities and community improvements.	City Related News and Events	City employment opportunities and/or economic development information
Launch	June/July 2015	June/July 2015	June/July 2015

Existing communication methods will be leveraged such as the Duarte City News, electronic message board and www.accessduarte, Duarte View, DCTV to announce the new social media sites.

Fiscal Impact: Staff is requesting a \$4,000 budget for Fiscal Year 2015-16 be appropriated to support social media expenses which includes Hootsuite Pro fees, a new IPAD, on-line advertising including an initial launch campaign and boosts for regional events, photo image fees, and video accessories.

Attachments:

Exhibit A – April 28, 2015 staff report

Exhibit B – Social Media Policy

Exhibit C – City Survey



Exhibit A

AGENDA MEMO

TO: CITY COUNCIL

FROM: Karen A. Herrera, Deputy City Manager

SUBJECT: Consideration For Approval of Social Media Policy

DATE: April 28, 2015

RECOMMENDATION: That the Duarte City Council adopt the proposed Social Media Policy and approve the proposed City of Duarte Social Media Roll-Out Schedule for Facebook, Instagram, YouTube and LinkedIn.

BACKGROUND: The City Council directed staff to expand the City's presence on online social media platforms, including Facebook, Instagram, LinkedIn and YouTube. These commonly utilized social networking websites enable users to connect with a wider online community by sharing various media forms, including text(s), photo(s) and video(s).

Staff previously established a City Twitter account in October 2010 based on a Twitter policy approved by the City Council. Twitter is a free social network, micro-blogging platform, which allows registered users to share 140 character messages referred to as "tweets." To date, the City has accumulated 1,365 followers/users who receive City tweets, and has shared 3,130 tweets. The City Manager's office utilizes the account daily to communicate information regarding City meetings, emergencies, community activities and related news.

In preparation for this Social Media roll-out, staff researched and analyzed existing social media policies adopted by other cities including: La Cañada Flintridge, Palo Alto, Arcadia and Santa Fe Springs. Staff also analyzed the Joint Powers Insurance Authority's (JPIA) social media policy template. Based on this research and discussions with the City Attorney, staff drafted the proposed social media policy, which establishes guideline for (1) the use of social media sites by the City and (2) interaction with social media site users, posters or commenters.

DISCUSSION:

Social Media Policy

The proposed social media policy outlines the intent of and guidelines for the use of social media sites by the City of Duarte. The intended use of the City's social media sites is to provide an efficient means of communication between the City and the community at large.

Exhibit A

The proposed policy defines the following key terms which are foundational to the goal of establishing clear parameters for the purposes of the proposed policy: “*social media sites*,” “*City social media*,” and “*post(s)*.” “*Social media sites*” are described as websites and Internet based applications where user-created content exists electronically. The user-created content is accessible, expandable and upgradable through and on the Internet. Facebook, Instagram, LinkedIn, YouTube and Twitter are examples of “*social media sites*.” “*City social media*” refers to a pages, location or other means for collection of digital information on a social media platform over which the City controls City staff generated postings, except for advertisements or hyperlinks by the social media site’s owners, vendors or partners. “*Post(s)*” refers to information, articles, pictures, videos or any other form of communication posted by City staff on a City social media page.

Use of the City social media sites by officials, officers, and/or employees of the City shall be in compliance with all applicable laws including the Ralph M. Brown Act. To achieve compliance with the Brown Act, City Council members, Commissioners and standing committee members shall not participate in requests to “like,” “share,” retweet or otherwise respond to any published postings on City social media pages. City Council members, Commissioners and standing committees also shall not use the City social media sites to blog or engage in serial meetings, or otherwise discuss, deliberate or express opinions on any issue(s) within the subject matter jurisdiction of the City.

A comment or posting by a member of the public on any City social media page is the opinion of the commenter or poster only. As detailed in the proposed policy, the City reserves the right, to the extent permitted by law, to remove specific types of objectionable comments or content. Any content removed will be retained, including time, date and identity of the user/poster when available, in accordance with the City’s policy on retention. Additionally, the City reserves the right to ban users/posters from participating in City social media pages based on repeated postings, which are eligible for removal in accordance with the detailed list of objectionable comments or content.

Selected Social Media Platforms

In order to design the implementation and rollout timetable for LinkedIn, Facebook and Instagram, staff drew key findings from the Communications Assessment Report prepared by Trippepi Smith and Associates, which was completed in 2014. The City engaged Trippepi Smith and Associates in an effort to continue strengthening the City’s communication and transparency initiatives and overall citizen engagement.

Trippepi Smith and Associates conducted interviews with City staff, outside public agencies and other key community members. Additionally, the group

Exhibit A

analyzed the City's existing communication platforms to provide direction as to how the City could best improve and expand current communication methods. Specifically, Trippepi Smith recommended that the City expand its social media presence (currently limited to Twitter) to include Instagram, Facebook, and LinkedIn, to complement on-going efforts in maximizing the City's connectivity with residents, the business community and beyond. The following are basic descriptions of the platforms:

- **Instagram** is an online photo sharing social Web service, which allows users to share photos; and
- **Facebook** is a social networking website which allows registered users to post and share content such as information and photos; and
- **LinkedIn** is a social networking tool designed predominantly for professional networking.

According to social media industry "best practices", to yield the maximum benefit from each platform is to utilize each outlet as a unique communication tool to promote engagement while avoiding duplicative messages. This information coupled with additional research, allowed staff to strategically identify a specific usage for each platform consistent with other governmental entities. For example:

1) *Instagram* will be utilized to provide an exclusive "behind the scenes" or "day in the life" photo-focused perspective and insight into City events, community activities, services, businesses, geographical attributes, etc. For example, staff could focus on visuals at Parks and Recreation Department activity down to and community improvements.

2) *Facebook* will be utilized to provide current information regarding City news including but not limited to City public safety news and/or alerts, City events and highlights as it provides a diverse user experience. For example, staff will focus on curating media, including content and photos, which pushes news and information.

3) *LinkedIn* will be utilized to provide current information regarding economic development related news and employment opportunities. For example, staff will focus on highlighting business-focused activities such as licensing, new or revised commercial codes, retail data and city employment.

Social Media Management

City social media sites will be managed and moderated by the Deputy City Manager/ Public Information Officer, and designated staff. As such, the PIO or

Exhibit A

designee will monitor all comments or postings on the City's social media platforms.

To effectively manage the various platforms, staff will utilize Hootsuite Pro, a commonly used tool that allows social media managers to concurrently monitor Twitter, Instagram, Facebook and LinkedIn. Over 10 million users currently use a Hootsuite social media management program. The Hootsuite Pro program includes the following features: multiple site management, message scheduling; analytic reports, message archiving and educational tools such as webinars.

With this new focus on social media and electronic communication in general including website and electronic sign, staff estimates spending 50% of their efforts dedicated to maintaining these efforts.

Social Media Roll-out Schedule

Staff will leverage existing communication methods, such as the Duarte City News, electronic sign, City website, Duarte View and twitter to announce new social media sites as they roll-out. Staff will also be designing and experimenting with on-line advertising in the various platforms to determine the best and most cost effective marketing mix.

Staff has designed the following implementation schedule:

Social Media Platform	Roll Out Timeline
Instagram	Spring 2015
Facebook	Summer 2015
LinkedIn	Fall 2015

Fiscal Impact: Staff is requesting a an approximate \$4,000 budget for Fiscal Year 2015-16 be appropriated to support social media expenses which includes Hootsuite Pro fees, a new IPAD, \$200 monthly on-line advertising, photo image access, and video accessories.

Exhibit B

CITY OF DUARTE

Subject: City of Duarte, Social Media Policy

I. Purpose

The Social Media Policy establishes guidelines for the use of social media sites by the City of Duarte ("City") as a means to disseminate information regarding the City's mission, meetings, activities, events and current issues to members of the general public.

The City of Duarte's intended use of City social media sites is to relate solely to matters of agency business and does not intend to create general public forum.

II. Definitions

A. "Social media sites" means, but not exclusive to, websites and internet based applications where user created content exists electronically. The user created content is accessible, expandable and upgradable through and on the Internet. Examples of social media sites include but are not limited to: Twitter, Facebook, LinkedIn and Instagram.

B. "City social media" means a page, location or other means for collection of digital information on a social media platform over which the City controls City staff generated postings, except for advertisements or hyperlinks by the social media site's owners, vendors or partners.

C. "City post" or "City postings" mean information, articles, pictures, videos or any other form of communication posted by City staff on a City social media page.

D. "Post" or "postings" mean information, articles, pictures, videos or any other form of communication posted by an agency or user on a City social media page.

III. Policy

The City's website www.accessduarte.com shall remain the City's primary source for online communication. To the extent possible, a link to the City's Website shall be included on all City social media pages. City social media pages may supplement, but shall not replace, the City's legally required notices. To the extent possible, City social media pages shall link back to the City Website for forms, documents, online services and other information necessary to conduct business with and/or in the City of Duarte.

Exhibit B

Ralph M. Brown Act

Use of the City social media sites by officials, officers and/or employees of the City shall be in compliance with all applicable laws including the Ralph M. Brown Act ("Brown Act"). Members of the City Council, Commissions and standing committees shall be advised of the potential implications, under the Brown Act, of choosing to "like," "share," retweet or otherwise respond to any published postings on City social media sites, or using the City social media sites to blog or engage in serial meetings, or otherwise discuss, deliberate, or express opinion on any issue(s) within the subject matter jurisdiction of the City.

Termination of Site

The City reserves the right to terminate any City social media site at any time without notice.

Social Media Site Providers

City social media sites are subject to the usage rules and regulations required by the site provider including privacy policies. The City does not control the privacy and use policies of social media sites, including City social media sites. Users of social media sites are subject to the terms and conditions they have agreed to when registering to use social media sites. Social media site providers may, from time to time, modify their terms, conditions and usage policies with little to no notification.

Public Records Act

The City's Social Media Policy shall be displayed to users or made available by hyperlink at www.accessduarte.com

City social media sites are subject to the California Public Records Act, Records Retention Policy of the City and the State of California as they may be amended from time to time. Any content maintained in a social media format that is related to City business, including a list of subscribers, posted communication, and communication submitted for posting, and that is otherwise retained by the City in accordance with applicable laws and policies, may be a public record subject to disclosure.

Content Management

a. City social media sites shall be managed and moderated by the Public Information Officer ("PIO"), person or designee(s) designated by the Public Information Officer. Establishment of City social media sites require approval of the PIO. Postings, which ask a question or is a request for information generated by an agency or users will be directed to the relevant department head and the individual will respond to the post. The department head will communicate with the City Manager's office on the status of the post.

Exhibit B

b. The PIO of City social media sites shall create profiles using a City owned email address only.

c. All comments or postings to the City's social media platforms will be monitored. A comment or post by a member of the public on any City social media page is the opinion of the commenter or poster only and does not imply endorsement of or agreement. The City reserves the right, to the extent permitted by law, to remove or hide comments or content including those that:

1. Contain profane language;
2. Contain pornography;
3. Promotes, fosters or perpetuates discrimination of protected classes;
4. Are sexually harassing;
5. Are solicitations for commerce or advertisements including promotion or endorsement, unless already part of a City-sponsored or City co-sponsored event;
6. Promote or endorse political groups or individuals;
7. Conduct or encourage illegal activity;
8. Encourage injury to the public, public officials or public facilities;
9. Defame any person, group or organization;
10. Violate a legal ownership interest of any party, such as trademark or copyright infringement;
11. Contain false statements of fact;
12. Includes threats of violence;
13. Discloses information otherwise protected from disclosure of law;
14. Violates the Brown Act.

d. Any content removed or hidden based on items (c)1-13 above must be retained, including time, date and identity of the user/poster when available, in accordance with the agency's policy on the retention of such information.

e. The City reserves the right to respond to any posting on City social media sites.

f. The City reserves the right to ban users from participating in City social media sites based on repeated postings that are eligible for removal in accordance to items (c) 1-13 above.

g. The city may post links to external sites which are government sites, City-related sites or sites with specific ties to the City.

h. The City shall control posting rights to City social media services and only allow comment on City initiated postings and not allow direct posting by outside entities on City social media services.

Exhibit B

i. Content generated by agencies or users whether favorable or unfavorable, shall be allowed to remain provided it is relevant to the conversation topic and is not in violations of items 1-13 above in section C. All comments, whether favorable or unfavorable, will be removed after a 1 week period.

j. All City of Duarte social media pages shall clearly indicate that the site(s) is maintained by the City and shall prominently display City contact information. Branding the City's social media pages as the "official page of the City of Duarte" is required. All City-maintained social media pages shall include the City logo.

k. This policy may be revised at any time by or upon approval by the City Manager.

DRAFT

Exhibit C

City	Population	# of City Staff	Full Service/Contract	PIO office (Yes or No)	# of PIO Staff	Social Media Platforms	Approx. hours p/month managing social media	Social Media Related Assignments/Tasks
City of West Hollywood	35,000	216	Contract	YES	11 Full Time	Facebook Twitter Flickr Instagram Vine Pinterest Foursquare Youtube Tumblr	160	* Create content for social media accounts and publish information that is distributed from PIO office * Monitor and track informational trends related to the City across various social media platforms * Advise City Manager, executive team, departments and divisions on informational trends * Develop and implement effective strategies for promoting the City's interest within social/emerging media communities * Develops, analyzes and provides policy recommendations related to social media to appropriate departments and Council * Manage implementation and use of social media tools * Manage integration of various cross-platform social media applications * Analyze emerging trends and best practices in digital communication and interaction * Recommend enhancements to the City's digital and social/emerging media use. * Prepare monthly reports on social media activity to the Executive staff and Council
Los Angeles County (Registrar-Recorder County Clerk)	9,818,605	101,296		YES	6 Full Time	Twitter Facebook Instagram	32-40	* Staff have been designated to handle social media accounts * Messages are checked regularly throughout the week * Posts are made regularly throughout the week
City of Temple City	35,600	40	Contract	YES	2 Full Time; Communications & Special Projects Office	Facebook Twitter	16	Gather relevant information Curate content for specific social media platform Schedule content
City of Azusa	46,361	241	Full Service	Yes	1 Full Time	Facebook Twitter Instagram Pinterest Nixle Flickr	80	Updating content for specific social media platform Schedule content
City of Arcadia	56,364	298	Full Service	No	Team approach (Involves Staff hours from each Dept.)	Facebook Twitter NextDoor Weibo	48	Updating content for specific social media platform Schedule content Respond to posts/questions
City of Glendale	191,719	1,588	Full Service	Yes	17 Full Time	Facebook Twitter Instagram YouTube LinkedIn	40	Updating content for specific social media platform Schedule content
City of Monrovia	36,590	226	Full Service	No	Team approach (Involves Staff from each Dept.)	Facebook Twitter	24	
City of Pasadena	139,731	2,179	Full Service	Yes	2; Full Time City Staff 10; Volunteers PIO Team with PIOs from 7 departments Crew; City TV gov. cable access station	Twitter Facebook YouTube Nixle Instagram	120	Assistant PIO for City has primary responsibility full time to manage main city social media accounts. Probably about 70 percent of full time position devoted to social media. Individual departments have social media accounts and unknown how much time they spend. Depends on level of activity, probably several hours per week per department.
City of Glendora	51,074	376	Full Service	No	City Manager's Office handles the Responsibilities of PIO, in conjunction w/ Police Department on emergency related material	Facebook Twitter Instagram YouTube Nixle	8*	Monitor and manage social media using Hootsuite. Total time spent on social media varies depending on what is going on with the City. Using the tools available, the actual time spent online can be relatively short (1-2 hours). **However keep in mind the preparation for any activity online takes time. Taking pictures, developing graphic design visuals, videos, etc. can take a full work day. Summer is often busiest.