

**CITY COUNCIL OF MONTEREY PARK
THE CITY COUNCIL ACTING ON BEHALF OF THE SUCCESSOR AGENCY OF THE FORMER
REDEVELOPMENT AGENCY, THE HOUSING AUTHORITY, THE MONTEREY PARK FINANCING
AUTHORITY AND THE MONTEREY PARK GEOLOGIC HAZARD ABATEMENT DISTRICT
AGENDA**

**REGULAR CITY COUNCIL MEETING
MONTEREY PARK CITY HALL COUNCIL CHAMBERS
320 W. NEWMARK AVENUE, MONTEREY PARK, CA 91754**

**Wednesday
August 21, 2024
6:30 p.m.**

MISSION STATEMENT

The mission of the City of Monterey Park is to provide excellent services to enhance the quality of life for our entire community.

LAND ACKNOWLEDGMENT

We would like to acknowledge that the land we inhabit today was once known as Tovangaar, the home of the Gabrieleño-Tongva people. We show our respect to the Gabrieleño-Tongva people, as well as all Indigenous people, past, present, and future, and honor their labor as original caretakers of this land. We commit to uplifting the Gabrieleño-Tongva people, invite you to acknowledge the history, and join us in caring for this land.

GENERAL INFORMATION

Documents related to an Agenda item are available to the public in the City Clerk's Office located at 320 West Newmark Avenue, Monterey Park, CA 91754, during normal business hours and the City's website at <http://www.montereypark.ca.gov/AgendaCenter/City-Council-17>.

The public may watch the meeting live on the city's cable channel MPKTV (AT&T U-verse, channel 99 or Charter Communications, channel 182) or by visiting the city's website at <http://www.montereypark.ca.gov/133/City-Council-Meeting-Videos>. Per the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call City Hall at (626) 307-1359 for reasonable accommodation at least 24 hours before a meeting. Council Chambers are wheelchair accessible.

PUBLIC PARTICIPATION

You may speak up to 5 minutes on an/each Agenda item. You may combine up to 2 minutes of time with another person's speaking. No person may speak more than a total of 10 minutes. The Mayor and City Council may change the amount of time allowed for speakers. Written Communication will be accepted up to 24 hours before the meeting via email to mpclerk@montereypark.ca.gov.

While all comments are welcome, the Brown Act does not allow the City Council to take action on any item not on the agenda. The Council may briefly respond to comments after Public Communications is closed. Persons may, in addition to any other matter within the City Council's subject-matter jurisdiction, comment on Agenda Items at this time. If you provide public comment on a specific Agenda item at this time, however, you cannot later provide comments at the time the Agenda Item is considered.

CALL TO ORDER Mayor
FLAG SALUTE The Monterey Park Police Explorer
ROLL CALL Henry Lo, Vinh Ngo, Jose Sanchez, Thomas Wong, Yvonne Yiu

AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

PUBLIC COMMUNICATIONS

STAFF COMMUNICATIONS:

- City Clerk's Office
- Finance
- Police Department

[1.] PRESENTATION

1-A. WARE UPDATES

[2.] OLD BUSINESS – None.

[3.] CONSENT CALENDAR ITEM NOS. 3A-3H

All items under the Consent Calendar are considered by the City Council to be routine and will be enacted by one motion. Specific items may be removed from the Consent Calendar at the request of any member of the City Council for separate consideration.

3-A. MINUTES

It is recommended that the City Council consider:

- (1) Approving the minutes from the special and regular meetings of May 1, 2024; and
- (2) Taking such additional, related, action that may be desirable.

3-B. MONTHLY INVESTMENT REPORT – JULY 2024

It is recommended that the City Council consider:

- (1) Receiving and filing the monthly investment report; and
- (2) Taking such additional, related, action that may be desirable.

3-C. ACCEPTANCE OF \$1.5 MILLION IN FEDERAL EARMARKED FUNDS FOR UPGRADES AT FIRE STATION 61

It is recommended that the City Council consider:

- (1) Accepting \$1.5 million in federal earmarked funds for Fire Station 61 design and remodeling upgrades;
- (2) Adopting a Resolution to add Fire Station 61 upgrades to the Fiscal Year 2024-25 Capital Improvement Program;
- (3) Authorizing the Finance Department to allocate \$1.5 million in earmarked grant funding to the FY 2024-25 budget; and
- (4) Taking such additional, related, action that may be desirable.

3-D. CONSIDERATION OF ADOPTION OF THE MONTEREY PARK ECONOMIC DEVELOPMENT STRATEGIC PLAN

It is recommended that the City Council consider:

- (1) Adopting the Monterey Park Economic Development Strategic Plan (the “EDSP”) to establish a framework for guiding the City’s economic development efforts over the next five years; and
- (2) Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The City reviewed the environmental impacts of the draft Resolution pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq. “CEQA”) and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the “CEQA Guidelines”). CEQA Guidelines §§ 15060(c)(2), 15061(b)(3), 15378, and 15308 exempt activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment, activities where there is possibility that it may have a significant effect on the environment, activities that do not constitute a “project” as defined, and actions to protect the environment, respectively. This activity is for general policies and procedure-making intended to promote economic development. Any subsequent construction or development will be evaluated separately under the CEQA Guidelines. Accordingly, the draft Resolution is exempt from further review.

3-E. ONE-YEAR TIME EXTENSION FOR TENTATIVE MAP NO. 82607 (TM-20-03) – 126 NORTH NEW AVENUE, ALSO IDENTIFIED BY ASSESSOR’S PARCEL NUMBERS 5286-019-013 AND 5286-019-014

It is recommended that the City Council consider:

- (1) Adopting a resolution approving a time extension for Tentative Map No. 82607 (TM-20-03); and
- (2) Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

Pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq., “CEQA”) and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the “CEQA Guidelines”), the Project is consistent with the Mitigated Negative Declaration and Mitigation Monitoring Program adopted by City Council on July 21, 2021 per Resolution No. 12259. No additional environmental review is necessary.

3-F. AGREEMENT FOR THE COLLECTION OF CIVIC WASTE

It is recommended that the City Council consider:

- (1) Authorizing the City Manager to execute an agreement with Ware Disposal Inc., in a form approved by the City Attorney, for collecting Civic Waste for an annual amount of \$194,000;
- (2) Appropriating \$194,000 from Fund 506 – Building Maintenance to the FY 2024-25 Budget for waste collection services; and
- (3) Taking such additional, related, action that may be desirable.

3-G. TRAFFIC SIGNAL AND COMMUNICATIONS PLAN AND DESIGN AGREEMENT

It is recommended that the City Council consider:

- (1) Receiving and filing the Traffic Signal Communications Plan, Adaptive Traffic/Traffic Responsive Control System Project – Phase 1;
- (2) Authorizing the City Manager to execute an Amendment to Agreement 2381-A with Advantec Consulting Engineers, for an additional amount of \$689,654, for Phase 2 of the project to include preparation of the designs and plans for implementation of recommended improvements; and
- (3) Taking such additional, related, action that may be desirable.

3-H. NOTICE OF COMPLETION – VARIOUS CAPITAL IMPROVEMENT PROJECTS

It is recommended that the City Council consider:

- (1) Receiving and filing the Notice of Completion recorded by the Public Works Director on July 23, 2024 accepting the City Parks Playground Replacements Project completed by R.E. Schultz Construction, Inc.; and
- (2) Taking such additional, related, action that may be desirable.

[4.] PUBLIC HEARING

4-A. A PUBLIC HEARING TO CONSIDER INTRODUCTION AND FIRST READING OF ZONING CODE AMENDMENT NO 24-01 (ZCA-24-01), AN ORDINANCE AMENDING THE MONTEREY PARK MUNICIPAL CODE TO IMPLEMENT THE HOUSING ELEMENT TO THE GENERAL PLAN

It is recommended that the City Council consider:

- (1) Opening the public hearing and taking testimonial and documentary evidence;
- (2) After closing the public hearing and considering the evidence submitted during that public hearing, introducing and waiving first reading of Ordinance No. _____ amending the Monterey Park Municipal Code (“MPMC”) to implement the Housing Element under ZCA-24-01; and
- (3) Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The City reviewed the environmental impacts of the proposed Ordinance pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq. “CEQA”) and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the “CEQA Guidelines”). The previous CEQA documents adopted by the City Council (see, Resolution Nos. 12124 and 2022-R2) adequately analyze the changes contemplated by this Ordinance. No additional CEQA review is required.

[5.] NEW BUSINESS

5-A. CONSIDERATION AND POSSIBLE ACTION TO INTRODUCE AND WAIVE FIRST READING OF AN ORDINANCE ADOPTING AN ENGINEERING AND TRAFFIC SURVEY FOR HELLMAN AVENUE BETWEEN ATLANTIC BOULEVARD AND NEW AVENUE, AND REDUCING THE SPEED LIMIT ON HELLMAN AVENUE, BETWEEN GARFIELD AVENUE AND NEW AVENUE, FROM 35 MPH TO 30 MPH

It is recommended that the City Council consider:

- (1) Introducing and waiving first reading for an Ordinance reducing the speed limit on Hellman Avenue, between Garfield Avenue and New Avenue, from 35 mph to 30 mph; and
- (2) Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The City reviewed the environmental impacts of the proposed Ordinance pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*; “CEQA”) and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, *et seq.*, the “CEQA Guidelines”). CEQA Guideline § 15303 exempts activity that results in new construction or conversion of small structures. If adopted, the Ordinance revises the speed limit on Hellman Avenue, between Garfield Avenue, and New Avenue, which requires installation of level street signage. Accordingly, the Ordinance is exempt from further review.

[6.] CITY COMMUNICATIONS (CITY COUNCIL)

[7.] FUTURE AGENDA ITEMS

[8.] CLOSED SESSION (IF REQUIRED; CITY ATTORNEY TO ANNOUNCE)

ADJOURN



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3A

TO: The Honorable Mayor and City Council
FROM: Maychelle Yee, City Clerk
SUBJECT: Minutes

RECOMMENDATION:

It is recommended that the City Council consider:

1. Approving the minutes from the special and regular meetings of May 1, 2024; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

None.

BACKGROUND:

None.

FISCAL IMPACT:

None.

Respectfully submitted,

A blue ink signature of Maychelle Yee, written in a cursive style.

Maychelle Yee
City Clerk

Prepared by:

A blue ink signature of Helena Cho, written in a cursive style.

Helena Cho
Assistant Deputy City Clerk

Approved By:

A blue ink signature of Inez Alvarez, written in a cursive style.

Inez Alvarez
City Manager

ATTACHMENT(S):

1. Draft Minutes

ATTACHMENT 1

Draft Minutes

**MINUTES
MONTEREY PARK CITY COUNCIL
FINANCING AUTHORITY (MPFA)
HOUSING AUTHORITY (MPHA)
GEOLOGIC HAZARD ABATEMENT DISTRICT (GHAD)
SUCCESSOR AGENCY (SA)
SPECIAL MEETING
MAY 1, 2024**

The City Council, the Financing Authority (MPFA), the Housing Authority (MPHA), the Geologic Hazard Abatement District (GHAD), and the Successor Agency (SA) of the City of Monterey Park held a Special Meeting of the Council in Room 266, Second Floor of City Hall located at 320 West Newmark Avenue in the City of Monterey Park, Wednesday, May 1, 2024 at 5:30 p.m.

CALL TO ORDER:

Mayor Wong called the meeting to order at 5:36 p.m.

ROLL CALL:

Deputy City Clerk Cindy Trang called the roll:

Council Members Present: Henry Lo, Vinh Ngo, Jose Sanchez, Thomas Wong,
Yvonne Yiu

Council Members Absent: None

ALSO PRESENT: City Manager Inez Alvarez, City Attorney Karl Berger, Director of Human Resources and Risk Management Christine Tomikawa, Finance Manager Laura Borjon

VIRTUALLY PRESENT: None

PUBLIC COMMUNICATIONS: None.

1. OPEN SESSION

1-A. LEGISLATIVE SUBPOENAS; AUTHORIZATION TO ISSUE LEGISLATIVE SUBPOENAS TO OBTAIN MORE INFORMATION REGARDING THE CONTINUED VIOLATIONS OF THE MONTEREY PARK MUNICIPAL CODE AND VARIOUS OTHER CODES AT 122 N. LINCOLN, MONTEREY PARK

122 N. Lincoln Avenue., Monterey Park, CA 91754 ("Property") (APN: 5255-017-018) is a two-story apartment complex with 26 individual rental units facing an interior courtyard. The registered owner is "Newmark 809, LLC," with Curt Wang as the Managing Member.

MISSION STATEMENT

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On May 24, 2023, the City's Code Compliance Division received a complaint from a resident of the Property that it was being used as a "boarding hotel," and provided photographs from several units showing 6-9 makeshift beds in the living room areas. These, among other violations of the Monterey Park Municipal Code ("MPMC"), blocked access to the front doors.

Subsequently, a Monterey Park Fire Captain reported to Code Compliance that he observed the same conditions when responding to a medical call at the Property. He further noted that the missing fire extinguishers, overcrowding, and blocked egress in apartment units presented a tremendous hazard to occupants should a fire occur.

Recommendation: It is recommended that the City Council consider: (1) Adopting a Resolution authorizing the Mayor and City Clerk to issue legislative subpoenas for testimony and records related to a multi-family rental property located at 122 N. Lincoln Ave. for investigation regarding suspected illicit use of the property as a hotel and collection of unpaid transient occupancy taxes; and (2) Taking such additional, related, action that may be desirable.

Action Taken: The City Council carried over this item to the Regular City Council Meeting at 6:30 p.m. under New Business Agenda Item.

Motion: Moved by Council Member Lo and seconded by Council Member Yiu, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

2. CLOSED SESSION

The City Council adjourned to Closed Session at 5:37 p.m.

2-A. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION

Significant exposure to litigation pursuant to Government Code section 54956.9(d)(2): one. Facts and Circumstances: No disclosure required per Government Code section 54956.9(e)(1) (not yet known to a potential plaintiff or plaintiffs).

2-B. CONFERENCE WITH LABOR NEGOTIATORS, PURSUANT TO CALIFORNIA GOVERNMENT CODE § 54957.6

City Negotiators: Steve Berliner and Christine Tomikawa
Employee Organizations: Confidential Employees' Association, Firefighters' Association, Mid-Management Association, Police Captains' Association, Police Officers' Association, Police Officers' Mid-Management Association, Professional Chief Officers' Association, and Service Employees International Union, Local 721

RECONVENE & ADJOURNMENT

The City Council reconvened from Closed Session with all Council Members present. The meeting was adjourned at 6:36 p.m.

Action Taken: No reportable action taken in Closed Session.

Maychelle Yee
City Clerk

**MINUTES
MONTEREY PARK CITY COUNCIL
FINANCING AUTHORITY (MPFA)
HOUSING AUTHORITY (MPHA)
GEOLOGIC HAZARD ABATEMENT DISTRICT (GHAD)
SUCCESSOR AGENCY (SA)
REGULAR MEETING
MAY 1, 2024**

The City Council, the Financing Authority (MPFA), the Housing Authority (MPHA), the Geologic Hazard Abatement District (GHAD), and the Successor Agency (SA) of the City of Monterey Park held a Regular Meeting of the Council in the Council Chamber, located at 320 West Newmark Avenue in the City of Monterey Park, Wednesday, May 1, 2024 at 6:30 p.m.

CALL TO ORDER:

Mayor Wong called the meeting to order at 6:42 p.m.

FLAG SALUTE:

The Monterey Park Police Explorer led the flag salute.

ROLL CALL:

City Clerk Maychelle Yee called the roll:

Council Members Present: Henry Lo, Vinh Ngo, Jose Sanchez, Thomas Wong,
Yvonne Yiu

Council Members Absent: None

ALSO PRESENT: City Treasurer Amy Lee, City Manager Inez Alvarez, City Attorney Karl Berger, Assistant City Attorney Tim Campen, Assistant City Manager Diana Garcia, City Librarian Kristin Olivarez, Director of Public Works Shawn Igoe, Director of Recreation and Community Services Robert Aguirre, Community Development Director Jessica Serrano, Police Chief Scott Wiese, Interim Fire Chief Chris Thompson, Fire Marshall Jessica Estrella, Firefighter Thomas Castro, Fire Captain Benjamin Gomory, Fire Captain Justin Birrell, Finance Manager Laura Borjon, Adult Literacy Coordinator Victor Castellanos, Deputy City Clerk Cindy Trang, Senior Code Compliance Officer Rey Lozano

VIRTUALLY PRESENT: Director of Finance Martha Garcia

MISSION STATEMENT

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AGENDA ADDITIONS, DELETIONS, CHANGES AND ADOPTIONS

City Manager Alvarez requested to move Agenda Item No. 1A from the Special City Council Meeting held at 5:30 p.m. to the Regular City Council Meeting under New Business. Mayor Wong requested to move Presentation Item No. 1A to be heard after Public Communications.

PUBLIC COMMUNICATIONS

- Randye Kay voiced her concerns regarding traffic issues at the intersection of Chandler and Hellman Avenues. She stated that interim measures were suggested by the City Council, but she conveyed that no have been implemented. She said she spoke at the city's Traffic Commission meeting and mentioned she gathered 1,000 petition signatures to place a stop sign at the intersection of Chandler and Hellman Avenues. She conveyed her recommendations to add flashing lights at the crosswalk for pedestrian safety.
- Cesar Lopez, a Monterey Park Fire Explorer took the opportunity to thank the City Council, Monterey Park Fire Department and the City of Monterey Park for what Mr. Lopez referred to as an "opportunity of a lifetime" to be a Monterey Park Fire Explorer. He spoke about his goals after leaving the Fire Explorers Program and expressed his hope to return to Monterey Park in the future.

STAFF COMMUNICATIONS

This Item was heard after Agenda Item No. 1A.

- Finance: Finance Manager Borjon provided information on two upcoming engagement workshops on May 7 at Sierra Vista Park and May 20 at Monterey Park Bruggemeyer Library. The engagement workshops will focus on Budget and Fiscal Stability.
- Fire Department: Interim Fire Chief Thompson shared upcoming Fire Department events, Community Emergency Response Team Training on May 4, 11, and 18; Blood Drive hosted by the Fire Department on May 29; Annual Fire Service Day on May 18 with a pancake breakfast for sale. The Monterey Park Fire Department celebrated their Centennial Anniversary. The department was awarded with the Meritorious Service Medal from the California Emergency Medical Services (EMS) Awards, which were presented to Fire Captain Benjamin Gomory and Fire Captain Justin Birrell for their bravery during the 2023 Monterey Park Mass Shooting incident.
- Library: Adult Literacy Coordinator Castellanos thanked everyone who attended the ribbon-cutting ceremony for the newly renovated Library Storytime Room. He informed the public that the library has an Asian American and Pacific Islander (AAPI) book list in honor of AAPI Heritage Month. Additionally, the library will host two workshops for National Mental Health Month on May 13 and May 18.

Other upcoming events mentioned were, "Intro to Cosplay" event on May 4 followed by a "Comics and Games Day", Citizenship Workshop, and the first-ever K-Prom both on May 11, "Fix It Yourself Workshop" focused on DIY projects on May 24, and the Summer Reading Program, which will run from June 1 to July 31.

- Public Works: Public Works Director Igoe invited the community to the city's Public Works Open House event on May 23 at the City Yard in celebration of Public Works' Week with this year's theme being "Advancing Quality of Life for All".
- Recreation and Community Services: Recreation and Community Services Director Aguirre thanked everyone for attending the ribbon cutting ceremony of the new playground facilities at Garvey Ranch Park. He expressed gratitude to city staff and the Cherry Blossom committee for their hard work on a successful Cherry Blossom Festival. Director Aguirre announced a new way to reserve picnic shelters rentals and informed the public that online registration for swim lesson will begin on May 14. Director Aguirre provided information on upcoming events, The Monterey Park Birthday celebration on May 9 to May 12, Pride Parade and Festival on June 1, Monterey Park Night at Dodger Stadium on August 9, and the Hollywood Bowl trip on July 13. Director Aguirre encouraged participation from the community on the city's Parks System Master Plan.

1. PRESENTATION

The matters listed under presentation are informational content and for discussion only.

1-A. CONGRESSWOMAN JUDY CHU'S ARTISTIC DISCOVERY AWARDS CEREMONY HONOREES

This Item was heard after Public Communications.

Mayor Wong introduced Alhambra Unified School District Superintendent Denise R. Jaramillo, Assistant Principal Amy Wu, Art Teacher Jenny Tang, and Mark Keppel High School students Tiffany To and Jocelyn Alvarez. Mayor Wong thanked the students for partaking in the art competition and acknowledged their dedication to art. Jocelyn Alvarez's art piece entitled "Revisiting Memories" took 3rd place. The art piece paid tribute to those who have passed away from cancer and remembered them for their joy. Tiffany To's art piece entitled "Year of the Rabbit 2023" took 1st place. The art piece paid tribute to those who passed from the mass shooting that took place in Monterey Park and signified her art to be a portrayal of all the light they brought to the community. A PowerPoint presentation was provided depicting the artwork.

1-B. MPK COMMUNITY HEALING FUND UPDATE

This item was heard after Staff Communications.

City Treasurer Lee announced that the current MPK Community Healing Fund (“Fund”) has a balance of \$45,251. She stated that the Fund currently has 3 active members and that there are individuals who have expressed their interest in joining. City Treasurer Lee confirmed that new members will be finalized in the next couple of weeks. She conveyed that several grants have been administered to the Boys and Girls Club, the Monterey Park Fire Relief Fund, the Asian Youth Center, the Anti-Asian Hate Coalition, the 1-year Memorial Event, and the Victim Support Groups (small grants to up to 50 individuals).

1-C. STREET REHABILITATION UPDATE

Public Works Director Igoe provided information on a new program on the city’s Geographic Information System (GIS) platform called “story mapping”. It will provide the public with information on the status of various construction projects throughout the city. Director Igoe updated Council Members on statistics as follows: completed 25 miles of street overlay work, 13 miles of slurry work, 331 curb ramps, 22 bus pads, 37,000 square feet of sidewalk improvements. Director Igoe stated that upcoming construction projects will include: 2.8 miles street overlay work, 4.5 miles of slurry work, 0.2 miles of alley work, and development on the South end of town.

2. OLD BUSINESS

2-A. ESTABLISHING AN AD HOC SUBCOMMITTEE OF THE CITY COUNCIL TO DISCUSS THE CREATION OF AN INDEPENDENT MEMORIAL COMMITTEE FOR THE JANUARY 21, 2023 MASS CASUALTY INCIDENT

On January 21, 2023, the City of Monterey Park suffered a mass casualty incident that resulted in the loss of 11 lives, nine injured individuals, and left the community deeply affected. The City recognizes the need to honor the memory of the victims and create a space for healing and remembrance for the entire community.

Communities affected by similar tragedies often establish committees consisting of a diverse group of community members and stakeholders which consider the fundraising, location, community input and planning for permanent memorials.

The City Manager is proposing the establishment of an ad hoc subcommittee of two City Council members. This ad hoc subcommittee will be tasked with appointing members to a January 21 Memorial Committee and providing initial direction on the roles and responsibilities of the Memorial Committee, as well as the method and frequency by which the Committee should report to the City Council on its progress.

Public Speakers:

- Tennille Pereira, Director of the Resiliency and Justice Center in Las Vegas, Nevada, was virtually present. She provided a PowerPoint presentation on what the ad hoc subcommittee should consider when drafting their program. Ms. Pereira offered to support and guide the city's ad hoc subcommittee when it forms.

Action Taken: Established an ad hoc subcommittee comprised of two members of the City Council, Mayor Wong and Council Member Lo, which will appoint and give initial direction to an independent Memorial Committee for the January 21, 2023 Mass Casualty Incident.

Motion: Moved by Mayor Pro Tem Ngo and seconded by Council Member Sanchez, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

3. **CONSENT CALENDAR ITEMS NOS. 3B-3F**

All items under the Consent Calendar are considered by the City Council to be routine and will be enacted by one motion. Specific items may be removed from the Consent Calendar at the request of any member of the City Council for separate consideration.

Consent Calendar Items were heard after Agenda Item No. 1A, which was a carryover item from the Special City Council Meeting held at 5:30 p.m. and place under New Business.

Action Taken: The City Council approved and adopted Agenda Item Nos. 3B, 3C, 3D, 3E, and 3F on Consent Calendar, excluding Agenda Item Nos. 3A and 3G which was pulled for discussion, separate motion, reading resolutions and ordinances by the title only and waiving further reading thereof.

Motion: Moved by Council Member Lo and seconded by Mayor Pro Tem Ngo, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

3-A. PROFESSIONAL MUNICIPAL CLERKS WEEK RESOLUTION

The Office of the City Clerk is celebrating the week of May 5 - May 11, 2024 as Professional Municipal Clerks Week. This week, sponsored by the International Institute of Municipal Clerks (IIMC) and celebrated annually, honors and recognizes the Municipal Clerk profession as a vital part of local government celebrated throughout the world including the United States, Canada and 15 other countries. We are enlisting your support in the form of a resolution to honor Professional Municipal Clerks for providing support to the Council, departmental staff, other agencies, and residents of Monterey Park.

Public Speakers:

- City Clerk Yee voiced her appreciation to the City Clerk staff who work endlessly to provide services to the public, staff, and City Council.

Action Taken: The City Council approved Resolution No. 2024-R27 declaring the week of May 5-11, 2024 as Professional Municipal Clerks Week in Monterey Park.

Motion: Moved by Mayor Pro Tem Ngo seconded by Council Member Yiu, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

Resolution No. 2024-R27

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK DECLARING MAY 5 THROUGH MAY 11, 2024 AS PROFESSIONAL MUNICIPAL CLERKS WEEK IN MONTEREY PARK

3-B. AUTHORIZE THE CITY MANAGER TO EXTEND THE LICENSE AGREEMENT WITH CHINATOWN SERVICE CENTER FOR USE OF THE SIERRA VISTA COMMUNITY CENTER AS THE TEMPORARY SITE OF THE MPK HOPE RESILIENCY CENTER

At the November 15, 2023, City Council meeting, City Council authorized the City Manager to extend a license agreement with Chinatown Service Center to utilize Sierra Vista Community Center as a temporary location for the MPK Hope Resiliency Center through June 30, 2024.

Chinatown Service Center has identified a permanent Community Resiliency Center location and needs additional time to prepare the facility for operations. While they work toward opening the permanent location, the City would like to extend the license agreement with Chinatown Service Center for an additional six months—until December 31, 2024—to provide mental health and wellness services to those impacted by the 2023 Monterey Park tragedy. The agreement can be terminated if the permanent location is ready for operations before the end of the term.

Staff is recommending City Council authorize the City Manager, or designee, to extend the license agreement term through December 31, 2024, in a form approved by the City Attorney, to use the Sierra Vista Community Center as a temporary Community Resiliency Center.

Action Taken: The City Council authorized the City Manager, or designee, to extend the license agreement, in a form approved by the City Attorney with Chinatown Service Center for the use of the Sierra Vista Community Center as the temporary MPK Hope Resiliency Center, on Consent Calendar.

3-C. URBAN AREA SECURITY INITIATIVE – AWARD OF CONTRACT TO ERIC GARCIA, OF TGI OPERATIONS, LLC, FOR THE REGIONAL TRAINING GROUP (RTG) FIRE SERVICE TRAINING OFFICER

The City of Los Angeles is a Subgrantee of the Homeland Security Program – Urban Area Security Initiative (UASI) that is provided by the U.S. Department of Homeland Security. Per the subrecipient agreement, the City of Los Angeles may enter into an agreement with the City of Monterey Park. A portion of the grant funds awarded to the City of Monterey Park will include salaries for a full-time Regional Training Group (RTG) Fire Training Officer position, for the Los Angeles Area Fire Chiefs Association (LAAFCA).

In accordance with the MPMC Chapter 3.20, staff completed a bidding process to identify a viable candidate for the RTG Fire Training Officer position. The position was advertised on the City's website and through various websites related to firefighting. Only one candidate submitted a proposal and an interview was conducted to verify the candidate's qualifications. The panel, comprised of current and retired fire chiefs, confirmed that Eric Garcia of TGI Operations, LLC., is qualified for the position. Mr. Garcia has over thirty years of experience with the Burbank Fire Department, holding every rank in the department over his career; including twelve years in fire management where he served as Chief Officer, Assistant Fire Chief and Fire Chief. Additionally, he has bachelor's and master's degrees in organizational leadership. Mr. Garcia's work experience coupled with his education make him a prime candidate for the position.

Staff recommends City Council authorize the City Manager to execute an agreement, in a form approved by the City Attorney with Eric Garcia of TGI Operations, LLC., for an amount to not exceed \$600,000. The current grant funded position will span over three grant award years. The contract is contingent on the award of funds from the City of Los Angeles.

Action Taken: The City Council authorized the City Manager to execute a one year agreement in the amount of \$200,000, with the option to extend for an additional two years, with Eric Garcia of TGI Operations, LLC., in a form approved by the City Attorney, to provide training and further develop response readiness of Los Angeles area fire agencies for incidents of national significance for an amount not to exceed \$600,000 and authorized the Finance Department to appropriate \$40,000 in grant funding to the FY 2023-2024 budget, on Consent Calendar.

3-D. RENEWAL OF THE ASSESSMENT DISTRICT FOR FISCAL YEAR 2024-25 AND SCHEDULE A PUBLIC HEARING PURSUANT TO STREETS AND HIGHWAYS CODE §§ 22500, ET SEQ.

In 1993, the City of Monterey Park (“City”) formed Citywide Maintenance District No. 93-1 (“District”) under the Landscape and Lighting Act of 1972 (“Act”) to finance the operation and maintenance of public streetlighting and landscaping. The Act requires the City to prepare an annual Engineer’s Report and hold a public hearing before the City Council approves the levy of assessments for the District on the property tax roll each fiscal year. The City has contracted with Francisco and Associates to prepare the annual Engineer’s Report and submittal of District assessments to the County of Los Angeles for inclusion on property tax bills. City staff recommends a public hearing be held on June 5, 2024. City Council may provide final approval of the Fiscal Year 2024-25 District assessments following the conclusion of the public hearing during the June 5, 2024, City Council meeting.

CEQA (California Environmental Quality Act):

The proposed action is exempt from review under the California Environmental Quality Act (Cal. Pub. Res. Code §§ 21000, *et seq.*; “CEQA”) and CEQA Guidelines (Cal. Code Regs. tit. 14, §§ 15000, *et seq.*) because it establishes, modifies, structures, restructures, and approves rates and charges for meeting operating expenses; purchasing supplies, equipment, and materials; meeting financial requirements; and obtaining funds for capital projects needed to maintain service within existing service areas. The proposed action, therefore, is categorically exempt from further CEQA review under CEQA Guidelines § 15273.

Action Taken: The City Council adopted Resolution No. 2024-R28 initiating and declaring the City Council’s intent to levy and collect assessments for Fiscal Year 2024-25 in Citywide Maintenance District No. 93-1 pursuant to Streets and Highways Code §§ 22500, *et seq.* and setting a time and place for a public hearing to be held at the June 5, 2024 Regular City Council Meeting at 6:30 p.m., on Consent Calendar.

Resolution No. 2024-R28

RESOLUTION INITIATING AND DECLARING THE CITY COUNCIL'S INTENT TO LEVY AND COLLECT ASSESSMENTS FOR FISCAL YEAR 2024-2025 IN CITYWIDE MAINTENANCE DISTRICT NO. 93-1 PURSUANT TO STREETS AND HIGHWAYS CODE § 22587 AND SETTING A TIME AND PLACE FOR A PUBLIC HEARING

3-E. FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT NO. 2395-AC WITH FAIRBANK, MASLIN, MAULLIN, METZ AND ASSOCIATES TO CONDUCT PUBLIC OPINION RESEARCH

On November 1, 2023, the City entered into an agreement with FM3 to provide public opinion research. FM3's relevant experience conducting public opinion research has allowed decision makers to identify the priorities of the residents of Monterey Park. The City is requesting to amend the agreement to allow for additional public opinion research including residential surveys on land use and revenue measure research.

The City is requesting an amendment for an additional amount of \$46,750 for a total not to exceed amount of \$136,500.

Action Taken: The City Council authorized the City Manager to execute an amendment with Fairbank, Maslin, Maullin, Metz and Associates (FM3) in a form approved by the City Attorney; to conduct public opinion research for an amount not to exceed \$136,500, on Consent Calendar.

3-F. PUBLIC WORKS WEEK RESOLUTION

The City is celebrating the week of May 19-25, 2024, as Public Works Week in Monterey Park. This week marks the 64th annual National Public Works Week sponsored by the American Public Works Association, which recognizes Public Works professionals. The 2024 National Public Works Week theme is "Advancing Quality of Life for All", highlighting the way public works professionals contribute to and enhance the quality of life in all the communities they proudly serve.

Action Taken: The City Council adopted Resolution No. 2024-R29 declaring the week of May 19 through 25, 2024 as Public Works Week in Monterey Park, on Consent Calendar.

Resolution No. 2024-R29

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK DECLARING MAY 19-25, 2024 AS PUBLIC WORKS WEEK IN MONTEREY PARK

3-G. APPROVAL OF THE 2024 SEWER SYSTEM MANAGEMENT PLAN

The State Water Resources Control Board General Order WQ 2002-01030DWQ adopted on June 5, 2023 requires all public sewer collection agencies have an updated SSMP approved by its governing body. The Public Works Director recommends that the City Council approve the updated 2024 SSMP.

CEQA (California Environmental Quality Act):

The 2024 Sewer System Management Plan (SSMP) was reviewed pursuant to the California Environmental Quality Act ("CEQA") and the regulations promulgated thereunder (14 Cal. Code of Regs. § 15000, *et seq.*; the "CEQA Guidelines") Based upon that review, the SSMP is exempt from further review pursuant to CEQA Guidelines § 15301(c) (Existing Facilities) which exempts the operation, repair, maintenance, alteration of existing public or private structures which involve negligible or no expansion of existing or former use. CEQA Guidelines § 15301(c) notes that repair of existing highways and streets, sidewalks, gutters, and bicycle and pedestrian trails—like the proposed work— are exempt from CEQA if additional automobile lanes are not created.

Action Taken: The City Council approved the updated 2024 Sewer System Management Plan.

Motion: Moved by Mayor Pro Tem Ngo seconded by Council Member Sanchez, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

4. PUBLIC HEARING – None.

5. NEW BUSINESS

This Item was carried over from the May 1, 2024 Special City Council Meeting held at 5:30 p.m.

This Item was heard after Agenda Item No. 2A.

1-A. LEGISLATIVE SUBPOENAS; AUTHORIZATION TO ISSUE LEGISLATIVE SUBPOENAS TO OBTAIN MORE INFORMATION REGARDING THE CONTINUED VIOLATIONS OF THE MONTEREY PARK MUNICIPAL CODE AND VARIOUS OTHER CODES AT 122 N. LINCOLN, MONTEREY PARK

122 N. Lincoln Avenue., Monterey Park, CA 91754 ("Property") (APN: 5255-017-018) is a two-story apartment complex with 26 individual rental units facing an interior courtyard. The registered owner is "Newmark 809, LLC," with Curt Wang as the Managing Member.

On May 24, 2023, the City's Code Compliance Division received a complaint from a resident of the Property that it was being used as a "boarding hotel," and provided photographs from several units showing 6-9 makeshift beds in the living room areas. These, among other violations of the Monterey Park Municipal Code ("MPMC"), blocked access to the front doors.

Subsequently, a Monterey Park Fire Captain reported to Code Compliance that he observed the same conditions when responding to a medical call at the Property. He further noted that the missing fire extinguishers, overcrowding, and blocked egress in apartment units presented a tremendous hazard to occupants should a fire occur.

Discussion: City Manager Inez let Council Members know that the individuals living on site were given resources. She mentioned that LA County is also involved in ensuring those living at the property have a place to go.

All Council Members raised concerns for human right violations and were in support of issuing Legal Subpoenas.

Action Taken: The City Council adopted Resolution No. 2024-R26 authorizing the Mayor and City Clerk to issue legislative subpoenas for testimony and records related to a multi-family rental property located at 122 N. Lincoln Ave. for investigation regarding suspected illicit use of the property as a hotel and collection of unpaid transient occupancy taxes.

Motion: Moved by Council Member Sanchez and seconded by Council Member Lo, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

Resolution No. 2024-R26

A RESOLUTION AUTHORIZING THE CITY CLERK TO ISSUE LEGISLATIVE SUBPOENAS FOR LEGISLATIVE FACT-FINDING RELATED TO UNPAID TRANSIENT OCCUPANCY TAX

6. CITY COMMUNICATIONS (CITY COUNCIL)

6-A. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK, CALIFORNIA, DECLARING AND RECOGNIZING THE MONTH OF MAY 2024 AS MENTAL HEALTH AWARENESS MONTH

Action Taken: The City Council took one motion to approve Agenda Items Nos. 6A-6D. The City Council approved Resolution No. 2024-R30 Declaring and Recognizing the Month of May 2024 as Mental Health Awareness Month.

Motion: Moved by Mayor Pro Tem Ngo and seconded by Council Member Yiu, motion carried by the following vote:

Ayes:	Council Members:	Sanchez, Lo, Yiu, Ngo, Wong
Noes:	Council Members:	None
Absent:	Council Members:	None
Abstain:	Council Members:	None
Recusal:	Council Members:	None

Resolution No. 2024-R30

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK, CALIFORNIA, DECLARING AND RECOGNIZING THE MONTH OF MAY 2024 AS MENTAL HEALTH AWARENESS MONTH

6-B. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK, CALIFORNIA, DECLARING AND RECOGNIZING THE MONTH OF MAY 2024 AS ASIAN AMERICAN, NATIVE HAWAIIAN, AND PACIFIC ISLANDER HERITAGE MONTH

Action Taken: The City Council took one motion to approve Agenda Items Nos. 6A-6D. Motion recorded under Agenda Item No. 6A. The City Council adopted Resolution No. 2024-R31 Declaring and Recognizing the Month of May 2024 as Asian American, Native Hawaiian, and Pacific Islander Heritage Month.

Resolution No. 2024-R31

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK, CALIFORNIA, DECLARING AND RECOGNIZING THE MONTH OF MAY 2024 AS ASIAN AMERICAN, NATIVE HAWAIIAN, AND PACIFIC ISLANDER HERITAGE MONTH

6-C. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK DECLARING MAY 6, 2024, THE DAY OF INCLUSION OF THE 142nd ANNIVERSARY OF THE PASSAGE OF THE CHINESE EXCLUSION ACT

Action Taken: The City Council took one motion to approve Agenda Items Nos. 6A-6D. Motion recorded under Agenda Item No. 6A. The City Council adopted Resolution No. 2024-R32 Declaring May 6, 2024, The Day of Inclusion of the 142nd Anniversary of the Passage of the Chinese Exclusion Act.

Resolution No. 2024-R32

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MONTEREY PARK DECLARING MAY 6, 2024, THE DAY OF INCLUSION OF THE 142ND ANNIVERSARY OF THE PASSAGE OF THE CHINESE EXCLUSION ACT

6-D. A RESOLUTION OF THE CITY COUNCIL OF MONTEREY PARK DECLARING MAY 7 AS NATIONAL DAY OF THE TEACHER AND MAY 6 THROUGH MAY 10 AS TEACHER APPRECIATION WEEK

Action Taken: The City Council took one motion to approve Agenda Items Nos. 6A-6D. Motion recorded under Agenda Item No. 6A. The City Council adopted Resolution No. 2024-R33 Declaring May 7, 2024, as National Day of the Teacher and May 6-10, 2024 as Teacher Appreciation Week.

Resolution No. 2024-R33

A RESOLUTION OF THE CITY COUNCIL OF MONTEREY PARK DECLARING MAY 7 AS NATIONAL DAY OF THE TEACHER AND MAY 6 THROUGH MAY 10 AS TEACHER APPRECIATION WEEK

CITY COUNCIL COMMUNICATIONS

Council Member Sanchez stated that he attended the Taylor Swift Party event held at the Bruggemeyer Library on April 20, a pilgrimage of the Manzanar National History Site on April 27, the city's Cherry Blossom Festival on April 28, and the ribbon cutting ceremony of the newly renovated Storytime Room at the Bruggemeyer Library. Council Member Sanchez wished everyone a Happy Mother's Day.

Council Member Lo stated that he along with Mayor Wong attended the Meaningful Experiences & Relationships through Community Inclusion's (MERCi) ribbon cutting ceremony for their new Community Garden on April 19. Council Member Lo announced that he attended the Community Engagement Workshop on Sustainability at Bella Vista Elementary School on April 23, Montebello's 109th Anniversary of the Remembrance of the Armenian Genocide on April 27, the Mayor Meet Up event on April 29 to support Mayor Wong, the ribbon cutting ceremony for the new playground facilities at Garvey Ranch Park and the Economic Development Strategic Plan Session both held on April 25. Council Member Lo stated that he attended the city's Cherry Blossom Festival and Earth Day event, City of Alhambra and City of San Gabriel's event celebrating alternative modes of transportation, the grand opening of Top Golf in the City of Montebello,

and the ribbon cutting ceremony of the Storytime Room at the Bruggemeyer Library.

Council Member Yiu mentioned that she attended many of the same events as other Council Members. She stated that she had a special tour of a Kroger's facilities which is the parent company of Ralphs and Food For Less supermarkets on how they convert food waste into renewable energy. She also announced her attendance at the grand opening of Top Golf in the City of Montebello.

Mayor Pro Tem Ngo conveyed that he too attended the same events as other Council Members. He said that he along with Mayor Wong attended the League of California Cities Conference in Sacramento, California on April 18-19. He mentioned that he attended several Community Engagement Workshops held by the city, the Mayor Meet Up event, the Community Meetup for businesses, city's Cherry Blossom Festival, grand opening of Top Golf in the City of Montebello, and the ribbon cutting ceremony of the Storytime Room at the Bruggemeyer Library.

Mayor Wong communicated that he too attended the same events as other Council Members. He said that he attended the League of California Cities Conference, the Marguerita Elementary School's 1st annual career night celebrating science, technology, engineering, art and math (STEAM), the ribbon cutting ceremony of the new playground facilities at Garvey Ranch, the ribbon cutting ceremony of the renovated Storytime Room at the Bruggemeyer Library, and the city's Cherry Blossom Festival. He acknowledged that May is National Asian American & Pacific Islander Heritage Month and is looking forward to the many upcoming celebrations.

7. FUTURE AGENDA ITEMS

Council Member Lo requests a Resolution highlighting May as "Missing and Murdered Indigenous People (MMIP) Awareness Month," highlighting justice for the Indigenous community.

8. CLOSED SESSION (IF REQUIRED; CITY ATTORNEY TO ANNOUNCE)

None.

ADJOURNMENT

There being no further business for consideration, the meeting was adjourned at 9:53 p.m.

Maychelle Yee
City Clerk



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3B

TO: The Honorable Mayor and City Council
FROM: Amy Lee, City Treasurer
SUBJECT: Monthly Investment Report – July 2024

RECOMMENDATION:

It is recommended that the City Council consider:

1. Receiving and filing the monthly investment report; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

As of July 31, 2024, invested funds for the City of Monterey Park total \$93,364,041.73.

BACKGROUND:

In accordance with the City's Investment Policy, a monthly investment report is presented to the City Council showing the types of investments, dates and maturities, amounts of deposits, rates of interest, and the current market values for securities with maturity more than 12 months. The attached monthly investment report includes a summary investment report for the LA County Pooled Investment Fund, which displays the composition by type for the entire pooled investment fund.

Respectfully submitted by:

Prepared by:

A handwritten signature in black ink, appearing to be "Amy Lee", written over a horizontal line.

Amy Lee
City Treasurer

A handwritten signature in black ink, appearing to be "Martha Garcia", written over a horizontal line.

Martha Garcia
Finance Director

Approved by:

A handwritten signature in blue ink, appearing to be "Inez Alvarez", written over a horizontal line.

Inez Alvarez
City Manager

ATTACHMENT:

1. Monthly Investment Report

ATTACHMENT 1

Monthly Investment Report

**CITY OF MONTEREY PARK
INVESTMENT REPORT
JULY 31, 2024**

INVESTMENTS PORTFOLIO PROFILE:
TOTAL BALANCE AT 07/31/2024

\$ 93,364,041.73

INVESTMENT COMPOSITION

(1) <u>LA COUNTY POOLED INVESTMENT FUND</u>	ON DEMAND	4.190%	<u>\$ 25,531,280.87</u>
(2) <u>LOCAL AGENCY INVESTMENT FUND</u>	ON DEMAND	4.516%	<u>\$ 35,266,553.18</u>
(3) <u>CHANDLER ASSET MANAGEMENT</u>		5.00%	<u>\$ 25,211,207.68</u>

(4) <u>CERTIFICATES OF DEPOSIT</u>	Purchase Date	Maturity Date	Interest Rate	
1 SALLIE MAE BANK	08/11/21	08/12/24	0.70%	245,000
2 TOYOTA FINANCIAL SAVINGS BANK	09/16/21	09/16/24	0.65%	245,000
3 SYNCHRONY BANK	09/17/21	09/17/24	0.65%	245,000
4 UBS BANK USA	09/22/21	09/23/24	0.65%	245,000
5 STATE BANK OF INDIA	10/18/21	10/18/24	0.70%	245,000
6 MEDALLION BANK UTAH	01/28/22	01/28/25	1.25%	245,000
7 PENTAGON FEDERAL UNION	01/31/22	01/31/25	1.25%	245,000
8 BEAL BANK	02/02/22	01/29/25	1.15%	245,000
9 VALLIANCE BANK	03/18/22	03/18/25	1.40%	245,000
10 STATE BANK OF TEXAS	03/25/22	03/25/25	1.45%	245,000
11 FIRST FED SAVINGS & LOAN	03/30/22	03/31/25	2.00%	245,000
12 LAFAYETTE FEDERAL CREDIT UNION	03/30/22	03/31/25	2.20%	245,000
13 COMENITY CAPITAL BANK	04/14/22	04/14/25	2.55%	245,000
14 AMERICU CREDIT UNION	04/21/22	04/21/25	2.30%	245,000
15 BALBOA THRIFT & LOAN	04/29/22	04/29/25	2.00%	245,000
16 FIRST TECHNOLOGY CREDIT UNION	08/05/22	08/05/24	3.25%	245,000
17 AUSTIN TELCO FEDERAL CREDIT UNION	12/16/22	12/16/24	5.00%	245,000
18 GREENWOOD MUNICIPAL FED CREDIT UNIK	01/27/23	01/27/25	4.80%	245,000
19 RAIZ CREDIT UNION	01/27/23	01/27/25	4.75%	245,000
20 WORKERS	01/27/23	01/27/25	4.70%	245,000
21 MANUF & TRADERS TRUST CO	01/31/23	01/31/26	4.25%	245,000
22 ALPINE BANK	01/31/23	01/31/25	4.55%	245,000
23 TECHNOLOGY FCU	02/10/23	02/24/25	5.00%	245,000
24 RED CROWN FCU	02/14/23	02/21/25	4.85%	245,000
25 UFIRST FEDERAL CREDIT UNION	02/15/23	02/25/25	4.85%	245,000
26 SEA COMM FEDERAL CREDIT UNION	02/23/23	03/03/25	4.90%	245,000
27 GLOBAL CREDIT UNION	05/02/23	05/12/25	4.85%	245,000
28 WESTERN ALLIANCE BANK	05/02/23	05/05/25	4.85%	245,000
29 PREFERRED BANK	09/03/23	09/03/24	4.16%	100,000
30 PREFERRED BANK	09/08/23	09/08/24	4.16%	150,000
31 BANK OF AMERICA	07/24/24	07/24/25	4.85%	245,000
32 FLASTAR BANK NA	07/25/24	01/26/26	4.85%	245,000
33 CONNEX CU	08/06/24	08/06/25	4.95%	245,000
<i>Total CDs (32)</i>			3.482%	<u>\$ 7,355,000.00</u>

OTHER INFORMATION:

BANK BALANCE: ⁽¹⁾

\$16,114,828.20

AVERAGE MATURITY DAYS

58

AVERAGE INTEREST RATE FOR THE MONTH

5.881%

THE CITY'S INVESTMENT HAS SUFFICIENT LIQUIDITY TO MEET THE CITY'S EXPENDITURE REQUIREMENTS FOR THE NEXT 180 DAYS. THE 180-DAY LIQUIDITY DISCLOSURE IS REQUIRED PER GOVERNMENT CODE 53646.

THERE HAVE BEEN NO VARIANCES TO THE INVESTMENT POLICY.

(1) Bank balance is maintained to cover outstanding warrants, payroll checks and on-going operating costs.

Portfolio Summary

07/01/2024 - 07/31/2024

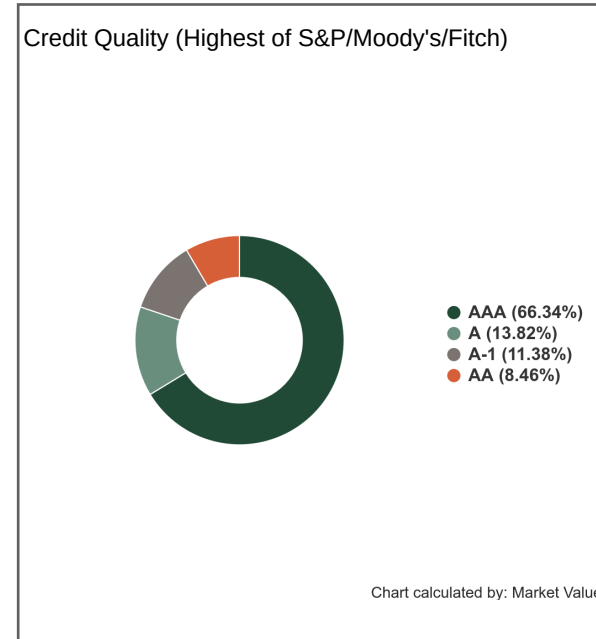
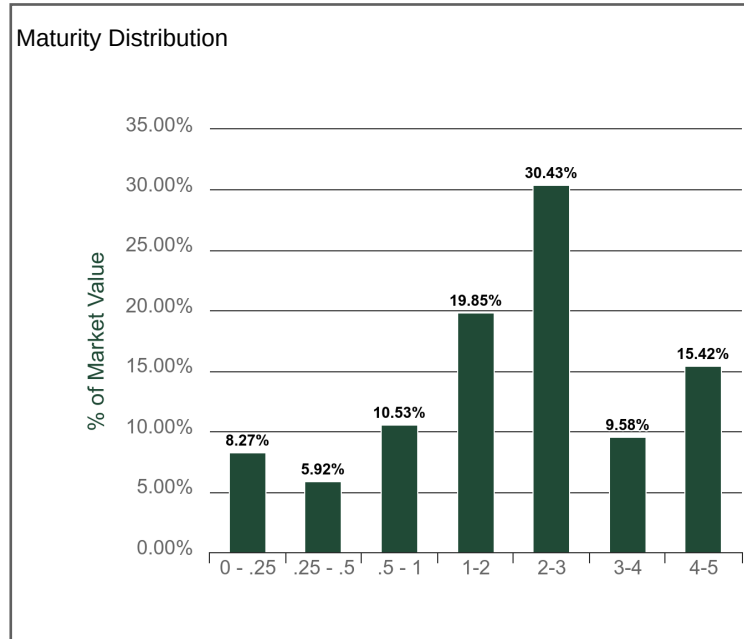
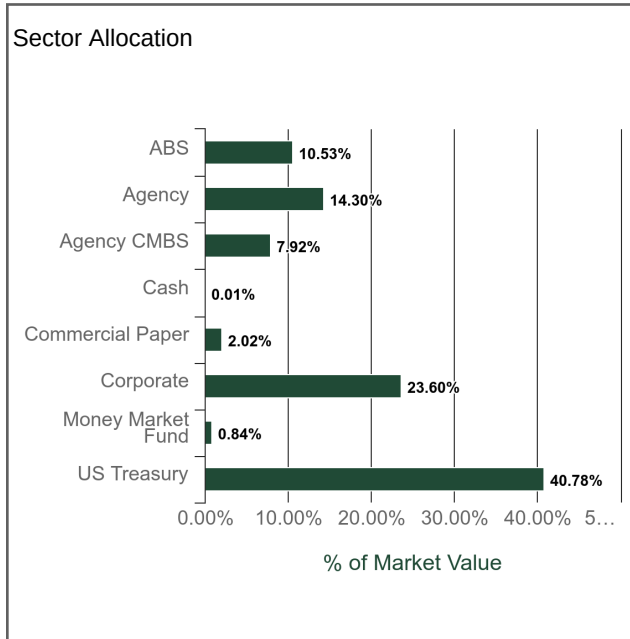
City of Monterey Park (405980)

Dated: 08/06/2024

Portfolio Characteristics	
	Portfolio
Average Modified Duration	1.85
Average Coupon Rate	3.81
Average Purchase YTM	5.00
Average Market YTM	4.67
Highest of S&P/Moody's/Fitch	AA
Average Final Maturity	2.22
Average Life	1.91
Footnote: 1	

Account Summary	
	Portfolio
Beginning Market Value	25,124,309.76
Ending Market Value	25,412,968.39
Beginning Accrued Balance	223,349.94
Ending Accrued Balance	209,875.44
Beginning Total Market Value	25,347,659.70
Ending Total Market Value	25,622,843.84
Beginning Current Par	25,424,311.32
Ending Current Par	25,491,011.74
Beginning Book Value	25,119,693.10
Ending Book Value	25,211,207.75
Beginning Original Cost	25,069,755.03
Ending Original Cost	25,141,220.89
Footnotes: 2,3,4,5,6	

Top Issuers	
Issuer	% of Market Value
United States	40.78%
FHLMC	7.92%
Federal Home Loan Banks	7.16%
Farm Credit System	7.14%
Bank of America Credit Card Trust	1.49%
John Deere Owner Trust	1.49%
Hyundai Auto Receivables Trust	1.39%
American Express Credit Master Trust	1.37%
Apple Inc.	1.32%
State Street Corporation	1.19%
Footnotes: 2,7,8	

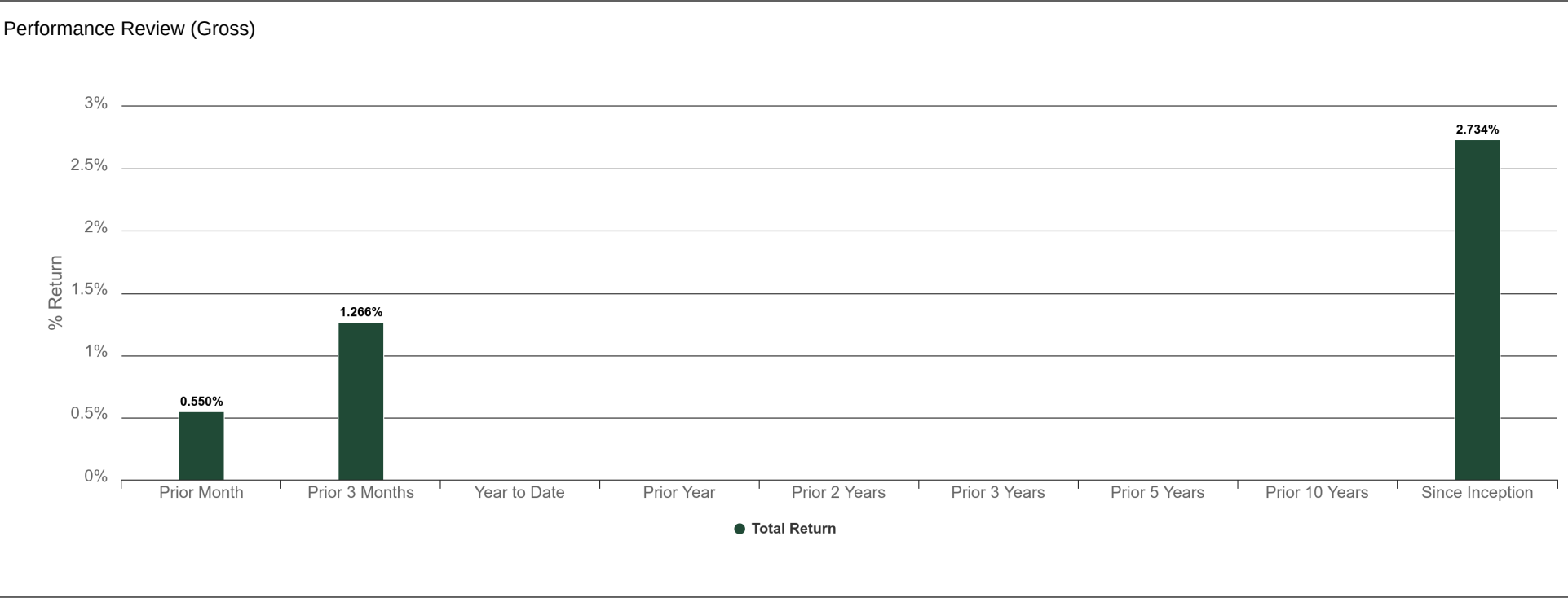


Portfolio Summary

07/01/2024 - 07/31/2024

City of Monterey Park (405980)

Dated: 08/06/2024



1: * Weighted by: Market Value + Accrued. 2: * Weighted by: Ending Total Market Value. 3: * Formula Column: Beginning Accrued Balance = [Beginning Due and Accrued]+[Beginning Cash Mutual Fund Dividend Receivable]. 4: * Formula Column: Ending Accrued Balance = [Ending Due and Accrued]+[Ending Cash Mutual Fund Dividend Receivable]. 5: * Formula Column: Beginning Total Market Value = [Beginning Market Value]+([Beginning Due and Accrued]+[Beginning Cash Mutual Fund Dividend Receivable]). 6: * Formula Column: Ending Total Market Value = [Ending Market Value]+([Ending Due and Accrued]+[Ending Cash Mutual Fund Dividend Receivable]). 7: * Grouped by: Issuer. 8: * Groups Sorted by: % of Market Value.



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3C

TO: The Honorable Mayor and City Council
FROM: Chris Thompson, Fire Chief
SUBJECT: Acceptance of \$1.5 million in Federal Earmarked Funds for Upgrades at Fire Station 61

RECOMMENDATION:

It is recommended that the City Council consider:

1. Accepting \$1.5 million in federal earmarked funds for Fire Station 61 design and remodeling upgrades;
2. Adopting a Resolution to add Fire Station 61 upgrades to the Fiscal Year 2024-25 Capital Improvement Program;
3. Authorizing the Finance Department to allocate \$1.5 million in earmarked grant funding to the FY 2024-25 budget; and
4. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The City of Monterey Park was notified in November 2023 that United States Senator Alex Padilla had secured \$1.5 million in federal funding for upgrades at Fire Station 61. The funding will be used to upgrade the living quarters at Fire Station 61.

BACKGROUND:

Fire Station 61 was constructed in the early 1970s and is over 50 years old. Due to its age, Station 61 is beginning to exceed its useful life. The living quarters are reminiscent of the time in which they were constructed, with communal showers and dorms. The federal funds will assist in both the design and remodeling of Station 61's living quarters, which will include modernized accommodations and updates such as gender-inclusive showers and restrooms.

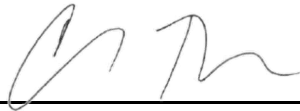
2024-25 STRATEGIC PLAN GOAL:

The \$1.5 million in federal earmarked money meets the City's strategic goal to maintain, build and modernize infrastructure and facilities to support the current and future needs of our city and community. The planned upgrades at Fire Station 61 aim to ensure the fire station has the needed facilities and amenities to protect staff and the community.

FISCAL IMPACT:

Staff is requesting the \$1.5 million be appropriated to the FY 2024-25 Capital Improvement Projects from Grant Funds for the design and construction of Fire Station 61 upgrades.

Respectfully submitted by:



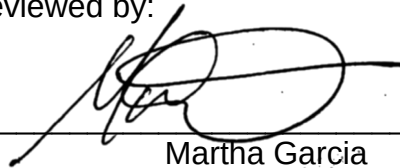
Chris Thompson
Fire Chief

Prepared by:



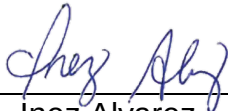
Rebecca Bojorquez
Principal Management Analyst

Reviewed by:



Martha Garcia
Director of Finance

Approved by:



Inez Alvarez
City Manager

Approved as to form by: Karl H. Berger

Reviewed by:



Solange Fortenbach
Deputy City Attorney

ATTACHMENT:

1. Resolution

ATTACHMENT 1

Resolution

RESOLUTION NO.

A RESOLUTION AMENDING RESOLUTION NO. 2024-R48 TO ADD FIRE STATION 61 UPGRADES TO THE CAPITAL IMPROVEMENT PLAN (“CIP”) AND FINDING SUCH AMENDMENT CONFORMS WITH THE GENERAL PLAN.

BE IT RESOLVED by the City Council of the city of Monterey Park as follows:

SECTION 1: The City Council finds and declares as follows:

- A. Pursuant to Monterey Park Municipal Code (“MPMC”) § 2.56.020(B), the City Council is the Monterey Park Planning Agency for purposes of this Resolution.
- B. The Fire Station 61 Upgrades were not previously included within the Capital Improvement Plan (“CIP”) as approved by Resolution No. 2024-R48 on June 18, 2024.
- C. This Resolution amends Resolution No. 2024-R48 to add the Projects to the CIP.
- D. The City reviewed this Resolution’s environmental impacts under the California Environmental Quality Act (Public Resources Code §§ 21000, et seq., “CEQA”), the regulations promulgated thereunder (14 Cal. Code of Regulations §§15000, et seq., the “CEQA” Guidelines”), and the City’s Environmental Guidelines.
- E. This Resolution is adopted based upon the entirety of the administrative record including, without limitation, the staff report submitted by the Fire Chief.

SECTION 2: *Findings.* Pursuant to Government Code § 65401, the City Council finds the CIP, as amended by adding Project, is consistent with the Monterey Park General Plan. Amount other things the CIP meetings the following goals in the General Plan:

- Goal 1.0 of the Safety Element: Capacity to respond effectively to emergencies and is prepared for unavoidable disasters
- Goal 18.0 of the Safety Element: Provide residents and the business community with a high level of fire protection

SECTION 3: *Design Immunity; City Engineer.* The City Council wishes to obtain the immunities set forth in Government Code § 830.6 regarding the plans and construction of the Projects. Accordingly, in addition to the other projects in the CIP, the City Council authorizes the City Engineer to exercise discretionary approval for plans or designs for the Projects in advance of the construction or improvement as set forth in Resolution No. 2024-R48.

SECTION 4: *Environmental Assessment.* The City reviewed the environmental impacts of the Project under the California Environmental Quality Act (Public Resources Code §§ 21000, et seq. “CEQA”) and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the “CEQA Guidelines”). CEQA Guidelines §§ 15060(c)(2), 15061(b)(3), and 15378 exempt activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment, activities where there is possibility that it may have a significant effect on the environment, and activities that do not constitute a “project” as defined, respectively. This activity is primarily a legislative tool to assess legislative and budgetary priorities and does not approve any of the specific projects for construction, and therefore does not have the potential to have a significant effect on the environment. Accordingly, no further review is required.

SECTION 5: *Notice of Exemption.* The Director of Public Works, or designee, is directed to file a Notice of Exemption in accordance with CEQA §§ 15062, and any other applicable law.

SECTION 6: *Limitations.* The City Council’s analysis and evaluation of the project is based on the best information currently available. It is inevitable that in evaluating a project that absolute and perfect knowledge of all possible aspects of the project will not exist. One of the major limitations on analysis of the project is the City Council’s lack of knowledge of future events. In all instances, best efforts were made to form accurate assumptions. Somewhat related to this are the limitations on the City’s ability to solve what are in effect regional, state, and national problems and issues. The City must work within the political framework within which it exists and with the limitations inherent in that framework.

SECTION 7: *Summaries of Information.* All summaries of information in the findings, which precede this section, are based on the substantial evidence in the record. The absence of any particular fact from any such summary is not an indication that a particular finding is not based in part on that fact.

SECTION 8: *Construction.* This Resolution must be broadly construed to achieve the purposes stated in this Resolution. It is the City Council’s intent that the provisions of this Resolution be interpreted or implemented by the City and others in a manner that facilitates the purposes set forth in this Resolution.

SECTION 9: *Severability.* If any part of this Resolution or its Application is deemed invalid by a court of competent jurisdiction, the City Council intends that such invalidity will not affect the effectiveness of the remaining provisions or applications and, to this end, the provisions of this Resolution are severable.

SECTION 10: *Electronic Signatures.* This Resolution may be executed with electronic signatures in accordance with Government Code §16.5. Such electronic signatures will be treated in all respects as having the same effect as an original signature.

SECTION 11: *Recordation*. The Mayor, or presiding officer, is authorized to sign this Resolution signifying its adoption by the City Council of the City of Monterey Park and the City Clerk, or her duly appointed deputy, may attest thereto

SECTION 12: *Effective Date*. This Resolution will become effective immediately upon adoption and will remain effective unless repealed or superseded.

PASSED AND ADOPTED this 21st day of August, 2024.

Thomas Wong, Mayor

ATTEST:

Maychelle Yee, City Clerk

APPROVED AS TO FORM:
KARL H. BERGER, City Attorney



Solange Fortenbach, Deputy City Attorney



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calender - 3D

TO: The Honorable Mayor and City Council
FROM: Jessica Serrano, Director of Community Development
SUBJECT: Consideration of Adoption of the Monterey Park Economic Development Strategic Plan

RECOMMENDATION:

It is recommended that the City Council consider:

1. Adopting the Monterey Park Economic Development Strategic Plan (the "EDSP") to establish a framework for guiding the City's economic development efforts over the next five years; and
2. Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The City reviewed the environmental impacts of the draft Resolution pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq. "CEQA") and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the "CEQA Guidelines"). CEQA Guidelines §§ 15060(c)(2), 15061(b)(3), 15378, and 15308 exempt activities that will not result in a direct or reasonably foreseeable indirect physical change in the environment, activities where there is possibility that it may have a significant effect on the environment, activities that do not constitute a "project" as defined, and actions to protect the environment, respectively. This activity is for general policies and procedure-making intended to promote economic development. Any subsequent construction or development will be evaluated separately under the CEQA Guidelines. Accordingly, the draft Resolution is exempt from further review.

EXECUTIVE SUMMARY:

The attached EDSP provides a comprehensive framework to guide the City's economic development efforts over the next five years. The Plan aims to foster a vibrant and sustainable local economy that benefits all residents and businesses through nine key strategies.

Through input received through the community engagement process and consultants, the City prepared the EDSP (Attachment 1) for City Council consideration. A draft of the EDSP was made available for public review from July 17 through 31, 2024. The EDSP Action Plan (Attachment 2), is included as informational only and will guide the City's implementation actions should the EDSP be adopted.

BACKGROUND:

With the City Council's support of economic development related efforts, the City began the process of updating the existing EDSP, which was adopted on August 4, 2010. On July 19, 2023, the City Council approved an agreement to engage The Natelson Dale Group consulting firm to assist the City in developing a new EDSP.

The EDSP development was a collaborative effort involving community engagement, stakeholder input, and analysis of Monterey Park's local economy and demography, economic data, and trends. The process began on December 5, 2023, with the creation of the EDSP Task Force consisting of stakeholders such as residents, business owners, realtors, brokers, developers, and partner agencies. A series of meetings were held with the EDSP Task Force, Economic Development Advisory Commission (EDAC), and the Business Improvement District Advisory Committee (BIDAC) and a business survey was launched to learn more about the areas of need for local businesses. Additionally, public workshops were held with community members to gather feedback on the City's economic development challenges and opportunities.

This input was used to inform the development of the EDSP's goals, strategies, and action items. The EDSP draft was further refined through additional stakeholder meetings and a public review period from July 17 through 31, 2024.

The EDSP identifies key strategies across nine focus areas:

1. **Marketing and Branding:** Promote the City as a desirable place to live, work, and invest.
2. **Development Friendliness:** Streamline development processes and create a regulatory environment encouraging investment.
3. **Business Attraction, Retention, and Expansion:** Attract new businesses and investment to the City while supporting the growth and success of existing businesses.
4. **Placemaking and Strategic Land Use:** Enhance the City's physical infrastructure and create attractive public spaces that support economic activity.
5. **Reinvent Retail:** Shore up stronghold centers and support the evolution of the retail sector to adapt to changing consumer preferences and technologies.
6. **Talent (Workforce) Retention & Attraction:** Strengthen the local workforce through education, training, job placement programs and linkages to available local and regional partner assets.
7. **Entrepreneurial Development:** Foster a culture of entrepreneurship and provide resources to support the growth of new businesses.
8. **Targeted Industry Attraction:** Attract businesses in high-growth industries that align with the City's strengths and assets.
9. **International Business Development:** Expand the City's reach into global markets and attract foreign direct investments.

To facilitate the implementation of the EDSP's goals and objectives, a separate, dynamic Action Plan for staff has been developed. This Action Plan outlines specific, actionable

steps designed to produce measurable progress. It encompasses detailed action steps; identifies resources and potential collaborators or partners, both within and external to Monterey Park, who can play a role in enhancing the City's economic vitality; and includes implementation tools to support the execution of the EDSP. The Action Plan serves as a living document, intended to evolve alongside the City's economic development efforts. It will be updated as action items are completed, new initiatives arise, or modifications are needed to ensure the Plan remains effective.

2024-2025 STRATEGIC PLAN GOAL:

The EDSP supports the City's goal to strengthen our local economy and enhance housing opportunities by actively pursuing the objectives outlined in the EDSP to promote business growth and attract investment.

FISCAL IMPACT:

There is no immediate fiscal impact to adopting the EDSP. Staff will request any additional funding to carry out the strategic imperatives of the EDSP through the annual budget planning process.

Respectfully submitted by:



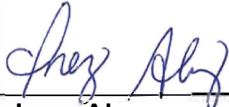
Jessica Serrano
Director of Community Development

Prepared by:



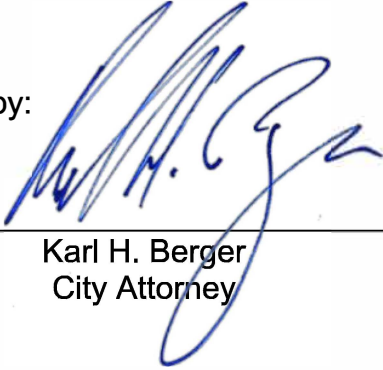
Joseph Torres
Economic Development Manager

Approved by:



Inez Alvarez
City Manager

Reviewed by:



Karl H. Berger
City Attorney

ATTACHMENT:

1. Economic Development Strategic Plan (EDSP)
2. EDSP Action Plan

ATTACHMENT 1

Economic Development Strategic Plan (EDSP)

MONTEREY PARK ECONOMIC DEVELOPMENT STRATEGIC PLAN



**CITY OF MONTEREY PARK, CA
AUGUST 15, 2024**

THE NATELSON DALE GROUP, INC.

CONTENTS

INTRODUCTION.....	1
Overview of the Strategic Planning Process	2
Participating Stakeholders.....	3
EXECUTIVE SUMMARY.....	6
EDSP Goals and Scope	6
Overview of EDSP Initiatives	8
Business Retention/Expansion/Attraction Targets.....	9
Targeted Businesses by Theme Category	11
EDSP FOCUS AREAS (STRATEGIES)	17
APPENDIX A: SWOT ASSESSMENT FROM STAKEHOLDERS.....	28
APPENDIX B: DEMOGRAPHIC AND ECONOMIC OVERVIEW	32
Census-Based Demographic Profile.....	32
Population and Employment Forecasts (SCAG)	34
Labor Force Data	35
Industry Mix	38
Taxable Sales Data.....	39
APPENDIX C: TARGET INDUSTRY/CLUSTER ANALYSIS.....	41
Overview of Employment in Monterey Park	42
Existing Important Clusters in Monterey Park and the Larger San Gabriel Valley and L.A. County Regions.....	42
APPENDIX D: MARKET DEMAND FOR COMMERCIAL AND INDUSTRIAL LAND USES.....	53

INTRODUCTION

This document provides a strategic framework to guide the City of Monterey Park's economic development policies and programs over the next five years. The Monterey Park Economic Development Strategic Plan ("EDSP") is based on a comprehensive research and stakeholder input process and reflects consensus views on the most promising opportunities and the most pressing challenges facing Monterey Park's economy. While the EDSP places primary emphasis on initiatives that would be pursued by the City, it recognizes that a wide array of public- and private-sector entities have roles in influencing the economic vitality of Monterey Park ("MPK"). In this regard, some of the recommended initiatives would be carried out through partnerships with other entities. Even for those action items in which the City's role is essentially coordination, this function can take many forms and is often critical to solving problems that may not otherwise have a clear constituency or single responsible entity assigned to resolving them.

The recommended strategies recognize that Monterey Park is largely built out and, at this stage of its evolution as a city, has limited land capacity for new development. As such, the industry attraction potentials and real estate demand projections indicated in the technical studies must be interpreted cautiously. While there is theoretical demand to support new development, actual development is likely to be more modest based on land constraints and other market trends (e.g., the global reduction in the brick-and-mortar footprint of retail facilities). The EDSP anticipates that the City's future economic development efforts will focus on "quality over quantity." This focus can include facilitating revitalization and/or reuse of older commercial properties, marketing to support high-value tenant recruitment for vacant commercial and industrial space, and encouraging intensification of tenants with higher densities of high-paying jobs.

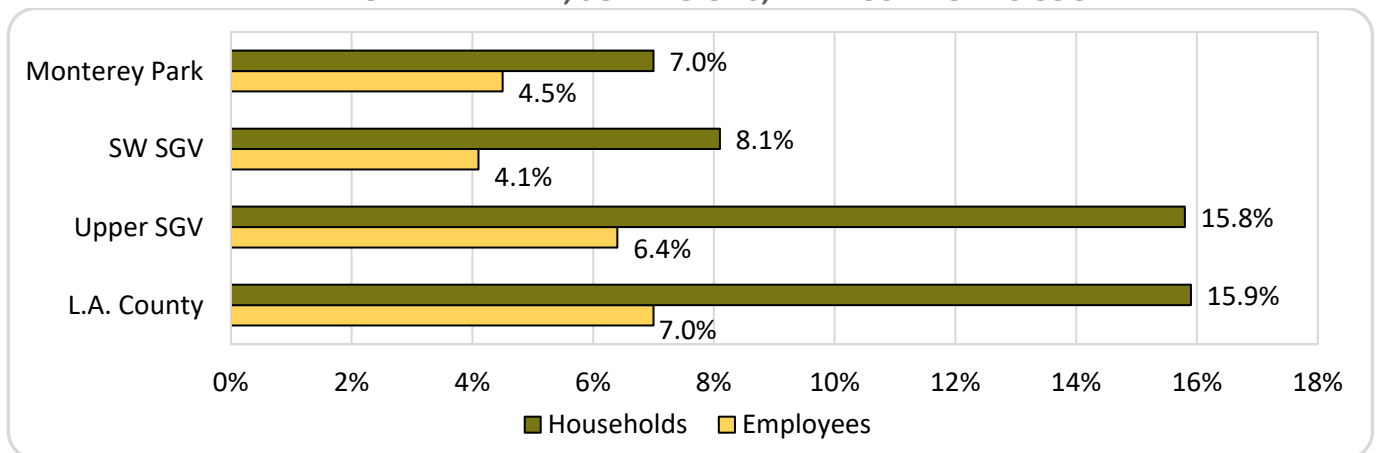
The limited supply of developable land by no means suggests that economic development is a less important City function than it was in years past. In fact, it is arguably a higher priority now. Without proactive economic development programming, the potential for economic stagnation is a real concern. As such, it becomes vitally important to maximize the economic impact of Monterey Park's remaining land resources and to aggressively promote opportunities for redevelopment and infill projects. The EDSP reflects this recommended strategic approach.

OVERVIEW OF THE STRATEGIC PLANNING PROCESS

The recommended policies and program activities are based on an extensive planning process that includes the following components:

- An analysis of Monterey Park’s existing and projected demographic profile provides an understanding of underlying trends that may affect economic growth potentials.
- Direct input from a cross-section of the City’s economic development stakeholders (invited to serve on the EDSP Taskforce) via a series of workshop-style meetings.
- One-on-one interviews with members of the Monterey Park City Council.
- A focused online survey of business owners to help identify challenges and opportunities businesses face.
- Periodic briefings to the City’s Economic Development Advisory Commission (“EDAC”) and Business Improvement District Advisory Commission (“BIDAC”).
- Two community workshops (with Chinese and Spanish translation capacity provided) open to the general public and business community.
- A focused evaluation of the potential to restructure the City’s Business Improvement District (“BID”) as a means of accelerating the revitalization of the Downtown area; this evaluation included a combined study session of BIDAC and EDAC.
- A review of the various public- and private-sector entities involved in different aspects of economic development (or related activities).
- An analysis to identify the industry groups, or “clusters,” that are the most important “engines” of the existing local and regional economies and the industry groups that are likely to offer the most attractive growth potentials in the future.
- A real estate market analysis to identify potential future demand for retail, office, industrial, and hotel development in the City.

**HOUSEHOLD AND EMPLOYMENT GROWTH PROJECTIONS PERCENT CHANGE, 2019-2035:
MONTEREY PARK, SGV REGIONS, AND LOS ANGELES COUNTY**



Source: SCAG 2024 RTP/SCS Growth Projections; TNDG.

PARTICIPATING STAKEHOLDERS

The City of Monterey Park gratefully acknowledges the participation of the following individuals in the preparation of the EDSP:

Members of the Monterey Park City Council

Thomas Wong, Mayor (District 1)

Vinh T. Ngo, Mayor Pro Tem (District 5)

Yvonne Yiu, Council Member (District 2)

Henry Lo, Council Member (District 4)

Jose Sanchez, Council Member (District 3)

Members of Economic Development Advisory Committee (EDAC)

Alexander Fung, Former Chairperson

Dora Leung, Chairperson

Amy Newman

Tomas Wong

Billy Yeung

Members of Business Improvement District Advisory Committee (BIDAC)

Elizabeth Yang, Chairperson

Gene Jeng, Vice Chairperson

Jessy Li

Josephine Louie

Zhen Wu

Participants in EDSP Taskforce

Adrian Lee	Property Owner, Prado Shopping Center
Alex Fung	Chairperson, Economic Development Advisory Commission
Alex Lai	Property Manager, Longo Development
Arian Talehakimi	President, Talehakimi Development Company
Arthur Monreal	Program Manager, LA County America's Job Centers of California
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Bob Machuca	Senior Advisor, Regional Government Services
Caleb Kwok	CFO, Greater Monterey Park Chamber of Commerce
David Ballou	Sales Executive, CoStar Group
Denise Jaramillo	Superintendent, Alhambra Unified School District
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Enrique Robles	District Chief of Staff, Office of Congresswoman Judy Chu
Gene Jeng	Business Owner, Martin Florist
Gigi Lee	Field Representative, Office of Congresswoman Judy Chu
Guss Kim	Chief Operating Officer, Like Dreams
Jairi Sanchez	Community Economic Development Coordinator, Build LACCD
Jennifer Tang	District Director, Mike Fong, California State Assembly
John Bwarie	CEO, Alhambra Chamber of Commerce
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Lilly Rocha	Executive Director, Latino Restaurant Association
Linda Lee	Executive Vice President, Kidder Matthews
Luis Portillo	President & CEO, San Gabriel Valley Economic Partnership
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Michael Hamner	Architect, D. Michael Hamner Architects
Nina Hsu	Realtor, Coldwell Banker George Realty
Pellson Lau	Export Finance Manager, U.S. Small Business Administration (SBA)
Peter Foo	VP of Workforce Development, Los Angeles Area Chamber of Commerce
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Ray Jan	CEO/Executive Director, Rosemead Chamber of Commerce
Selina Luong	Property Owner, 540 W. Garvey Avenue
Thomas Riebs	CEO, AXEL
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Yoonho Cha	E-commerce Manager, Like Dreams



EXECUTIVE SUMMARY

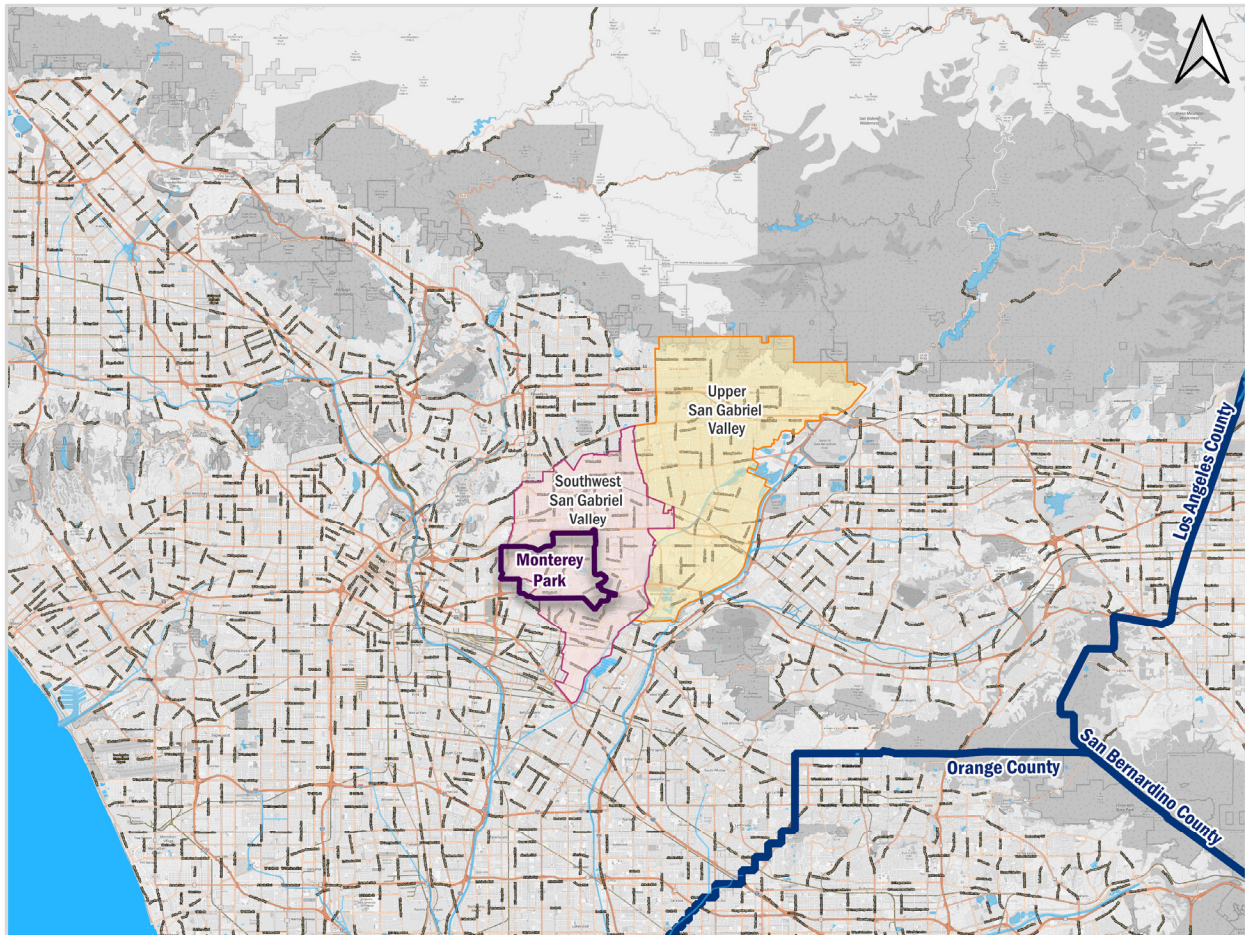
EDSP GOALS AND SCOPE

The EDSP focuses on the following major goals:

- Expand economic opportunities for Monterey Park's resident workforce;
- Nurture a culture of entrepreneurship in Monterey Park;
- Capitalize on Monterey Park's highly strategic location within Greater Los Angeles;
- Reposition Monterey Park as a cultural/entertainment destination within the San Gabriel Valley and the larger Southern California region;
- Leverage Monterey Park's longstanding international connections to expand foreign direct investment and international tourism;
- Revitalize Downtown Monterey Park;
- Attract new investment in Monterey Park's other commercial and industrial areas;
- Strengthen the City's fiscal position by developing a base for strong sales and property tax in the City; and
- Connect the City's business development efforts to climate resilience initiatives (and related state and federal funding sources for R&D/innovation, renewable energy, clean tech, etc.).



MAP OF MONTEREY PARK, SOUTHWEST SAN GABRIEL VALLEY, AND UPPER SAN GABRIEL IN SOUTHERN CALIFORNIA



Source: U.S. Census; OpenStreetMap; TNDG.

Whereas these goals largely revolve around attracting and retaining targeted development and business investment, the EDSP recognizes that the strength of the local business/development environment will ultimately depend on Monterey Park's strategic attention to a range of "foundational" conditions such as:

- The City's reputation for business/development friendliness;
- The City's ability to effectively engage the vibrancy of its diverse resident population, business community, and property owners (some of which are not local);
- Land, zoning, and infrastructure capacity;
- Entrepreneurial development resources;
- Education/workforce development systems;
- Placemaking initiatives that leverage Monterey Park's unique culture, locational advantages, and sense of community;
- Overall image (i.e., the way the City is perceived by prospective visitors, developers, and business investors); and
- Quality of life.

OVERVIEW OF EDSP INITIATIVES

The EDSP is organized around nine major focus areas:

Focus Areas	Roles in Securing EDSP Goals and Objectives
1. Marketing/Branding	Make outsiders (prospective visitors/consumers and business/development investors) aware of opportunities in MPK; craft a consistent brand message and visual identity across all marketing channels
2. Development Friendliness	Reduce potential barriers to attracting new development by reviewing entitlement and permitting processes and related fee structures
3. Business Retention/Expansion	Direct outreach to Monterey Park firms to identify and respond to issues that are threats to long-term viability and growth; retain/grow high-paying jobs and increase tax base
4. Placemaking/Strategic Land Use	City-led initiatives to pursue development-driven placemaking in special focus areas; evaluate development potentials of <i>surplus properties</i> of churches, schools, etc.
5. Reinvent Retail	Shore up stronghold centers with support for retail attraction; consider promoting City-sponsored demonstration project(s) as examples of existing shopping center revitalization
6. Talent (Workforce) Retention/Attraction	Coordinate workforce development through linkages to available local and regional partner assets; help residents align with existing and emerging employment/business opportunities
7. Entrepreneurial Development	Mostly serve in a <u>coordination/clearinghouse</u> capacity, drawing on the established programs of regional partners; focus on creating an innovative business environment attractive to prospective entrepreneurs
8. Targeted Industry Attraction	City to take the lead, in-house role in implementing a Monterey Park-specific target industry program
9. International Business Development	Systematic effort to attract foreign investment (e.g., focus on attracting EB-5 investments; partner with overseas realtors)

BUSINESS RETENTION/EXPANSION/ATTRACTION TARGETS

The EDSP target industry analysis (summarized in Appendix B) identifies the industry clusters that are currently growing or declining at three levels of geography: Monterey Park, San Gabriel Valley regions¹, and the larger Los Angeles County region. The regional scale of the analysis recognizes that most Monterey Park residents work at jobs outside the City and, as such, their career prospects are largely tied to the performance of the overall regional economy. To the extent opportunities exist for Monterey Park to attract new jobs within the City itself, these opportunities are also likely be related to economic trends in the larger region.

The target industry analysis identified a total of 18 industry clusters that are of potential interest to Monterey Park as strategic targets. Among the 18 clusters, 11 are recommended as strategic targets in the EDSP. These targets are organized below in two categories:

- **Monterey Park's existing core strengths.** Strategic approach: retain and expand industry clusters identified as existing core strengths in Monterey Park
- **Regional (San Gabriel Valley and Los Angeles County) clusters.** Strategic approach: tap into dominant regional industry clusters that are not currently well represented in Monterey Park (e.g., Information Technology and Analytical Instruments)

Priority Industry Cluster	Strategic Approach	
	Build on Existing Strength	Tap Into Regional Clusters
1. Local Health Services	✓	
2. Local Hospitality Establishments (includes restaurants)	✓	
3. Education and Knowledge Creation	✓	
4. Communications Equipment and Services	✓	
5. Distribution and Electronic Commerce	✓	
6. Information Technology and Analytical Instruments		✓
7. Business Services		✓
8. Marketing Design and Publishing		✓

¹ San Gabriel Valley regions refer to the two San Gabriel Valley County Census Divisions (CCDs). The CCDs include the Southwest San Gabriel Valley (SW SGV) and Upper San Gabriel Valley (Upper SGV) CCDs. The SW SGV region includes zip codes 90640, 91754, 91755, 91770, 91755, 91766, 91801, and 91803. The Upper SGV region includes zip codes 91006, 91007, 91008, 91010, 91016, 91024, 91706, 91731, 91732, 91733, 91775, and 91780.

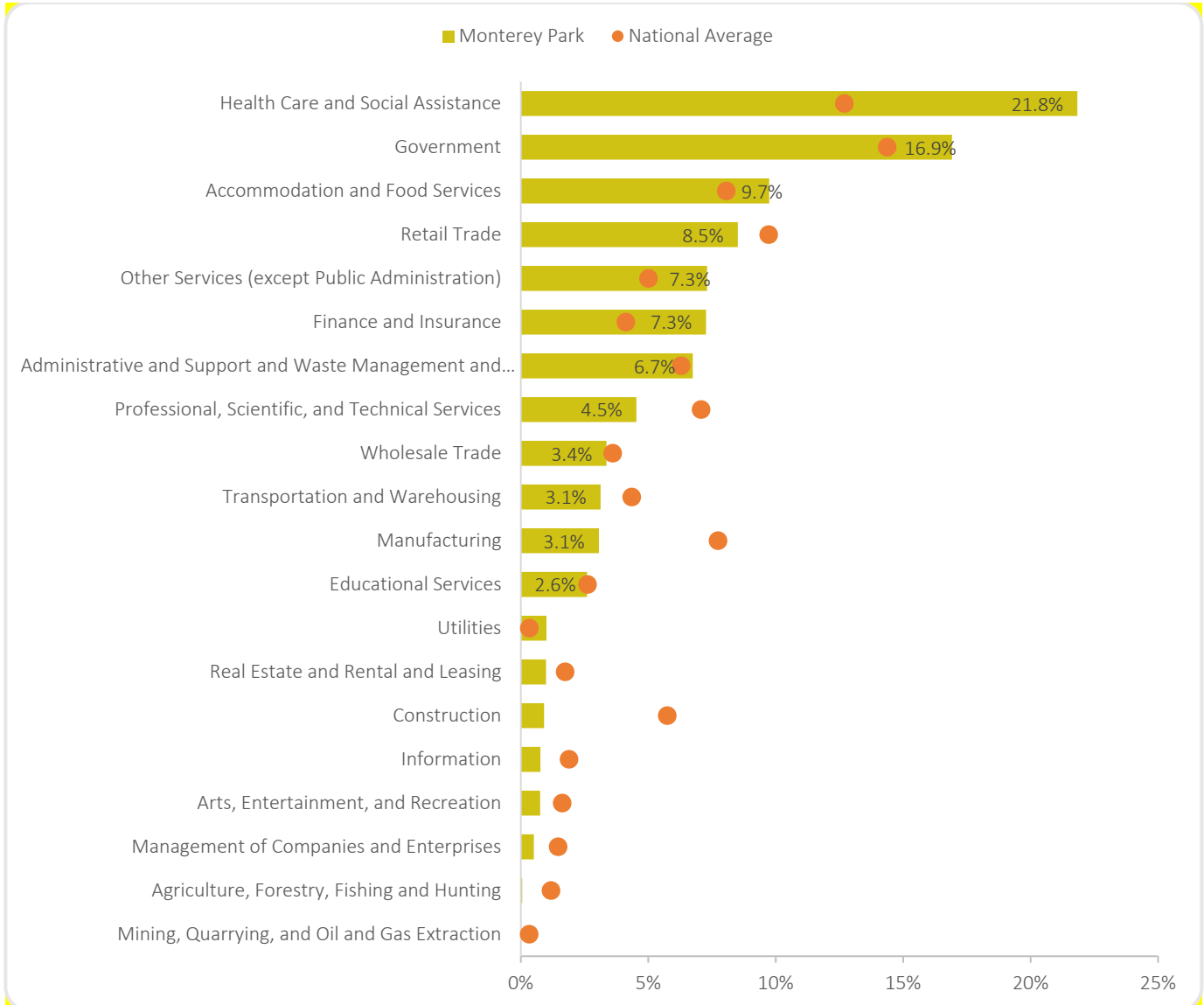
Priority Industry Cluster	Strategic Approach	
	Build on Existing Strength	Tap Into Regional Clusters
9. Performing Arts		✓
10. Video Production and Distribution		✓
11. Biotechnology/Health Sciences*		✓

* Cluster identified in Summit Meeting #1, separate from pre-defined clusters summarized in Appendix C (page 41)

Prioritization of Business Attraction Targets. The “Priority Industry Clusters” listed above include a range of possible business attraction targets that the EDSP process has *preliminarily* determined are feasible from a regional market perspective. That is, they are industries that are expected to grow and create jobs in the greater Southern California region. In some cases, they are industries which are not currently present in MPK but which nevertheless could be reasonable marketing targets for MPK based on the City’s locational and demographic (workforce) strengths. As the City considers implementing a marketing effort for business attraction, further screening these “aspirational” targets can help refine and prioritize the list. ***For near term marketing efforts, the City could consider focusing on existing strengths related to the visitor economy – especially retail/restaurant/entertainment business that can catalyze revitalization of the Downtown and other key commercial districts.***



SHARE OF EMPLOYMENT BY INDUSTRY IN MONTEREY PARK, 2022



Source: Lightcast industry employment data

Targeted Businesses by Theme Category

Based on the priority clusters identified above, the EDSP recommends that the City focus its business retention/expansion/attraction and entrepreneurial development efforts around four broad themes or categories of business activity:

1. Visitor Economy
2. Technology (including IT and Biotech) and Manufacturing
3. Professional/Creative
4. Trade/Distribution (including E-commerce)

As shown on the tables beginning on the next page, each of the four broad categories includes a range of specific industry/business types preliminarily determined to be viable targets for Monterey Park. The table also indicates the potential for each industry group to support the following areas of strategic focus:

- Technology focus
- Creation of higher paying jobs with career ladders
- Placemaking value



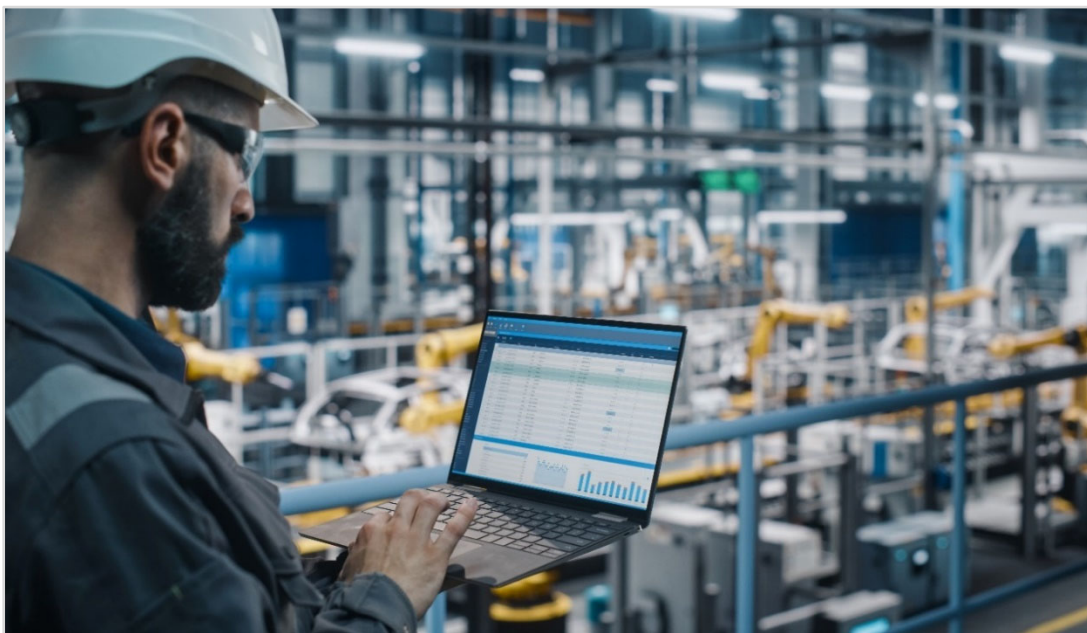
Visitor Economy (regional day visitors and international tourists)	
Targeted Business Types: Hospitality (hotels); Entertainment; Retail/ restaurant; Performing Arts	
Selling Points / Rationale	MPK is long established as one of Southern California’s prominent destinations for Asian cuisine. The success of Monterey Park Marketplace demonstrates MPK’s locational advantages for other types of regional-scale retail businesses; successful mixed-use development on North Atlantic Boulevard (Atlantic Times Square, hotels, retail, movie theater) can potentially be replicated in other parts of MPK. Community stakeholders have expressed interest in diversifying MPK’s retail/restaurant offerings (e.g., to include representation of other ethnic cuisines, while continuing to support the community’s historic strengths). Many MPK residents, businesses, and property owners, which can also potentially be leveraged to promote MPK as a destination for international visitors.
City's Potential Strategic Roles	Public/private initiatives to create a “destination worthy” downtown; incentivizing higher-density mixed-use development in other key locations suitable for becoming community gathering places (with amenities attractive both to residents and visitors); preparation of Specific Plans for these special focus areas; marketing to support MPK’s positioning as a destination (this would include marketing to prospective visitors; outreach to attract interest of the development community in key opportunity sites; and retail/restaurant tenant recruitment efforts).
Areas of Strategic Focus: Placemaking	



Technology and Manufacturing

Targeted Business Types: Information Technology; Biotech / Health Sciences; Communications Equipment and Services; Aerospace; “Nascent” Southern California Technology Industries (e.g. electric vehicles, virtual reality, robotics, cybersecurity); Data Centers

Selling Points / Rationale	MPK’s resident workforce includes a sizeable contingent of tech workers (many of whom currently commute to jobs outside MPK). MPK is proximate to internationally significant clusters of technology industries (e.g., biotech in Pasadena, IT in greater San Gabriel Valley, and aerospace in San Fernando Valley). MPK is an established manufacturing location within the largest manufacturing cluster (Greater Los Angeles) in the United States. A dual focus on technology and manufacturing represents an opportunity to cross-leverage two of MPK’s inherent strengths.
City's Potential Strategic Roles	Land use planning (e.g., Specific Plans for special focus areas) to create development capacity and plan for infrastructure essential to targeted technology industries; feasibility studies for specialized concepts (such as a business incubator for biotech startups); marketing/networking within Southern California technology industries (and through commercial/industrial real estate professionals) to promote MPK as a strong location for targeted firms; coordination with education/workforce development system to ensure availability of training/internship programs responsive to the workforce needs of targeted firms.
Areas of Strategic Focus: Technology Focus; Professional Jobs	



Professional/Creative	
Targeted Business Types: Local Health Services; Education and Knowledge Creation; Business Services; Marketing, Design, and Publishing; Video Production & Distribution; Music and Sound Recording	
Selling Points / Rationale	This group of industries includes a diverse mix of both local-serving and “traded” (i.e., export-oriented) sectors. The specific selling points differ by business type (but all generally contribute to an image of MPK as a creative/professional community): • MPK is established as a cluster of healthcare providers that serve a market beyond the City boundaries; this cluster (anchored by Garvey Medical Center) can potentially be leveraged to attract other (complementary) service providers. • The “Education and Knowledge Creation” cluster is strongly anchored by East Los Angeles College (within MPK) and CSULA (just outside MPK). In addition to serving as critical workforce development partners and supporting an overall positive image for MPK, these institutions can potentially be directly leveraged to attract business/development opportunities (e.g., student-oriented housing and retail/restaurant facilities). • Business Services include professional services such as law firms, accounting firms, etc. It is a strong growth cluster throughout the region and can be an important part of the business “ecosystem” as MPK attracts other industries/firms requiring these services. • The other creative activities listed here (e.g., publishing, filmmaking, sound recording) are recommended targets based on MPK’s immediate proximity to the internationally renowned concentration of media/entertainment firms in Hollywood and portions of the San Fernando Valley.
City's Potential Strategic Roles	Land use planning (e.g., Specific Plans for special focus areas) to create growth capacity for professional/creative industries; marketing/networking within the Greater Los Angeles media/entertainment industry to promote MPK as a potential location for targeted firms; and coordination with local/regional health care industry to nurture expansion opportunities in MPK.
Areas of Strategic Focus: Professional Jobs	

Trade/Distribution	
Targeted Business Types: Import/Export; Distribution and Electronic Commerce	
Selling Points / Rationale	The phenomenal growth of Southern California's logistics industry over the past decade has largely been fueled by the ongoing growth of international trade flowing through the region's two major ports (Los Angeles and Long Beach) and the resulting development of supporting distribution industries and infrastructure. The concurrent growth in e-commerce (which accelerated during the Covid-19 pandemic) has also had significant economic impacts (including sales tax revenue) on some Southern California communities. While MPK does not have the land capacity to develop large logistics warehouses, the City could focus on attracting higher-value aspects of trade/distribution (such as e-commerce facilities with the potential to generate sales tax and technology-oriented firms serving the regional logistics industry). A strategic focus on trade/distribution would cross-leverage two of MPK's core strengths: • Close international connections of MPK businesses, property owners and residents • Strategic location within the region and excellent freeway access (710, 60, and 10 freeways) The trade/distribution cluster is also a good fit with the EDSP's overall focus on technology (robotics, for example, has direct applications in logistics facilities).
City's Potential Strategic Roles	Land use planning to determine capacity (and thereby refine the focus of targeted business types); marketing through the commercial/industrial brokerage community to attract targeted business types; promotion of foreign direct investment (FDI); and providing export assistance services (through partners) to local firms.
Areas of Strategic Focus: Technology Focus	

EDSP FOCUS AREAS (STRATEGIES)

The nine EDSP focus areas (as outlined in the tables beginning on the next page) are intended to provide a “roadmap” to guide activities and programs of the City’s Economic Development Division over approximately the next five years. As such, the Plan is intended to assist the City in aligning its program priorities to match the market opportunities and critical targeted objectives identified during this planning effort. Whereas the EDSP covers an ambitious range of economic development activities, the overall program recommendations reflect the following assumptions:

- Some of the proposed strategies involve activities that the City is already undertaking to some extent or has at least anticipated, so they are not all new commitments;
- New activities/programs would be phased in over several years, and
- Consistent with existing practices, some of the strategies would be carried out in collaboration with various non-City partner organizations (several of which will have participated in the development of this plan)



FOCUS AREA 1: Marketing/Branding

Brief Description of Program

The City will consider an economic development-specific marketing program supporting the following objectives:

- Exposure to targeted industry clusters within the region (to generate leads for business attraction);
- Outreach to the existing MPK business community (to raise awareness of the City's business assistance resources);
- Outreach to the regional development community (to promote major MPK development/investment opportunities); and
- Specific focus on retail/restaurant tenant attraction, including destination ("entertainment/lifestyle") businesses.

Potential "Gamechanger" Programs or Projects

Annual outreach to the commercial/industrial development community, such as a luncheon and site tour to promote MPK as a strong location for targeted office/industrial tenant types.



The overall marketing program could be organized around themes unique to MPK (e.g., international connections, food culture, entrepreneurial mindset, strategic location in Greater Los Angeles, etc.).

Key Marketing "Selling Points" Identified in SWOT Analysis:

- *Strategic location in Los Angeles County*
- *Established regional destination for ethnic cuisine*
- *Excellent K-12 schools and higher education (East Los Angeles College and California State University, Los Angeles)*
- *Cost-competitive business location close to downtown Los Angeles*
- *Longstanding business connections to international markets*
- *Premiere business park locations available*
- *Access to regional public transit system*

FOCUS AREA 2: Development Friendliness

Brief Description of Program

The City will consider systematically reviewing and strengthening key systems/policies relating to interactions with the business and development community. This may involve periodic reviews of entitlement and permitting processes and related fee structures.



Potential “Gamechanger” Programs or Projects

Consider an aggressive development streamlining program (branded and promoted with a name such as “Streamline Monterey Park”).

The suggested review will ensure the Zoning Code (permitted land uses by zone) is aligned with market demand, removing potential obstacles to new development.



FOCUS AREA 3: Business Retention/Expansion

Brief Description of Program

The City may consider a business retention/expansion (BRE) component of the EDSP that would focus on direct outreach to existing MPK firms to identify and systematically respond to issues threatening existing core industries' long-term viability and growth. These concerns might include, for example, the City's level of business friendliness and global market changes impacting local businesses. The BRE effort could include the following objectives:

- Increasing local visibility of the City's economic development program (i.e., raising the business community's awareness of assistance/ resources available);
- Expanding small business assistance (including resources and services provided through partners); and
- Facilitating small business advocacy and networking opportunities within the MPK business community

Potential "Gamechanger" Programs or Projects

- City can consider a branded business outreach initiative supported by an online business survey and/or business visitation program.
- City can explore the formation of a local business alliance to help businesses gain access to valuable resources, networking opportunities, and a stronger voice to advocate for their business needs.



CITY OF MONTEREY PARK BUSINESS CONNECT



FOCUS AREA 4: Placemaking / Strategic Land Use

Brief Description of Program

Placemaking is an umbrella term that encapsulates all the tools used to create places that transform public spaces to strengthen the connections between people and these places. In layperson's words, placemaking refers to the creation of "there." It's the creation of places where people want to be on a Saturday afternoon or Sunday morning. Most of these places have not come about organically, but rather through strategic investment and curation. This strategy would potentially include an arsenal of placemaking tools – some of which MPK already deploys – that if invested in could reinforce and foster a more cohesive business districts (e.g., a "destination worthy" downtown).

Potential "Gamechanger" Programs or Projects

- Consider generating a Downtown Specific Plan.
- The potential for repositioning (and geographically expanding) Downtown BID with additional funding.
- Consider promoting a catalyst development project on City-owned downtown parking lot.

Some of the key components of an overall placemaking strategy might include:



- Exploring ideas for Downtown repositioning;
- Preparing of Specific Plans to promote revitalization and create development capacity in employment centers;
- Marketing key "opportunity sites" to developers;
- Leveraging City-owned property for development and public facilities (e.g., downtown parking structure);
- Prioritizing implementation of the City's General Plan, which allows housing and mixed-use projects as development catalysts;
- Expand City's role in addressing homelessness.
- Consider other ways to attract more people to the downtown, including dedicated bus/bike lanes; widening sidewalks to allow for outdoor dining or business display space; and incentivizing vertical mixed-use development (i.e., housing on top of ground-floor commercial space).

FOCUS AREA 5: Reinvent Retail

Brief Description of Program

This initiative would potentially serve multiple purposes:

- Consider ways to help shopping centers negatively affected by global trends in the retail industries, such as the growth of e-commerce, the decline of certain major retailers, etc.;
- For centers with locational or configuration challenges, consider helping some repurpose underutilized buildings or areas to other uses, such as residential or services, and others create more effective retail space (potentially in a *mixed-use format*);
- Consider a focus on retail/restaurant attraction where local “gaps” exist; and

Potential “Gamechanger” Programs or Projects

Consider supporting the concept of one or more demonstration project(s) (selected through competitive process) for shopping center revitalization and/or repositioning.

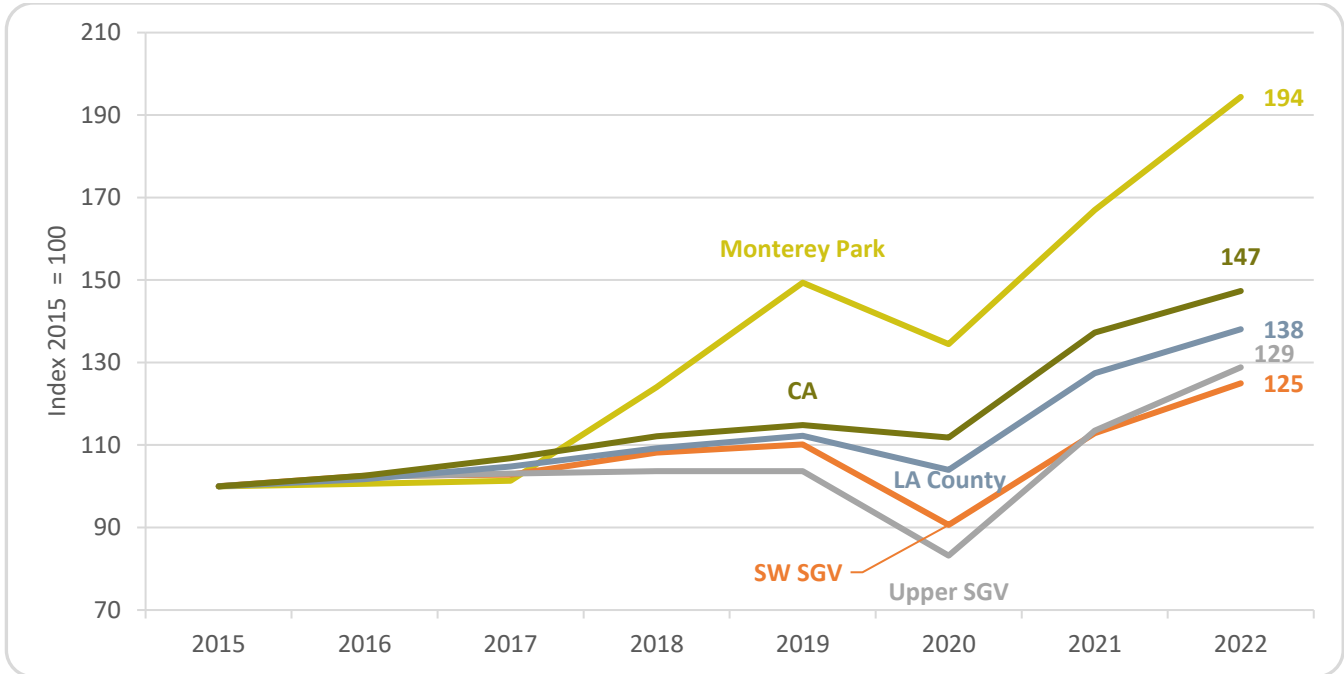


- Identify retail locations where support could potentially be warranted for façade/streetscape improvements.

Related Findings from SWOT Analysis:

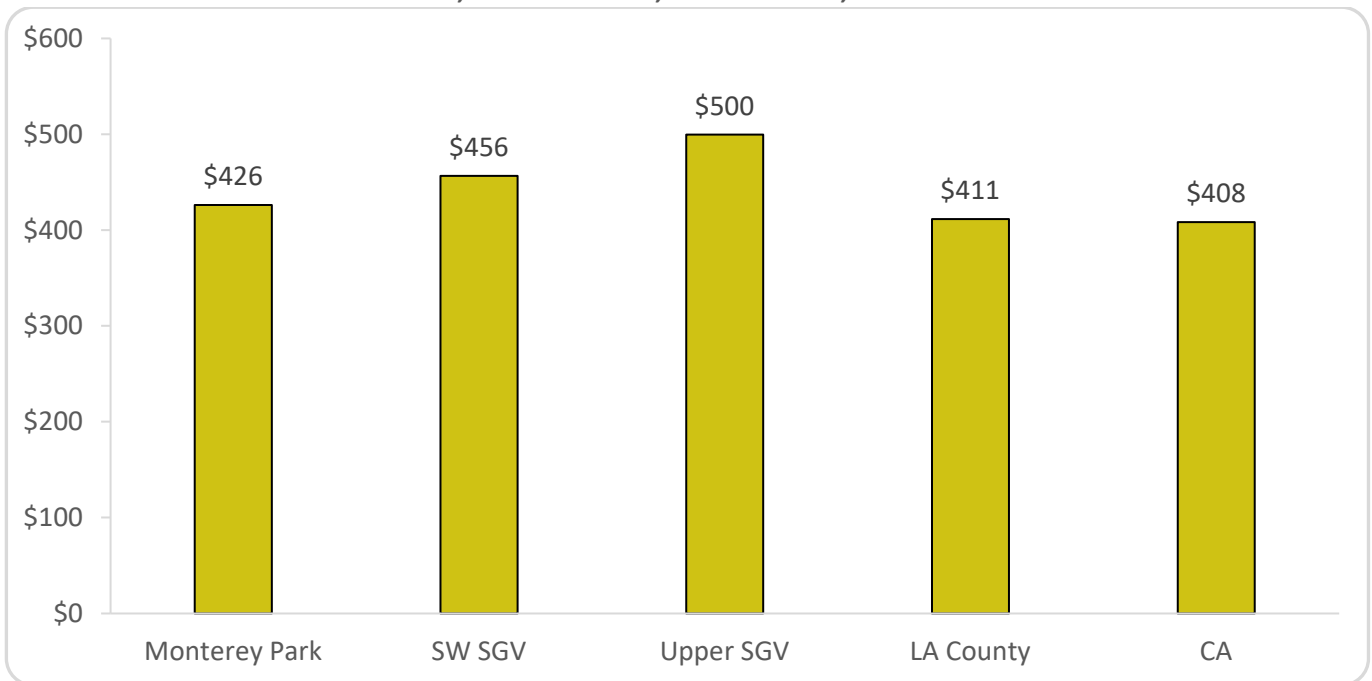
- *Leakage of resident retail/restaurant spending (current weakness that can be reversed with new facilities)*
- *Opportunity: Revitalize/redevelop older commercial centers*
- *Opportunity: Leverage success of Monterey Park Marketplace to attract additional regional-scale retail*
- *Opportunity: Incorporate arts/entertainment into retail centers*
- *Globally, retail industry is retrenching rather than expanding (potential threat)*

TAXABLE RETAIL SALES TRENDS (2015-2022), MONTEREY PARK AND LARGER REGIONS



Source: CDFTA; TNDG

TAXABLE RETAIL SALES PER \$1,000 IN AGGREGATE HOUSEHOLD INCOME (2022), MONTEREY PARK, SGV REGIONS, L.A. COUNTY, AND CALIFORNIA



Source: CDFTA; U.S. Census Bureau; TNDG.

FOCUS AREA 6: Talent (Workforce) Retention/Attraction

Brief Description of Initiative

This Focus Area is concerned with considering options for retaining and attracting a qualified workforce, through the following possible action themes:

- Leverage East Los Angeles College programs and proximity to California State University, Los Angeles (providing a pool of future well-educated workers);
- Leverage resident skilled workers who currently commute to jobs outside MPK (potential workforce for future firms/ industries);

Potential “Gamechanger” Programs or Projects

Consider promoting MPK as an off-campus housing option for CSULA students (which could mean focusing these development opportunities in specific areas to concentrate potential economic benefits).



- Align Library's Career Center programs with EDSP target industries; and
- Develop more quality-of-life enhancements (e.g. entertainment/gathering areas) attractive to younger residents.

FOCUS AREA 7: Entrepreneurial Development

Brief Description of Initiative

The City, through a consortium approach (primarily promoting services and resources available through partner organizations), may consider ways to foster and support entrepreneurial activities. This effort could include, for example, focusing on positioning MPK as a strong location for startups in target industries/clusters (see Focus Area 8). In addition, the City could consider the concept of promoting a culture of entrepreneurship among MPK's residents employed in technology industries.

Potential “Gamechanger” Programs or Projects

Consider convening a MPK Tech Forum (public/ private consortium focused on networking within regional technology industries).



FOCUS AREA 8: Targeted Industry Attraction

Brief Description of Program

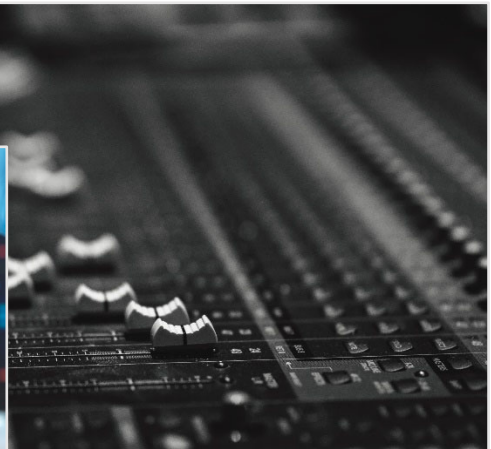
Within MPK's limiting remaining land/ development capacity (and opportunities for re-tenanting/repurposing existing underutilized buildings), the City can consider focusing its business development efforts on market-feasible industries/clusters (see list of possible targets in the preceding section of the EDSP) with the highest potential to:



- Create/retain high-paying jobs;
- Increase tax base; and
- Contribute to sense of place.

Potential “Gamechanger” Programs or Projects

Consider conducting a feasibility study (competitive assessment) and business plan for potential incubator focused on biotech startups (which may also relate to Focus Area 7, Entrepreneurial Development).



FOCUS AREA 9: International Business Development

Brief Description of Program

This Focus Area could include one or a combination of the following components:

- Consider attracting foreign direct investment (FDI) to the City, leveraging existing international connections in MPK, with possible use of Federal EB-5 program;

Potential “Gamechanger” Programs or Projects

Consider establishing a Monterey Park International Business Office (City-convened consortium to promote international business opportunities in MPK).



- Consider designating target industries focused on import/export of goods, including existing and new businesses to MPK; and
- Consider leveraging the City’s “international character,” including positioning MPK as a regional destination for international tourists.



APPENDIX A: SWOT ASSESSMENT FROM STAKEHOLDERS

The technical studies and stakeholder input provided the basis for identifying important strength-weakness-opportunity-threat (“SWOT”) factors affecting Monterey Park’s economic development potential. The most significant SWOT issues are on the table on the next two pages.



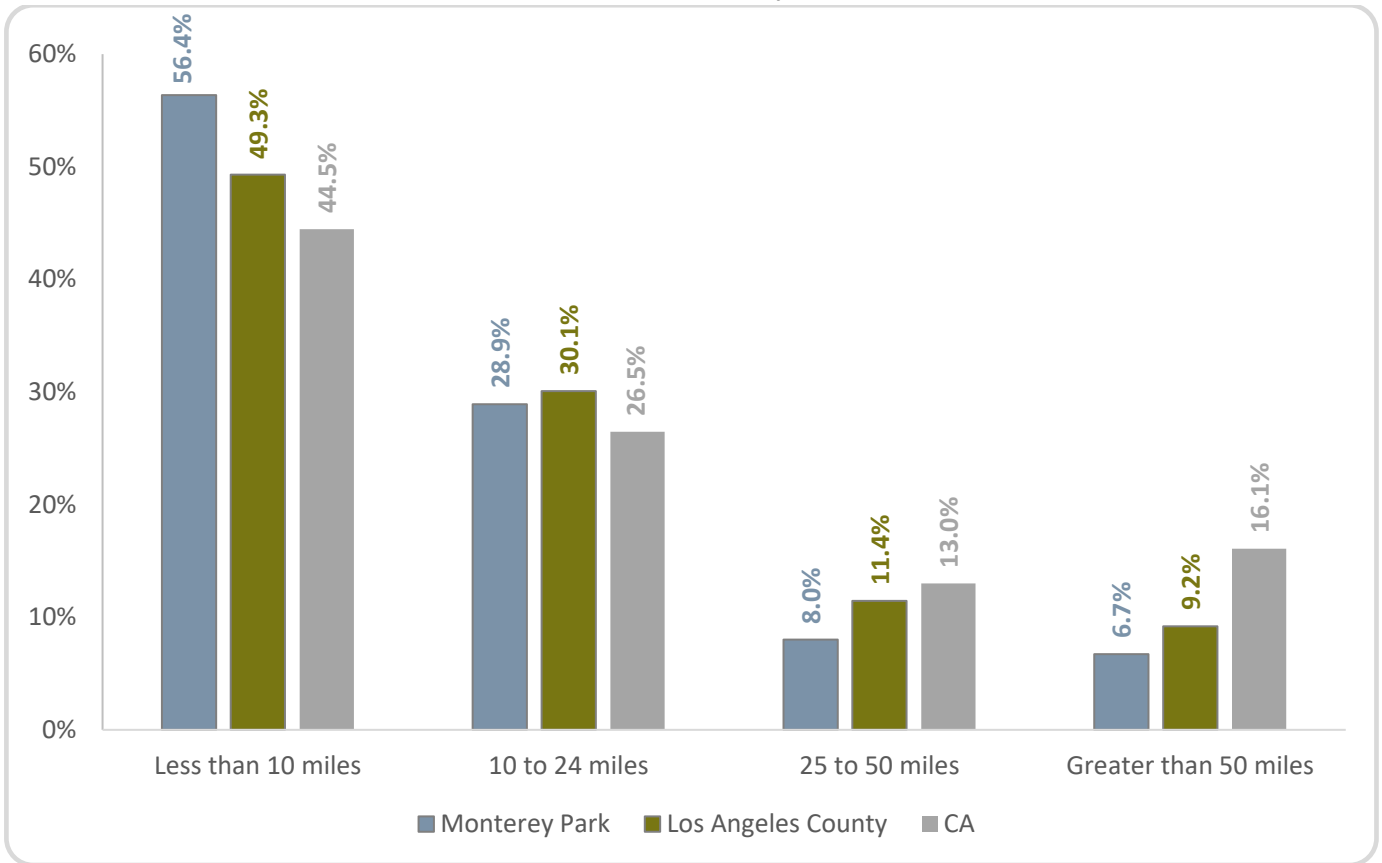
SWOT SUMMARY FOR MONTEREY PARK ECONOMIC DEVELOPMENT STRATEGIC PLAN

Strengths	Weaknesses
• Strategic location within the dynamic greater Los Angeles market (Monterey Park has excellent freeway access to the region, close proximity to Downtown Los Angeles) • Cost-competitive business location (compared to Los Angeles) • Ethnic/cultural diversity (which has long been leveraged to attract new residents and foreign investment) • Regional destination for Asian cuisine/restaurants (and ethnic retail stores) • Excellent K-12 schools and higher education – East Los Angeles College (ELAC) and California State University, Los Angeles (CSULA) • Strong sense of community and other smaller-town attributes, including accessible/responsive City government (City Council members committed to economic development) • Very safe community • Relatively affordable housing (compared to other Los Angeles area communities) • Free (un-metered) parking on public streets; private office buildings also have ample parking provided at no charge, per City ordinance) • Several high-profile business parks	• No walkable downtown core (community is highly car-dependent) • Other major commercial areas/centers are currently underperforming • "Leakage" of resident retail/restaurant spending to neighboring cities with more trendy shopping/dining offerings) • Housing affordability is a challenge; City can take additional proactive measures to support more affordable housing. • Potential community opposition to new growth/development • Limited industrial building space (and existing buildings are generally small and outdated) to accommodate business expansion/attraction • Lack of housing capacity to attract large numbers of new residents (i.e., workforce) • Zoning and land use policies are out of sync with current market demand (general perception that the City's land use policies are too restrictive) • Relatively low household income levels (limits attractiveness to retail/restaurant businesses) • Lack of overall identity to people outside Monterey Park (external lack of awareness of Monterey Park) • Lack of clear attraction for regional/international visitors • Developers and business owners express concerns with the timing of the City's approval and permitting processes • Reflecting the tight (post-pandemic) job market, the City is currently experiencing challenges filling vacancies

SWOT SUMMARY FOR MONTEREY PARK ECONOMIC DEVELOPMENT STRATEGIC PLAN

Opportunities	Threats
• Position Monterey Park as an international tourism destination; attract additional hotels • Increase housing densities to create development opportunities and more affordable housing • Attract additional high-wage employment opportunities for skilled residents who currently commute to jobs outside Monterey Park • Revitalize/redevelop older retail centers and commercial corridors to better align with contemporary market trends • Leverage the success of Monterey Park Marketplace (Costco-anchored center developed in 2018) to attract additional regional-scale retail businesses • Incorporate arts/entertainment into retail centers • Expand e-commerce businesses (potential sales tax generator) • Garfield Medical Center can potentially be a catalyst for expanding healthcare sector • Expand (City-led) focus on entrepreneurial development (including promotion of tech startups), which is a "natural fit" for Monterey Park's skilled resident population • Create a traditional downtown core • Repurpose under-utilized City-owned land for economic development • Systematic effort to attract foreign investment (e.g., focus on attracting E-5 investments; partner with overseas realtors) • Target attraction of high-value industries from the larger region • Attract targeted firms from higher-cost business locations within the greater Los Angeles area • Collaborate with area educational institutions (CSULA, ELAC, and K-12 school districts) • Expand City involvement with regional infrastructure planning (to ensure that MPK gets a "fair share" of investment in transportation and utility infrastructure)	• The retail industry (globally) is retrenching rather than expanding, making it difficult to revitalize older shopping centers with high vacancy rates • Homeless population is a major issue (requiring multi-jurisdictional, integrated approaches to effectively address) • Potential lack of engagement of property owners in commercial areas needing reinvestment (including absentee owners, in some cases overseas)

TRAVEL DISTANCES (MILE RANGES) TO WORK: MONTEREY PARK, L.A. COUNTY, AND CALIFORNIA, 2021



Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) program. Accessed at <https://onthemap.ces.census.gov>.

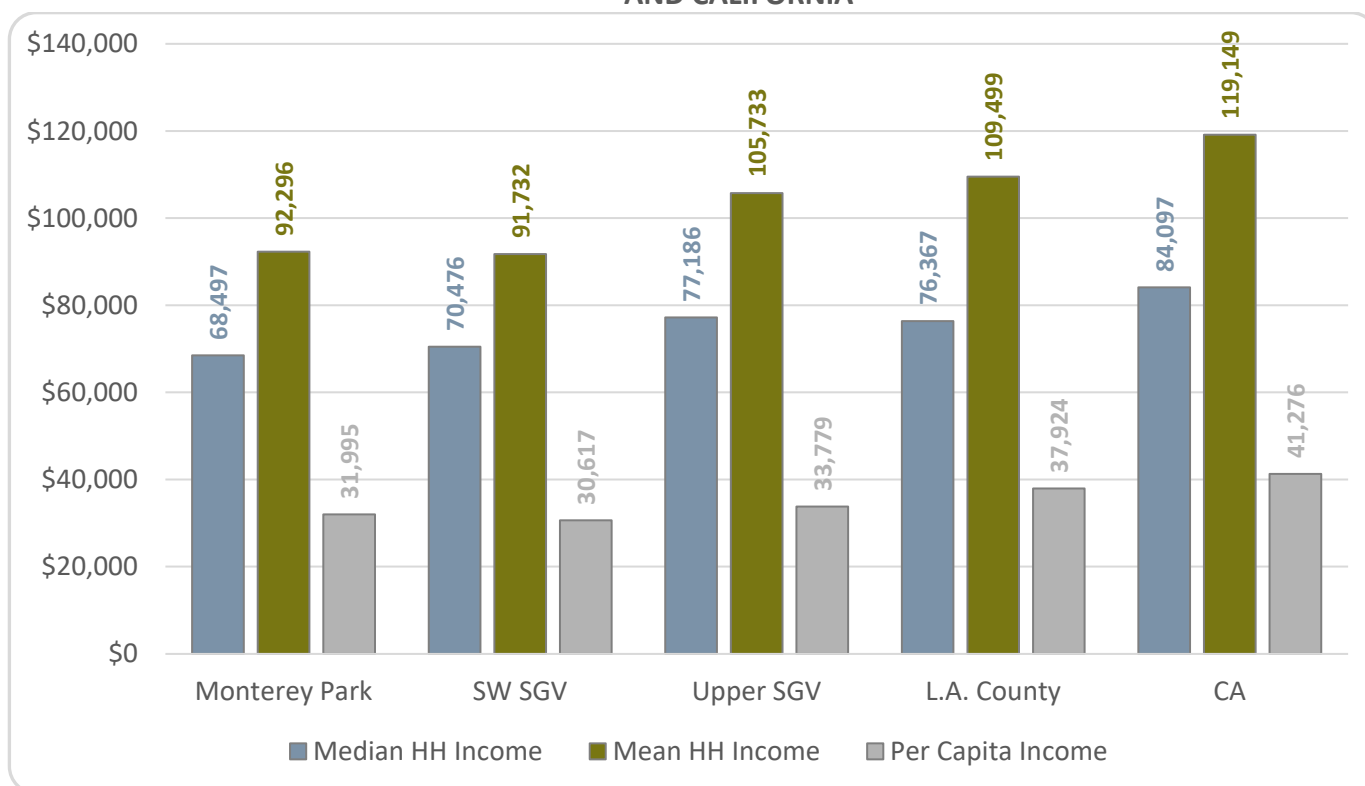
APPENDIX B: DEMOGRAPHIC AND ECONOMIC OVERVIEW

Census-Based Demographic Profile

The following data are from the U.S. Census Bureau, American Community Survey (ACS) 5-year estimates (2017-2021). Data are provided for primarily the City of Monterey Park, the San Gabriel Valley², Los Angeles County, and the State of California.

Household and Per Capita Income Levels. Figure 1 provides a summary of income and labor force-related data from the ACS. In terms of household income ranges, Monterey Park's largest share of households (17.6%) by income category occurs in the \$50,000 to \$74,999 range. Median household income in Monterey Park (\$68,497) is lower than the median in all of the reference geographies. Similarly, Monterey Park's average (as distinct from the median) household income level (\$92,296) is also notably lower than the Upper SGV, the County, and the State.

FIGURE 1. CENSUS DATA ON INCOME LEVELS – MONTEREY PARK, SGV REGIONS, L.A. COUNTY AND CALIFORNIA



Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates; TNDG.

² The San Gabriel Valley is made up of two Census County Divisions (CCDs) the Southwest San Gabriel Valley (SW SGV) and Upper San Gabriel Valley (Upper SGV).

Table 1 provides a summary of educational attainment levels from the ACS. The table shows that Monterey Park performs relatively well regarding educational attainment relative to the benchmark regions for certain variables. For the 18 to 24 years age category, the City has the highest share of the population (15.3%) with a bachelor's degree or higher. The same finding applies to the 25 years and over age category: about 23% of the City is in the bachelor's degree or higher category, above the shares in the benchmark regions. On the other hand, however, the City has the highest share of the population (25 years and over) with less than a 9th-grade education (14.0%).

TABLE 1. CENSUS DATA ON EDUCATIONAL ATTAINMENT – MONTEREY PARK, SGV REGIONS, L.A. COUNTY, AND CALIFORNIA

Census Variable	Monterey Park	SW SGV	UPPER SGV	LA. COUNTY	CA
Education	%				
Educational Attainment - Population 18 to 24 Years					
Less Than High School Graduate	7.3	8.4	11.1	10.5	10.0
High School Graduate (Includes Equivalency)	30.1	28.2	33.3	29.1	32.1
Some College or Associate's Degree	47.3	48.3	42.8	47.8	46.1
Bachelor's Degree or Higher	15.3	15.1	12.9	12.7	11.8
Educational Attainment - Population 25 Years and Over					
Less Than 9th Grade	14.0	13.9	13.0	11.7	8.7
9th to 12th Grade, No Diploma	7.0	8.7	8.3	8.2	7.1
High School Graduate (Includes Equivalency)	23.0	23.4	22.3	20.4	20.4
Some College, No Degree	15.1	16.1	16.5	18.6	20.5
Associate's Degree	7.3	7.4	6.9	7.0	8.0
Bachelor's Degree	23.0	21.4	21.8	22.1	21.9
Graduate or Professional Degree	10.6	9.0	11.2	11.9	13.4
<i>Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates; TNDG.</i>					

Population and Employment Forecasts (SCAG)

Table 2 below shows the most recent Southern California Association (SCAG) demographic and employment forecasts for the City of Monterey Park, SGV regions (available cities), and Los Angeles County. The table shows absolute and percentage growth rate projections (households and employment) for the 2019-2035 and 2035-2050 periods. These projections are from SCAG's 2024 RTP/SCS ("Connect SoCal 2024") locally reviewed growth projections.

The table shows that Monterey Park's households are projected to grow relatively slower over the first 16-year period (2019-2035), with the City projected to add just over 1,400 households during this period. In relative terms, the City is projected to increase at about 44% of the Upper SGV and the entire County. The City's households are projected to grow slightly below the rate of the SW SGV. For the 2035-2050 period, the City's households are projected to grow slightly below the rate of the two SGV areas but well below the County's growth rate.

Monterey Park is projected to add just over 1,200 employees over the first 16-year period (2019-2035), which is well below the employee growth rate in the Upper SGV area and the entire County. For the 2035-2050 period, Monterey Park is projected to add about 224 employees, a growth rate similar to the SW SGV area and the entire County.

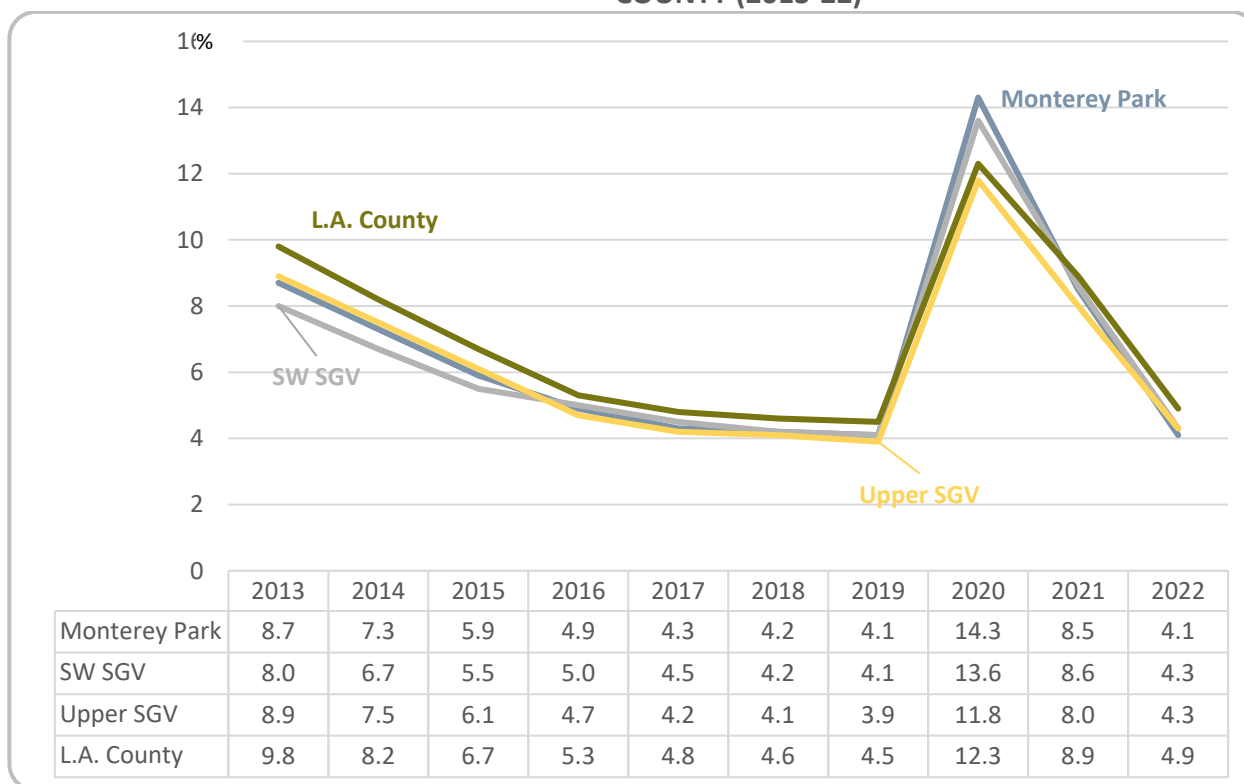
TABLE 2. SCAG REGIONAL GROWTH PROJECTIONS: MONTEREY PARK, SGV REGIONS, AND LOS ANGELES COUNTY (2019-35 AND 2035-50)

Area	2019-35		2035-50	
	# Change	% Change	# Change	% Change
Households				
Monterey Park	1,442	7.0%	599	2.7%
SW SGV	7,890	8.1%	2,968	2.8%
Upper SGV	11,755	15.8%	2,765	3.2%
L.A. County	540,291	15.9%	205,784	5.2%
Employees				
Monterey Park	1,221	4.5%	224	0.8%
SW SGV	5,232	4.1%	1,028	0.8%
Upper SGV	6,429	6.4%	2,058	1.9%
L.A. County	354,698	7.0%	46,557	0.9%
<i>Source: SCAG 2024 RTP/SCS Growth Projections; TNDG.</i>				

Labor Force Data

Figure 2, on the following page, provides annual average unemployment rate estimates for Monterey Park, the SGV regions (selected cities³), and L.A. County for the 10-year period from 2013 to 2022. As shown in the Figure below, during the later years of the recovery from the Great Recession (between 2014 and 2019), Monterey Park's unemployment rates remained lower than those in L.A. County. As shown in the figure, all geographies experienced a similar trend in unemployment rates during this period. Due to the coronavirus pandemic, all evaluated geographies experienced a significant increase in unemployment rates, with Monterey Park experiencing the most significant increase (10.2 percentage points between 2019 and 2020). However, by 2022, the unemployment rate in Monterey Park had fallen all the way back to 2019 levels, with the City experiencing the lowest unemployment rate (4.1%) compared to all geographies.

FIGURE 2. UNEMPLOYMENT RATE ESTIMATES: MONTEREY PARK, SGV REGIONS, AND L.A. COUNTY (2013-22)



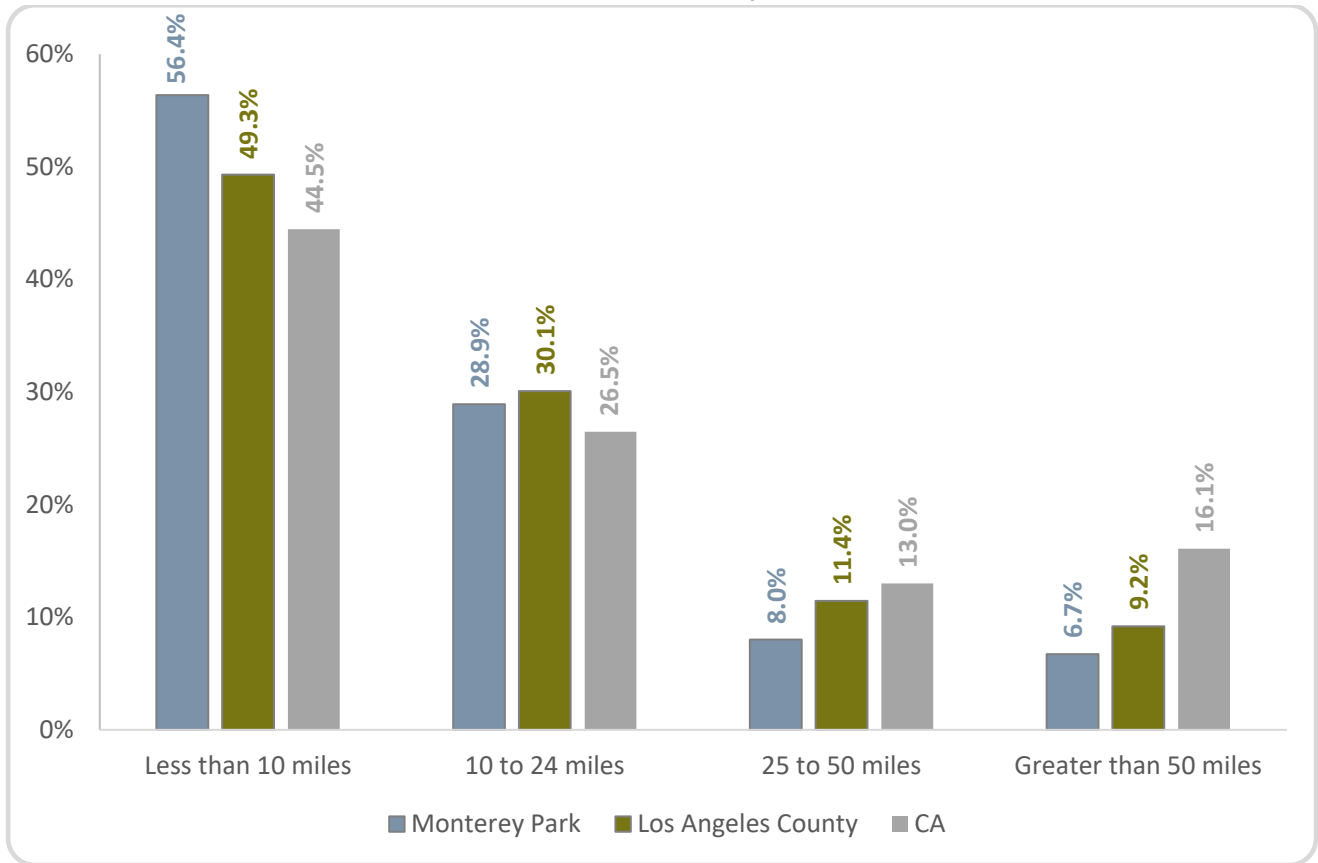
Source: Bureau of Labor Statistics (BLS), Local Area Unemployment Statistics (LAUS) program; TNDG.

³ The LAUS provides data the city and county levels of geography. Thus, the SW and Upper SGV regions are based on cities that are located in these two regions. The SW SGV includes the following cities: San Gabriel, Alhambra, Monterey Park, Montebello, and Rosemead. The upper SGV includes the following cities: Temple City, Arcadia, Monrovia, and El Monte.

Figure 3, on the following page, provides travel distance ranges to work for the City's labor force relative to regional and state benchmarks. Monterey Park's resident labor force tends to have shorter-distance commutes relative to the overall labor force in L.A. County and in the State. For example, Monterey Park has the largest share (56.4%) of residents who travel less than 10 miles to work. In addition, the City has the smallest shares (8.0%) of residents that have commute distances from 25 to 50 miles (8.0%) and greater than 50 miles (6.7%).



FIGURE 3. TRAVEL DISTANCES (MILE RANGES) TO WORK: MONTEREY PARK, L.A. COUNTY, AND CALIFORNIA, 2021

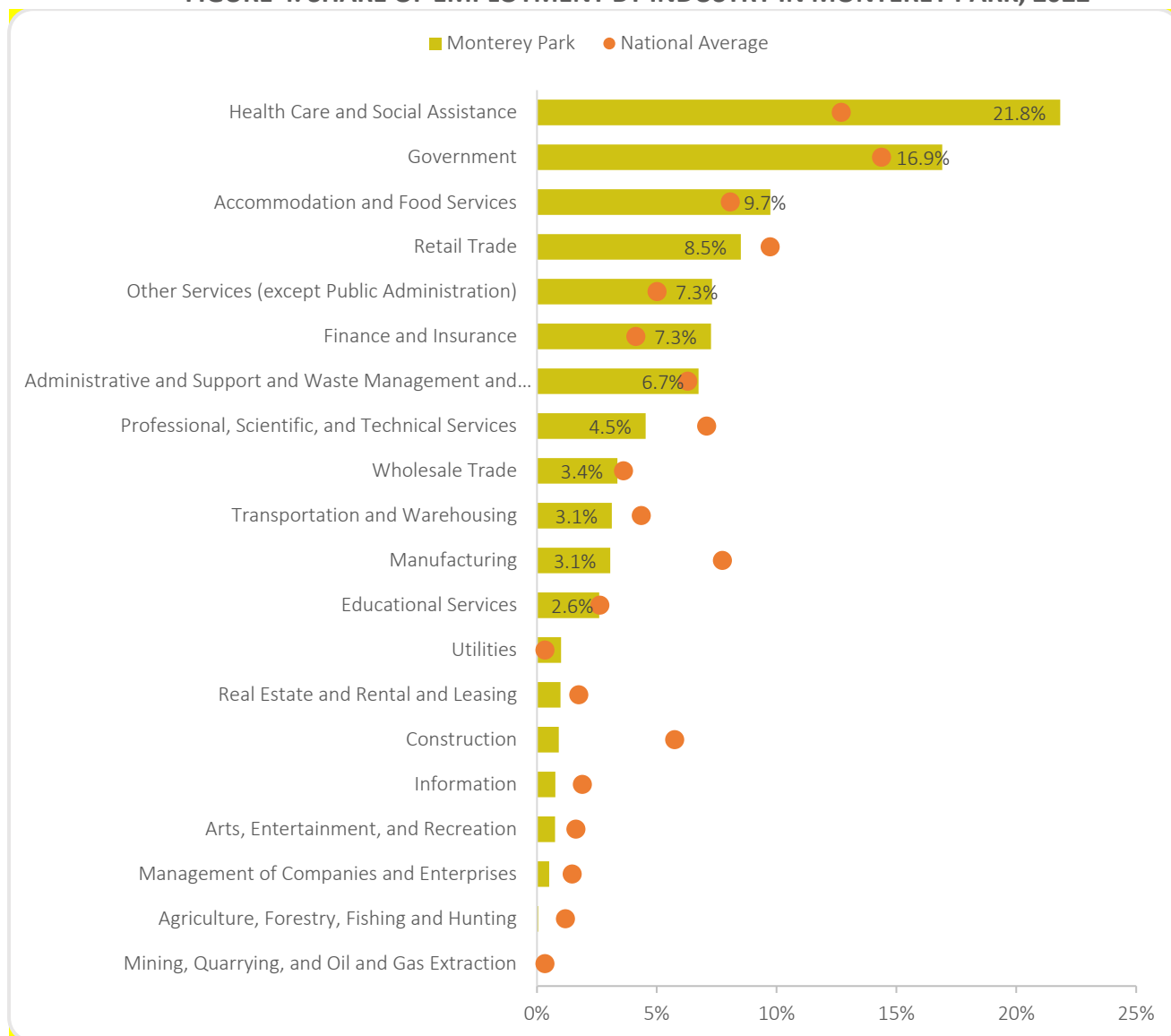


Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) program. Accessed at <https://onthemap.ces.census.gov>.

Industry Mix

Along with the labor force measures presented in the previous section, this section provides industry employment data for the City of Monterey Park compared to the U.S. Figure 4 provides the share of employment by industry for Monterey Park-based jobs in 2022 and the corresponding share in the U.S. The major industry groupings correspond to 2-digit NAICS⁴ codes industries. In terms of concentration of industry employment, Monterey Park is heavily represented in the Health Care and Social Assistance, Government, and Accommodation and Food Services, which account for close to one-half (48.5%) of total employment in the City.

FIGURE 4. SHARE OF EMPLOYMENT BY INDUSTRY IN MONTEREY PARK, 2022



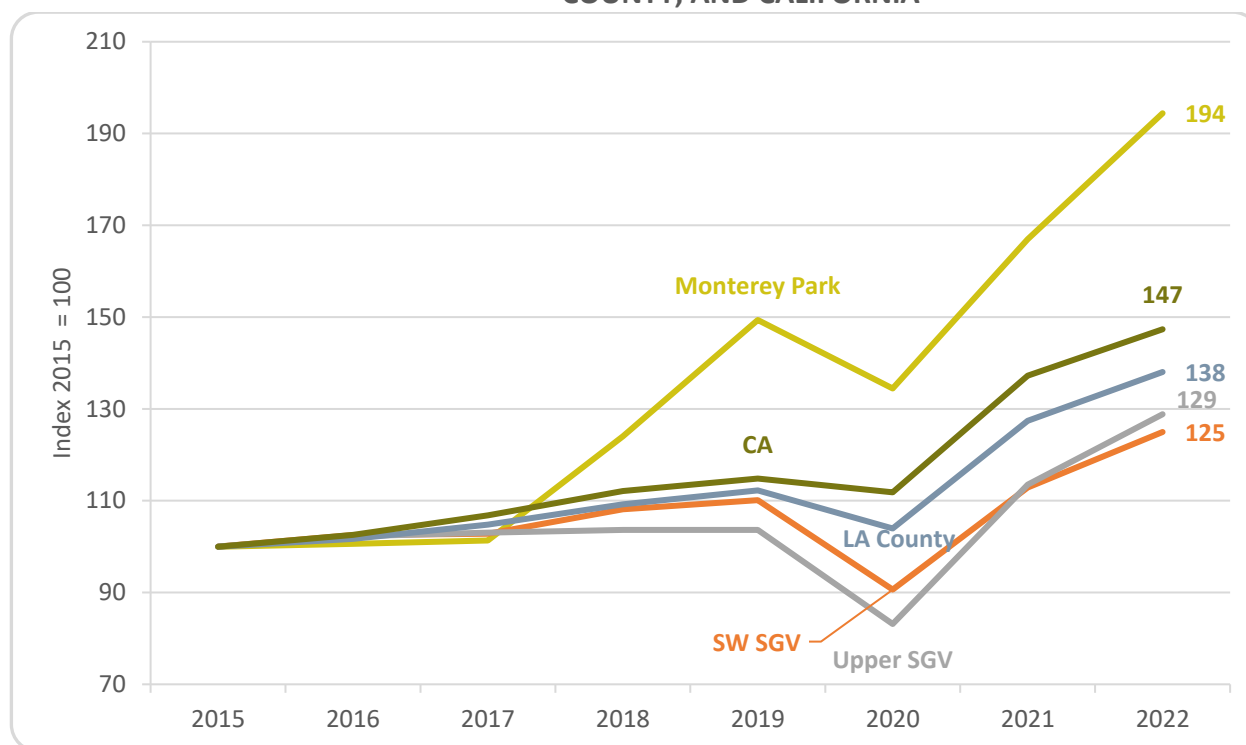
Source: Lightcast industry employment data

⁴ NAICS = North American Industry Classification System.

Taxable Sales Data

Figure 5 compares Monterey Park's taxable retail sales performance relative to the SGV regions (available cities), Los Angeles County, and California. The figure normalizes the base year sales data (2015 = 100) to provide relevant comparisons among the individual geographies for the 7-year period between 2015 and 2022. The 2022-year value of 194 for Monterey Park implies that Monterey Park's taxable retail sales in 2022 were 194% of the 2015 level (i.e., sales increased by 94% between 2015 and 2022), the most significant increase compared to all benchmark regions.

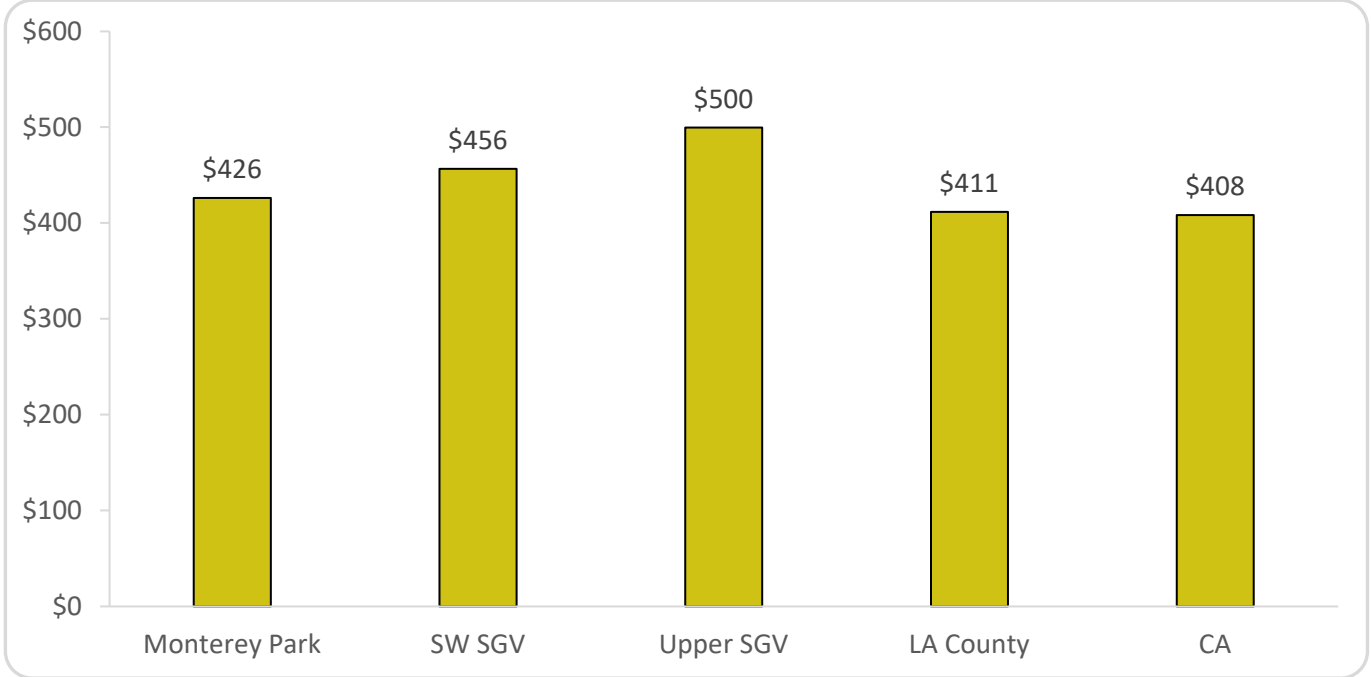
FIGURE 5. TAXABLE RETAIL SALES TRENDS (2015-2022), MONTEREY PARK, SGV REGIONS, L.A. COUNTY, AND CALIFORNIA



Source: CDFTA; TNDG

The data also show Monterey Park slightly underperforms the SGV regions on one important taxable sales metric. Figure 6, on the following page, shows taxable sales per \$1,000 in aggregate household income for the same geographies in 2022. At \$426 per \$1,000 in aggregate household income, Monterey Park is below the SGV regions but above the reference County and State figures.

**FIGURE 6. TAXABLE RETAIL SALES PER \$1,000 IN AGGREGATE HOUSEHOLD INCOME (2022),
MONTEREY PARK, SGV REGIONS, L.A. COUNTY, AND CALIFORNIA**



Source: CDFTA; U.S. Census Bureau; TNDG.



APPENDIX C: TARGET INDUSTRY/CLUSTER ANALYSIS

This section summarizes industry growth/retraction trends in Monterey Park, comparing the local economy's recent and longer-term performance to regional and national benchmarks. The study breaks down the local economy in terms of industry "clusters." Clusters are groups of interrelated industry sectors whose growth potentials within a region tend to be closely aligned. The tendency of individual industries to co-locate in clusters reflects linkages through supply-chain relationships, as well as commonalities in terms of workforce requirements and infrastructure needs.

The clusters analyzed in this study are based on definitions (i.e., industry groupings) from the U.S. Cluster Mapping Project (Cluster Mapping Project), an economic development initiative led by Harvard Business School's Institute for Strategy and Competitiveness.

By the North American Industry Classification System (NAICS), the U.S. economy includes a total of approximately 1,100 individual industry sectors. The U.S. Cluster Mapping Project assigns each of these sectors to unique clusters, based on linkages through supply-chain relationships and commonalities in terms of workforce requirements and infrastructure needs. Nationally, the Cluster Mapping Project recognizes a total of 67 clusters, with 16 classified as "local" clusters and 51 classified as "traded" clusters.

Whereas local and traded clusters are both critically important components of a balanced economy, they have distinct roles and characteristics, and these distinctions can be helpful in terms of planning economic development programs. Some of these distinctions are summarized as follows:

- **Local clusters** typically form the core of a region's economy; they primarily provide goods and services for the local (resident) population. They tend to account for the majority of jobs in a region (in the case of Monterey Park, local clusters represent about 70% of total jobs), and support a high quality of life by ensuring the availability of a diverse range of goods and services. In Monterey Park, important local clusters include *Local Community and Civic Organizations* and *Local Hospitality Services*. These clusters account for one-fourth (25%) of Monterey Park's total jobs.
- **Traded clusters** are "export-oriented" in the sense that they include industries that are engaged in producing goods and services for end customers outside the region. Traded clusters account for about 30% of the jobs in Monterey Park and are especially important from an economic development perspective, given that they tend to have higher wages and higher "multiplier impacts" than local clusters. That is, they have a strong potential to inject new dollars into the local economy and thereby serve as "drivers" for broader economic growth. In Monterey Park, important traded clusters include *Education and Knowledge Creation* and *Insurance Services*. These two clusters account for about 55% of Monterey Park's total jobs in traded clusters.

Overview of Employment in Monterey Park

Total current (2022) employment in the Monterey Park area (“Monterey Park”) is estimated at 34,151 jobs⁵. Of this total, 33,612 jobs are in industries that are included in either a “local” or “traded” cluster (as further defined below); the remaining 539 jobs are in miscellaneous industries not associated with specific clusters. The local clusters currently represent a total of 24,012 jobs in Monterey Park, while the traded clusters account for 9,599 jobs.

Existing Important Clusters in Monterey Park and the Larger San Gabriel Valley and L.A. County Regions

Table 3 lists all traded clusters that had 50 or more jobs in Monterey Park in 2022 and provides the following information about each listed cluster:

- Total number of jobs in Monterey Park in 2022 (the latest full year for which data are available).
- Location quotient (compared to U.S. benchmark) in 2022. The location quotient (LQ) measures how concentrated/important an industry cluster is in a region compared to national benchmarks. An LQ value greater than 1.0 indicates that a cluster is more concentrated in the region than it is nationally. This is generally regarded as an indication that the region has a comparative advantage relative to a particular cluster, although (especially for local clusters) an LQ below 1.0 can indicate a potential growth opportunity.
- Average annual wage for jobs in Monterey Park⁶
- Change in the number of jobs for the most recent 10-year period, 2012-2022

Table 4 provides the same data for local clusters that had more than 800 jobs in Monterey Park in 2023. Tables 5 to 10 provide comparable data for the immediately surrounding San Gabriel Valley Census County Division (CCDs) and Los Angeles County⁷. See Tables 5 to 10 for jobs thresholds for these larger benchmark reference regions.

Tables 11 and 12 summarize cluster job growth/retraction performance in Monterey Park, the SW SGV and Upper SGV regions, and Los Angeles County compared to national trends. This part of the study is based on a “shift-share” analysis for each cluster that estimates an “expected” job change based on national trends. If Monterey Park (or benchmark region) has higher job growth (or experiences less severe job losses) compared to the expected change, it indicates that the local area (Monterey Park or benchmark

⁵ All employment data used in this analysis are from EMSI – a private data/modeling firm nationally regarded for its ability to provide detailed (6-digit NAICS code) industry employment estimates for small areas of geography (zip codes). For purposes of this analysis, the Monterey Park area is defined by zip codes 91754 and 91755.

⁶ Wage data are for jobs (not residents) based in the Monterey Park area.

⁷ The San Gabriel Valley CCDs include the Southwest San Gabriel Valley (SW SGV) and Upper San Gabriel Valley (Upper SGV) CCDs. The SW SGV region includes zip codes 90640, 91754, 91755, 91770, 91755, 91766, 91801, and 91803. The Upper SGV region includes zip codes 91006, 91007, 91008, 91010, 91016, 91024, 91706, 91731, 91732, 91733, 91775, and 91780.

region) has performed better than national trends. Conversely, if Monterey Park/benchmark region has less job growth (or experiences more severe job losses) compared to the expected change, it indicates that the specific region has performed worse than national trends.

TABLE 3. SUMMARY CHARACTERISTICS AND TRENDS, MONTEREY PARK'S LARGEST TRADED CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 50 JOBS IN 2022)

Traded Cluster	Jobs	LQ	County LQ*	Avg Ann Wage (\$)	10-Yr Job Change
Education and Knowledge Creation	3,735	2.7	1.0	77,068	1,396
Insurance Services	1,515	4.9	0.5	133,549	-115
Business Services	989	0.4	0.9	124,773	-610
Distribution and Electronic Commerce	942	0.7	0.9	85,740	94
Hospitality and Tourism	305	0.5	0.8	51,773	-345
Marketing, Design, and Publishing	247	0.7	2.1	46,455	-119
Transportation and Logistics	243	0.5	1.2	80,834	119
Food Processing and Manufacturing	224	0.9	0.8	82,994	41
Aerospace Vehicles and Defense	214	1.7	2.7	149,167	161
Financial Services	207	0.5	0.7	174,292	-464
Performing Arts	177	1.3	3.9	97,327	-38
Printing Services	145	1.7	1.0	60,377	-109
Video Production and Distribution	77	1.0	12.9	137,586	14
Electric Power Generation and Transmission	71	2.1	0.8	218,832	43
Recreational and Small Electric Goods	59	1.4	1.2	157,566	-4
Furniture	59	0.7	1.0	58,649	26

Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022. *County LQ provided for comparison purposes.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

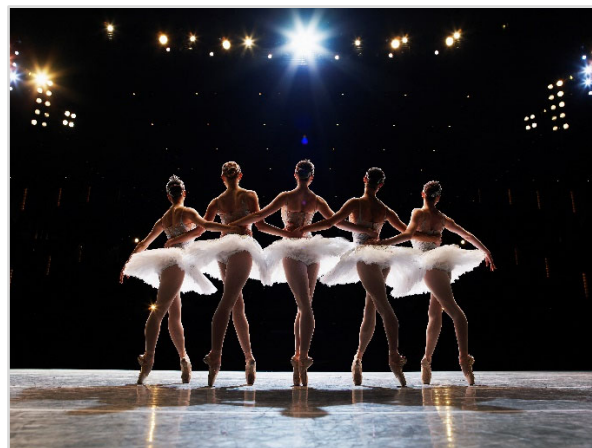


TABLE 4. SUMMARY CHARACTERISTICS AND TRENDS, MONTEREY PARK'S LARGEST LOCAL CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 800 JOBS IN 2023)

Local Cluster	Jobs	LQ	County LQ*	Avg Ann Wage (\$)	10-Yr Job Change
Local Community and Civic Organizations	5,123	4.2	1.9	30,292	3,815
Local Hospitality Establishments	3,322	1.2	1.1	37,996	182
Local Health Services	2,860	0.8	0.9	82,286	-1,311
Local Commercial Services	2,770	1.3	1.2	68,312	-468
Local Personal Services (Non-Medical)	1,332	1.5	1.2	38,192	369
Local Government	996	0.9	1.0	151,142	654
Local Education and Training	993	0.5	0.9	85,523	584
Local Food and Beverage Processing and Distrib,	990	1.1	1.0	51,162	-133
Local Real Estate, Construction, and Development	952	0.4	0.8	76,189	6
Local Logistical Services	804	1.3	1.1	55,258	562

*Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022. *County LQ provided for comparison purposes.*

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).



**TABLE 5. SUMMARY CHARACTERISTICS AND TRENDS, SW SGV'S LARGEST TRADED CLUSTERS
(LIST INCLUDES ALL CLUSTERS W/ MORE THAN 400 JOBS IN 2022)**

Traded Cluster	Jobs	LQ	County LQ*	Avg Ann Wage (\$)	10-Yr Job Change
Business Services	6,358	0.7	0.9	136,880	-2,302
Distribution and Electronic Commerce	5,245	0.9	0.9	85,631	-33
Education and Knowledge Creation	4,832	0.8	1.0	74,082	1,453
Insurance Services	2,366	1.8	0.5	132,485	-183
Apparel	1,720	15.2	5.9	67,352	-974
Transportation and Logistics	1,328	0.7	1.2	80,437	197
Hospitality and Tourism	1,119	0.4	0.8	61,820	-1,093
Marketing, Design, and Publishing	988	0.6	2.1	63,434	-214
Electric Power Generation and Transmission	930	6.5	0.8	208,022	-262
Financial Services	929	0.5	0.7	205,443	-1,008
Food Processing and Manufacturing	673	0.6	0.8	83,242	-94
Communications Equipment and Services	628	2.5	1.3	106,598	-175
Performing Arts	505	0.9	3.9	71,471	8
Construction Products and Services	482	0.5	0.5	104,384	-283
Printing Services	443	1.3	1.0	59,324	-154
Furniture	441	1.3	1.0	59,661	245
Production Technology and Heavy Machinery	420	0.5	0.4	101,284	187

*Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022. *County LQ provided for comparison purposes.*

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE 6. SUMMARY CHARACTERISTICS AND TRENDS, SW SGV'S LARGEST LOCAL CLUSTERS (LIST INCLUDES ALL CLUSTERS WITH MORE THAN 4,000 JOBS IN 2022)

Local Cluster	Jobs	LQ	County LQ*	Avg Ann Wage (\$)	10-Yr Job Change
Local Community and Civic Organizations	24,110	4.7	1.9	27,892	19,036
Local Hospitality Establishments	15,515	1.4	1.1	36,728	2,258
Local Health Services	10,463	0.7	0.9	84,218	-5,710
Local Commercial Services	6,890	0.8	1.2	71,897	-1,256
Local Education and Training	6,831	0.9	0.9	74,059	1,581
Local Government	6,478	1.4	1.0	151,142	2,642
Local Food and Beverage Processing and Distribution	6,339	1.6	1.0	48,323	14
Local Personal Services (Non-Medical)	5,679	1.6	1.2	40,092	480
Local Real Estate, Construction, and Development	5,350	0.5	0.8	80,723	568
Local Retailing of Clothing and General Merchandise	4,677	1.2	0.9	48,723	235
Local Motor Vehicle Products and Services	4,621	1.1	0.9	69,540	142

*Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022. *County LQ provided for comparison purposes.*

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

**TABLE 7. SUMMARY CHARACTERISTICS AND TRENDS, UPPER SGV'S LARGEST TRADED CLUSTERS
(LIST INCLUDES ALL CLUSTERS W/ MORE THAN 600 JOBS IN 2022)**

Traded Cluster	Jobs	LQ	County LQ*	Avg Ann Wage	10-Yr Job Change
Distribution and Electronic Commerce	10,116	1.3	0.9	92,098	661
Business Services	7,701	0.6	0.9	135,009	-789
Information Technology and Analytical Instruments	2,869	1.7	0.7	91,172	866
Education and Knowledge Creation	2,222	0.3	1.0	92,875	756
Marketing, Design, and Publishing	2,177	1.1	2.1	80,838	-139
Hospitality and Tourism	1,898	0.6	0.8	137,051	-1,196
Food Processing and Manufacturing	1,309	0.9	0.8	75,413	-866
Transportation and Logistics	1,140	0.5	1.2	83,341	-43
Performing Arts	1,070	1.5	3.9	196,409	403
Insurance Services	958	0.6	0.5	135,527	-208
Plastics	933	1.2	0.5	100,565	31
Metalworking Technology	932	1.9	0.9	78,752	-277
Financial Services	889	0.4	0.7	242,852	-935
Furniture	851	1.9	1.0	61,798	-442
Lighting and Electrical Equipment	749	2.1	0.6	101,343	39
Printing Services	678	1.5	1.0	64,387	-287
Textile Manufacturing	675	3.3	1.2	63,109	-177

*Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022. *County LQ provided for comparison purposes.*

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

**TABLE 8. SUMMARY CHARACTERISTICS AND TRENDS, UPPER SGV'S LARGEST LOCAL CLUSTERS
(LIST INCLUDES ALL CLUSTERS W/ MORE THAN 5,000 JOBS IN 2022)**

Local Cluster	Jobs	LQ	County LQ*	Avg Ann Wage (\$)	10-Yr Job Change
Local Health Services	27,248	1.3	0.9	90,694	4,595
Local Hospitality Establishments	13,150	0.9	1.1	35,760	1,740
Local Real Estate, Construction, and Development	12,909	0.9	0.8	77,227	1,804
Local Community and Civic Organizations	12,525	1.9	1.9	32,374	6,799
Local Commercial Services	9,910	0.9	1.2	63,504	1,359
Local Education and Training	9,681	1.0	0.9	80,045	2,684
Local Food and Beverage Processing and Distribution	8,348	1.7	1.0	55,974	-507
Local Government	7,689	1.3	1.0	151,142	2,358
Local Logistical Services	6,047	1.8	1.1	53,564	2,248
Local Personal Services (Non-Medical)	5,791	1.2	1.2	39,298	-288
Local Retailing of Clothing and General Merchandise	5,168	1.0	0.9	47,934	-433

*Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022. *County LQ provided for comparison purposes.*

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE 9. SUMMARY CHARACTERISTICS AND TRENDS, LA COUNTY'S LARGEST TRADED CLUSTERS
(LIST INCLUDES ALL CLUSTERS W/ MORE THAN 2,000 JOBS IN 2022)

Traded Cluster	Jobs	LQ	Avg Ann Wage (\$)	10-Yr Job Change
Business Services	97,433	1.13	177,954	650
Education and Knowledge Creation	72,609	1.40	132,052	8,779
Distribution and Electronic Commerce	55,558	0.80	99,621	1,881
Information Technology and Analytical Instruments	32,965	2.60	183,296	11,721
Automotive	27,855	3.42	128,564	24,176
Hospitality and Tourism	14,177	0.57	57,259	-1,473
Marketing, Design, and Publishing	14,160	0.92	122,141	-530
Food Processing and Manufacturing	10,828	1.09	86,996	2,411
Insurance Services	10,710	0.90	167,235	3,453
Transportation and Logistics	9,844	0.55	102,230	2,315
Financial Services	9,597	0.57	184,298	-3,874
Performing Arts	7,972	1.37	43,519	2,012
Medical Devices	7,255	2.46	180,576	2,516
Construction Products and Services	4,674	0.62	146,227	968
Production Technology and Heavy Machinery	4,192	0.54	126,394	808
Communications Equipment and Services	4,172	1.01	171,572	-2,480
Water Transportation	4,075	1.65	170,875	652
Oil and Gas Production and Transportation	3,380	0.78	265,257	-2,888
Lighting and Electrical Equipment	3,172	1.19	159,106	1,272
Biopharmaceuticals	3,071	1.15	199,460	-1
Video Production and Distribution	2,649	0.97	176,061	-290
Metalworking Technology	2,598	0.74	101,811	669
Plastics	2,330	0.45	86,250	328
Printing Services	2,206	0.71	79,057	-789

Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

**TABLE 10. SUMMARY CHARACTERISTICS AND TRENDS, LA COUNTY'S LARGEST LOCAL CLUSTERS
(LIST INCLUDES ALL CLUSTERS W/ MORE THAN 100,000 JOBS IN 2022)**

Local Cluster	Jobs	LQ	Avg Ann Wage (\$)	10-Yr Job Change
Local Health Services	563,781	0.9	92,535	88,012
Local Hospitality Establishments	477,802	1.1	35,974	83,826
Local Commercial Services	417,615	1.2	81,838	46,243
Local Community and Civic Organizations	378,416	1.9	35,151	205,454
Local Real Estate, Construction, and Development	341,391	0.8	84,777	59,006
Local Education and Training	281,384	0.9	81,492	30,914
Local Government	194,761	1.0	151,142	4,091
Local Personal Services (Non-Medical)	180,081	1.2	41,413	-8,616
Local Food and Beverage Processing and Distribution	157,057	1.0	51,186	-3,327
Local Motor Vehicle Products and Services	146,115	0.9	66,164	-3,285
Local Retailing of Clothing and General Merchandise	144,443	0.9	48,338	-7,894
Local Household Goods and Services	117,753	1.4	42,978	-8,740

Note: LQ = Location Quotient; 10-year job change is from 2012 to 2022.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE 11. JOB GROWTH/RETRACTION PERFORMANCE COMPARED TO NATIONAL TRENDS FOR LARGEST TRADED CLUSTERS, MONTEREY PARK, SGV REGIONS, AND L.A. COUNTY

2012-22 Growth Performance Based on Shift Share Analysis				
Traded Cluster	Monterey Park	SW SGV	UPPER SGV	L.A. COUNTY
Aerospace Vehicles and Defense	+	+	+	+
Apparel	-	-	-	-
Business Services	-	-	-	-
Communications Equipment and Services	+	+	+	+
Construction Products and Services	-	-	-	+
Distribution and Electronic Commerce	-	-	-	-
Education and Knowledge Creation	+	+	+	+
Electric Power Generation and Transmission	+	-	+	+
Financial Services	-	-	-	-
Food Processing and Manufacturing	-	-	-	-
Furniture	+	+	-	-
Hospitality and Tourism	-	-	+	+
Information Technology and Analytical Instruments	-	-	+	+
Insurance Services	-	-	-	-
Lighting and Electrical Equipment	+	+	-	-
Marketing, Design, and Publishing	-	-	-	-
Metalworking Technology	-	-	-	-
Performing Arts	-	-	+	+
Plastics	-	-	-	-
Printing Services	-	-	-	-
Production Technology and Heavy Machinery	-	+	-	-
Recreational and Small Electric Goods	-	-	-	-
Textile Manufacturing	N/A	+	-	-
Transportation and Logistics	+	+	-	+
Video Production and Distribution	-	+	+	-
Water Transportation	-	-	+	+

Note: " + " = growth performance better than expected; " - " worse than expected.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

TABLE 12. JOB GROWTH/RETRACTION PERFORMANCE COMPARED TO NATIONAL TRENDS FOR LARGEST LOCAL CLUSTERS, MONTEREY PARK, SGV REGIONS, AND L.A. COUNTY

2012-22 Growth Performance Based on Shift Share Analysis				
Local Cluster	Monterey Park	SW SGV	UPPER SGV	L.A. COUNTY
Local Community and Civic Organizations	+	+	+	+
Local Hospitality Establishments	-	+	+	+
Local Health Services	-	-	+	+
Local Commercial Services	-	-	+	-
Local Personal Services (Non-Medical)	+	-	-	-
Local Government	+	+	+	+
Local Education and Training	+	+	+	+
Local Food and Beverage Processing and Distribution	-	-	-	-
Local Real Estate, Construction, and Development	-	-	-	-
Local Logistical Services	+	+	+	+
Local Retailing of Clothing and General Merchandise	+	+	-	+
Local Motor Vehicle Products and Services	+	-	-	-
Local Household Goods and Services	+	-	-	-

Note: " + " = growth performance better than expected; " - " worse than expected.

Source: U.S. Cluster Mapping Project; EMSI; The Natelson Dale Group, Inc. (TNDG).

APPENDIX D: MARKET DEMAND FOR COMMERCIAL AND INDUSTRIAL LAND USES

As part of the EDSP process, TNDG completed a real estate market analysis to provide 22-year forecasts of demand for new retail, office, and industrial space in Monterey Park (with buildout year projections for 2045). Table 13, below, provides an abbreviated summary of the market analysis (which is more fully documented in a separate report).

TABLE 13. SUMMARY OF POTENTIAL DEVELOPMENT OPPORTUNITIES IN MONTEREY PARK

Land Use	Existing Inventory/ Vacancy Rate	Potential Future (22-year) Demand in Monterey Park	Nature of Projected Development Opportunities
Retail	<u>Monterey Park</u> 1,300,000 SF (6.8% vacant) <u>Western SGV</u> 27,660,000 SF (3.2% vacant)	553,000 SF	- Projected demand is premised on recapture of a portion of existing “leakage” of resident retail spending to neighboring cities. - Significant amount of future City demand likely to be absorbed by proposed retail developments (e.g., future phases of Monterey Park Market Place)
Office	<u>Monterey Park</u> 2,900,000 SF (16.2% vacant) <u>San Gabriel Valley</u> 36,300,000 SF (6.5% vacant)	165,000 SF – 298,000 SF	- In the larger Los Angeles region, office demand has been significantly impacted by the pandemic-related increase in remote work. The overall office vacancy rate in the County stands at 15.4% - Although Monterey Park’s vacancy rate is in line with the overall County rate, it’s about 2.5 times the vacancy rate in the SGV submarket
Industrial	<u>Monterey Park</u> 1,800,000 SF (3.9% vacant) <u>San Gabriel Valley</u> 190,000,000 SF (4.1% vacant)	102,000 SF – 203,000 SF	- The San Gabriel Valley is a major player in the industrial real estate market, with the region account for about 20% of the total inventory in the L.A. County Market. - Employment projections show SGV Industrial demand to increase by about 10.2 million SF over the study period; this analysis assumes City of Monterey Park could capture 1-2% of the total).
Hotel	<u>Monterey Park Region</u>	264 – 302 Rooms	Monterey Park region projected to generated demand for 754 new hotel rooms over forecast period

Land Use	Existing Inventory/ Vacancy Rate	Potential Future (22-year) Demand in Monterey Park	Nature of Projected Development Opportunities
	Room Supply – 759,200 (69.7% Occupancy) <u>Los Angeles East</u> Room Supply – 4,380,097 (67.0% occupancy)		City of Monterey Park is projected to account for 35% to 40% of regional demand.

SF = square feet

Room Supply = number of rooms in a set of hotels multiplied by number of days in a calendar year

Source: The Natelson Dale Group, Inc. (TNDG); CoStar; Smith Travel Research



ATTACHMENT 2

EDSP Action Plan

SUPPLEMENT TO MONTEREY PARK ECONOMIC DEVELOPMENT STRATEGIC PLAN:

Potential Action Plan (for internal reference by City Staff)



**CITY OF MONTEREY PARK, CA
AUGUST 2024**

THE NATELSON DALE GROUP, INC.

POTENTIAL EDSP ACTION PLAN

Action Steps and Implementation Timeframes

Each EDSP Focus Area includes a list of possible Action Steps, which could be implemented over the next 5 years. The potential implementation timeframe for each suggested action item is provided on the tables.

It should be emphasized that the suggested Action Steps (and possible Year 1 milestones) are not intended to represent specific program or resource commitments by the City but are illustrative of the types of activities the City might pursue in support of the major objectives of each Focus Area.

FOCUS AREA 1: Marketing/Branding	
Brief Description of Program The City will consider an economic development-specific marketing program supporting the following objectives: • Exposure to targeted industry clusters within the region (to generate leads for business attraction); • Outreach to the existing MPK business community (to raise awareness of the City's business assistance resources); • Outreach to the regional development community (to promote major MPK development/investment opportunities); and • Specific focus on retail/restaurant tenant attraction, including destination ("entertainment/lifestyle") businesses.	The overall marketing program could be organized around themes unique to MPK (e.g., international connections, food culture, entrepreneurial mindset, strategic location in Greater Los Angeles, etc.). Potential "Gamechanger" Programs or Projects Annual outreach to the commercial/industrial development community, such as a luncheon and site tour to promote MPK as a strong location for targeted office/industrial tenant types.
Action Steps to Consider	
Year 1	
A. Consider expanding webpage for City's Economic Development (ED) program reflecting marketing targets identified in EDSP and providing links to key programs and resources available through partner organizations. B. Evaluate EDSP with partners to ensure that marketing targets (and associated "selling points") are optimally positioned within regional marketing initiatives (including partner websites, etc.). C. Consider convening a "Summit Meeting" of local civic organizations to unveil the EDSP and identify specific opportunities for engagement of civic organizations and other community leaders as "ambassadors" for Monterey Park's economic development program.	

FOCUS AREA 1: Marketing/Branding

- D. Consider hosting a commercial/industrial broker luncheon and site tour to promote MPK as a strong location for targeted office/industrial tenant types (continue on annual basis).
- E. Investigate options for professional marketing services to support design/implementation of new marketing/branding program for City's economic development functions. This program could ultimately include the following components:
 - Industry-specific marketing materials (target industry webpage, brochures, digital/print media);
 - Advertising in selected/targeted media (general and industry-specific); and
 - Marketing materials for selected industry events (e.g., ICSC).

Year 2

- A. Consider a targeted marketing campaign (based on Step E above), initially focused on promoting site-specific development/redevelopment opportunities and attracting targeted retail/restaurant tenants.
- B. Evaluate possibility of organizing outreach events to support MPK placemaking efforts in conjunction with partners (potentially through an ad hoc taskforce).

Potential Resources

- Economic development partners

Other Potential Implementation Tools/Investments

- Professional marketing agency (with economic development expertise)

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Completion of expanded webpages for City's ED program.
- Research and staff report on recommendations for pursuing professional marketing services to develop and implement the EDSP marketing program.
- Civic Organizations Summit (initial meeting and plan for follow-up engagement).
- Commercial/industrial broker luncheon and site tour (inaugural event).

FOCUS AREA 2: Development Friendliness**Brief Description of Program**

The City will consider systematically reviewing and strengthening key systems/policies relating to interactions with the business and development community. This may involve periodic reviews of entitlement and permitting processes and related fee structures.

The suggested review will ensure the Zoning Code (permitted land uses by zone) is aligned with market demand, removing potential obstacles to new development.

Potential “Gamechanger” Programs or Projects

Consider an aggressive development streamlining program (branded and promoted with a name such as “Streamline Monterey Park”).

Action Steps to Consider**Year 1**

- A. Consider establishing a "Business Concierge" program (staffed by City's existing Economic Development team) and supporting "Quick Response Team" (representatives of other City departments with permitting or project approval roles).
- B. Consider review of City's zoning code to identify potential obstacles to attracting new development.

Year 2

- A. Evaluate options for establishing and publicizing branded program(s) for streamlined business permitting and development entitlements.
- B. Consider hosting annual broker/developer appreciation event (could include a “customer satisfaction survey” to obtain ongoing feedback on ways City could improve business/development friendliness).

Potential Resources

- Local business associations
- Private sector partners
- City advisory committees

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Organize “Business Concierge” and “Quick Response Team” programs.
- Establish periodic repeatable process for conducting comparative survey of MPK's business/development fees (comparison to fees in 5-10 competitor cities in region).

FOCUS AREA 3: Business Retention/Expansion***Brief Description of Program***

The City may consider a business retention/expansion (BRE) component of the EDSP that would focus on direct outreach to existing MPK firms to identify and systematically respond to issues threatening existing core industries' long-term viability and growth. These concerns might include, for example, the City's level of business friendliness and global market changes impacting local businesses. The BRE effort could include the following objectives:

- Increasing local visibility of the City's economic development program (i.e., raising the business community's awareness of assistance/ resources available);
- Expanding small business assistance (including resources and services provided through partners); and
- Facilitating small business advocacy and networking opportunities within the MPK business community.

Potential "Gamechanger" Programs or Projects

- City can consider a branded business outreach initiative supported by an online business survey and/or business visitation program.
- City can explore the formation of a local business alliance to help businesses gain access to valuable resources, networking opportunities, and a stronger voice to advocate for their business needs.

Action Steps to Consider**Year 1**

- A. Consider continuing to conduct periodic online surveys of MPK business community.
- B. Consider creating an online (and printed) resource directory of City/partner assistance resources available to small businesses in MPK.
- C. Evaluate options for an outreach strategy to maintain ongoing communication with key existing firms in retention/expansion clusters; outreach tactics could (for example) include a mix of industry meetings/mixers, online surveys, site visits, and direct mail.

Year 2

- A. Consider conducting needs assessment (via outreach in Step C) of firms receptive to business retention/ expansion assistance and developing customized responses (packaging of City and non-City resources) to address specific needs of assisted firms.
- B. Review options for more actively engaging EDAC and BIDAC members in City's BRE efforts (e.g., consider establishing a "business walk" or "business visitation" program whereby selected EDAC/BIDAC members would periodically visit local businesses to obtain direct feedback on challenges facing the local business community – especially with respect to issues that the City would be in a position to help address).

FOCUS AREA 3: Business Retention/Expansion**Potential Resources**

- Local business associations
- Economic development partners
- Community-based nonprofit organizations
- City advisory committees

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Memorandum (staff generated) outlining in-house plan for existing business outreach.
- Launch online business assistance Resource Directory.

FOCUS AREA 4: Placemaking / Strategic Land Use**Brief Description of Program**

Placemaking is an umbrella term that encapsulates all the tools used to create places that transform public spaces to strengthen the connections between people and these places. In layperson's words, placemaking refers to the creation of "there." It's the creation of places where people want to be on a Saturday afternoon or Sunday morning. Most of these places have not come about organically, but rather through strategic investment and curation. This strategy would potentially include an arsenal of placemaking tools – some of which MPK already deploys – that if invested in could reinforce and foster a more cohesive business districts (e.g., a "destination worthy" downtown).

Some of the key components of an overall placemaking strategy might include:

- Exploring ideas for Downtown repositioning;
- Preparing of Specific Plans to promote revitalization and create development capacity in employment centers;
- Marketing key "opportunity sites" to developers;
- Leveraging City-owned property for development and public facilities (e.g., downtown parking structure);

- Prioritizing implementation of the City's General Plan, which allows housing and mixed-use projects as development catalysts;
- Expand City's role in addressing homelessness.
- Consider other ways to attract more people to the downtown, including dedicated bus/bike lanes; widening sidewalks to allow for outdoor dining or business display space; and incentivizing vertical mixed-use development (i.e., housing on top of ground-floor commercial space).

Potential "Gamechanger" Programs or Projects

- Consider generating a Downtown Specific Plan.
- The potential for repositioning (and geographically expanding) Downtown BID with additional funding.
- Consider promoting a catalyst development project on City-owned downtown parking lot.

Action Steps to Consider

FOCUS AREA 4: Placemaking / Strategic Land Use**Year 1**

- A. Consider retaining a BID consultant to recommend alternatives for expanding geographic boundaries and funding levels for Downtown BID.
- B. Define options for interfacing with existing BIDAC and other stakeholders to outline potential programmatic and resource priorities for expanded BID.

Year 2

- A. Based on outcomes of Steps A and B above, consider options for implementation of BID consultant's recommendations.

Year 3 or later

- A. Review options for repositioning marketing/branding of Downtown MPK consistent with priorities and geographic focus of a possible new BID.

Potential Resources

- | | |
|---|--|
| <ul style="list-style-type: none"> • City advisory committees • Economic development partners | <ul style="list-style-type: none"> • Local business associations • Private sector partners |
|---|--|

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Retain BID consultant to recommend alternatives for expanding geographic boundaries and funding levels for Downtown BID

FOCUS AREA 5: “Reinvent Retail”**Brief Description of Program**

This initiative would potentially serve multiple purposes:

- Consider ways to help shopping centers negatively affected by global trends in the retail industries, such as the growth of e-commerce, the decline of certain major retailers, etc.;
- For centers with locational or configuration challenges, consider helping some repurpose underutilized buildings or areas to other uses, such as residential or services, and others create more effective retail space (potentially in a *mixed-use format*);

- Consider a focus on retail/restaurant attraction where local “gaps” exist; and
- Identify retail locations where support could potentially be warranted for façade/streetscape improvements.

Potential “Gamechanger” Programs or Projects

Consider supporting the concept of one or more demonstration project(s) (selected through competitive process) for shopping center revitalization and/or repositioning.

Action Steps to Consider**Year 1**

- A. Identify possible high-priority commercial center(s) for revitalization and consider options for making initial contacts with property owners to assess their potential interest in major

FOCUS AREA 5: “Reinvent Retail”

reinvestment in or redevelopment of the identified site(s); consider selecting a high-priority site as a “demonstration project” for shopping center revitalization (a demonstration project – if any – would be an action item in Year 3 or later, as described in Step H below).

- B. Evaluate retail districts in most need of physical improvements (e.g., façade/streetscape improvements) and review options for funding strategies to improve these areas.
- C. Leveraging MPK’s strength as a hub for Asian cuisine, investigate feasibility of recruiting participating restaurants to organize various community initiatives, such as a “food crawl” to attract outside visitors to the City.

Year 2

- A. Consider convening meeting with development community representatives (developers and real estate brokers engaged with the community and region) to identify perceptions of the prospects for various shopping center reuse uses such as: mixed-use development, affordable housing (potentially helping fulfill the City’s RHNA obligations, and market-rate housing).
- B. Consider meeting with potential developers to evaluate the feasibility of a “shared kitchen” facility that would function as an incubator space for new restaurant/food concepts in MPK. Ideally such a facility would be in a location where it could effectively serve as an “anchor tenant” for a shopping center/district oriented towards regional visitors.
- C. Consider options for engaging ownership of Marketplace shopping center to determine status of the entitled Phase 3 development and to consider ways the City could facilitate developing the remaining land consistent with its highest and best use under contemporary market conditions.

Year 3 or later

- A. Evaluate options for funding and implementing a grant program for improvement of storefront façades in targeted revitalization areas (e.g., Garvey, Garfield, Atlantic).
- B. Consider designing a demonstration project (presumably identified through the preceding processes, on a voluntary basis), for revitalization of an older shopping center. This type of project would include the application of available City incentives and assistance resources (some of which may be targeted to specific uses, such as residential) to the extent practical.

Potential Resources

- | | |
|--|---|
| <ul style="list-style-type: none"> • City advisory committees | <ul style="list-style-type: none"> • Private sector partners |
|--|---|

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Define incentive programs/policies (including framework/guidelines for potential sales/property tax sharing agreements) that support revitalization and/or reuse of targeted shopping centers.

FOCUS AREA 5: “Reinvent Retail”

- (See Focus Area 4) Define strategy for reinvigorating MPK’s “storefront presence” through a comprehensive restructuring (including expanded geographic focus and funding) of the City’s Business Improvement District (BID)

FOCUS AREA 6: Talent (Workforce) Retention/Attraction

Brief Description of Initiative

This Focus Area is concerned with considering options for retaining and attracting a qualified workforce, through the following possible action themes:

- Leverage East Los Angeles College programs and proximity to California State University, Los Angeles (providing a pool of future well-educated workers);
- Leverage resident skilled workers who currently commute to jobs outside MPK (potential workforce for future firms/industries);

- Align Library's Career Center programs with EDSP target industries; and
- Develop more quality-of-life enhancements (e.g. entertainment/gathering areas) attractive to younger residents.

Potential “Gamechanger” Programs or Projects

Consider promoting MPK as an off-campus housing option for CSULA students (which could mean focusing these development opportunities in specific areas to concentrate potential economic benefits).

Action Steps to Consider

Year 1

- Consider facilitating periodic meetings of key workforce development partners; this action item would serve the following major purposes:
 - Identify options for coordination of the various service providers related to workforce training (to ensure consistent dissemination of information about available programs/resources; and
 - Identify options for facilitating useful connections between employers and training organizations.
- Consider creating webpage listing workforce development resources available through partner organizations.

Year 2

- Consider conducting survey of MPK’s resident workforce to identify characteristics (commute distances, occupations, skills, adaptability to remote work, etc.) of MPK residents who work in other communities.
- Based on workforce survey (possible Step C above), consider defining strategy to “re-capture” some portion of the resident workforce currently out-commuting to other communities (as part of the MPK’s marketing, business attraction, target industry attraction, and entrepreneurial development strategies).

FOCUS AREA 6: Talent (Workforce) Retention/Attraction

Potential Resources

- Education and workforce development partners
- Economic development partners
- Community-based nonprofit organizations
- City advisory committees

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Convene 1-2 organization/coordination meetings of relevant partners to identify resources available to MPK workers and firms.
- Create webpage listing workforce development resources available through workforce development partners identified above.
- Define strategy for facilitating connections between MPK firms and partner resources (for training, etc.).

FOCUS AREA 7: Entrepreneurial Development

Brief Description of Initiative

The City, through a consortium approach (primarily promoting services and resources available through partner organizations), may consider ways to foster and support entrepreneurial activities. This effort could include, for example, focusing on positioning MPK as a strong location for startups in target industries/clusters (see Focus Area 8). In addition, the City could consider the concept of promoting a culture of entrepreneurship among MPK's residents employed in technology industries.

Potential "Gamechanger" Programs or Projects

Consider convening a MPK Tech Forum (public/private consortium focused on networking within regional technology industries).

Action Steps to Consider

Year 1

- Consider conducting meetings with regional partners to unveil EDSP target industry cluster program and identify targeted industries likely to offer significant entrepreneurial development opportunities; consider discussing and outlining potential implementation steps for launching "MPK Tech Forum" (public/private consortium focused on networking within regional technology industries).
- Consider updating webpage summarizing City's entrepreneurial development opportunities and resources.

Year 2

- In conjunction with regional partners, investigate options for organizing a local "startup network" workshop featuring presentations from partner organizations and providing networking opportunities for prospective startups.

FOCUS AREA 7: Entrepreneurial Development

- B. If warranted based on Step A above, consider launching MPK Tech Forum and scheduling initial networking events.

Year 3 or later

- A. Investigate options for key partner organizations establishing field offices in Monterey Park to support expanded focus on entrepreneurial development and startup assistance.
- B. Initiate discussions with prospective partners to consider the concept of a “Center for Entrepreneurial Innovation,” potentially utilizing space at partner-owned facilities to create an incubator to advance technology and innovation related entrepreneurial start-ups. This potential partnership could take advantage of existing resources in the region with dedicated space to help businesses start up (with the expectation that they would ultimately “graduate” into larger facilities, creating new jobs and technological discoveries).

Potential Resources

- Economic development partners
- Other government agencies
- Education and workforce development partners

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Webpage summarizing entrepreneurial development resources (links).
- Preliminary discussions with partners about “MPK Tech Forum” consortium (to be implemented in Year 2 or later).

FOCUS AREA 8: Targeted Industry Attraction

Within MPK’s limiting remaining land/development capacity (and opportunities for re-tenanting/repurposing existing underutilized buildings), the City can consider focusing its business development efforts on market-feasible industries/clusters (see list of possible targets in the EDSP) with the highest potential to:

- Create/retain high-paying jobs;
- Increase tax base; and
- Contribute to sense of place.

Potential “Gamechanger” Programs or Projects

Consider conducting a feasibility study (competitive assessment) and business plan for potential incubator focused on biotech startups (which may also relate to Focus Area 7, Entrepreneurial Development).

Action Steps to Consider

Year 1

- A. Consider compiling database of existing MPK/SGV firms relevant to each targeted cluster identified in the EDSP

FOCUS AREA 8: Targeted Industry Attraction

- B. Based on Action Step A, investigate options for identifying key local firms that could form the nucleus of “industry resource groups” for targeted clusters. These groups could serve as the City’s “go to” resource for interaction with businesses in the clusters and could be relatively informal in structure. If pursued, the resource groups could provide a mechanism for the City to identify cluster-specific networking opportunities, business expansion/retention needs, etc. Ideally, such resource groups would represent a cross section of the cluster in terms of firm size and mix of industries.

Year 2

- A. Consider implementing marketing effort (see Focus Area 1) for identified business attraction targets.
- B. Review options for customizing entrepreneurial development resources (see Focus Area 7) to maximize startup potentials in targeted industry clusters.
- C. Review options for customizing workforce development resources (Focus Area 6) to ensure competitive pipeline of workers to meeting staffing needs of targeted industry clusters.
- D. Consider options for engaging with an expert to prepare a feasibility study (competitive assessment) and business plan for potential incubator focused on biotech startups.

Potential Resources

- | | |
|---|---|
| <ul style="list-style-type: none"> • Economic development partners • Education and workforce development partners | <ul style="list-style-type: none"> • Other government agencies |
|---|---|

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- MOU with partners for coordination on business attraction coordination (identification of regional targets relevant to MPK, etc.).
- Memorandum (staff generated) outlining in-house plan for existing business outreach.

FOCUS AREA 9: International Business Development

Brief Description of Program

This Focus Area could include one or a combination of the following components:

- Consider attracting foreign direct investment (FDI) to the City, leveraging existing international connections in MPK, with possible use of Federal EB-5 program;
- Consider designating target industries focused on import/export of goods, including existing and new businesses to MPK; and

- Consider leveraging the City's "international character," including positioning MPK as a regional destination for international tourists.

Potential "Gamechanger" Programs or Projects

Consider establishing a Monterey Park International Business Office (City-convened consortium to promote international business opportunities in MPK).

Action Steps to Consider

Year 1

- Consider options for creating a database of existing international businesses and industries in the City.
- Consider conducting focus group meetings with existing internationally focused businesses to identify opportunities to: 1) support growth of businesses that might benefit from FDI along with those involved import/export activities; and 2) identify steps to make MPK a more attractive destination for international tourists.
- Evaluate potential role of Federal EB-5 program to attract FDI to MPK.

Year 2

- Consider expanding City's marketing plan to incorporate a specific focus on international tourism promotion; this promotion could also include marketing to secure new hotel development consistent with market demand.

Year 3 or later

- Investigate options for assessing market feasibility for Business Conference Center for visiting (foreign) businesses.
- Consider establishing a Monterey Park International Business Office in conjunction with other relevant partners; consider organizing a local annual "international business" workshop that could include presentations from partner organizations and provide networking opportunities for prospective international firms.

Potential Resources

- City advisory committees
- Community-based nonprofit organizations
- Economic development partners

(ILLUSTRATIVE) Year 1 Milestones/Checklist

- Develop database of MPK firms with international connections.
- Focus group meetings with internationally-focused businesses.



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3E

TO: Honorable Mayor and City Council
FROM: Jessica Serrano, Director of Community Development
SUBJECT: One-Year Time Extension for Tentative Map No. 82607 (TM-20-03) – 126 North New Avenue, also identified by Assessor's Parcel Numbers 5286-019-013 and 5286-019-014.

RECOMMENDATION:

It is recommended that the City Council consider:

1. Adopting a resolution approving a time extension for Tentative Map No. 82607 (TM-20-03); and
2. Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

Pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*, "CEQA") and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, *et seq.*, the "CEQA Guidelines"), the Project is consistent with the Mitigated Negative Declaration and Mitigation Monitoring Program adopted by City Council on July 21, 2021 per Resolution No. 12259. No additional environmental review is necessary.

EXECUTIVE SUMMARY:

Chateau Group USA ("Applicant") submitted an application for a second one-year time extension to record the final subdivision map related to a 63-unit residential development with a subdivision of air rights for townhome purposes ("Whitmore Villas project"). The Applicant timely filed this application on June 27, 2024 to extend the effectiveness of TM-20-03 from July 21, 2024 to July 21, 2025.

BACKGROUND:

The Applicant applied for a second one-year time extension on June 27, 2024 in compliance with Monterey Park Municipal Code ("MPMC") §§ 20.04.120(c) as it governs to extending tentative maps. If an extension is approved, TM-20-03 would expire on July 21, 2025. The Applicant indicated that it is requesting this extension to allow additional time to record the final map and anticipates completing construction by October 2025.

The following includes a chronology of actions related to TM-20-03:

- On July 21, 2021, City Council adopted Resolution No. 12259 approving TM-20-03 allowing for subdivision of 2.8 acres into two lots to develop 63 townhome units. The original approval was valid for 24 months from approval, ending July 21, 2023.

- On September 6, 2023, the City Council adopted Resolution No. 2023-R72 approving the first one-year extension request for TM-20-03 to July 21, 2024.
- On May 21, 2024, building permits were issued for Whitmore Villas project. Construction is currently under way with grading work completed and footings for structures partially completed.

Pursuant to MPMC § 20.04.120(c), the City Council may “approve, conditionally approve or deny extension requests” with the total time of extensions not exceeding six years from the initial expiration. It is recommended that the City Council determine whether good cause for the extension exists.

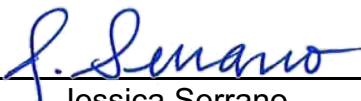
2024-25 STRATEGIC PLAN GOAL:

Adopting a resolution approving a time extension for TM-20-03 would allow the Applicant to record a final subdivision map governing the Whitmore Villas project and advance the strategic plan goal to “Strengthen our local economy and enhance housing opportunities” by encouraging construction of housing units for the City’s housing stock.

FISCAL IMPACT:

No fiscal impacts are anticipated. The Applicant paid for required fees to process this request.

Respectfully prepared and submitted
by:



Jessica Serrano
Director of Community Development

Approved by:



Inez Alvarez
City Manager

Reviewed by:



Karl H. Berger
City Attorney

ATTACHMENTS:

1. TM-20-03 Applicant’s time extension request letter, dated June 25, 2024
2. Draft Resolution extending TM-20-03

ATTACHMENT 1

TM-20-03 – Applicant's time extension request letter,
dated June 25, 2024



06/25/2024

Eric Chen
Chateau Operating Corp.
119 La Porte St. STE A.
Arcadia, CA 91006

Subject: Request for Time Extension: Whitmore Villa Project - Tentative Tract Map
No. 082607

Dear City of Monterey Park Planning Division,

I hope this message finds you well. I am writing to formally request a time extension for the Tentative Tract Map No. 082607 associated with the Whitmore Villa project, located at 126 N. New Ave, Monterey Park, CA 91775.

As the General Contractor overseeing the project we anticipate completing the project by October 2025, and therefore require additional time to finalize the necessary planning and documentation.

Sincerely,

Eric Chen
President

ATTACHMENT 2

Draft Resolution Extending TM-20-03

RESOLUTION NO.

A RESOLUTION APPROVING A ONE-YEAR EXTENSION FOR TENTATIVE MAP NO. 82607 (TM-20-03) TO SUBDIVIDE AND DEVELOP A 63-UNIT RESIDENTIAL DEVELOPMENT AT 126 NORTH NEW AVENUE (ASSESSOR PARCEL NUMBERS 5286-019-013 AND 5286-019-014)

The City Council of the City of Monterey Park does resolve as follows:

SECTION 1: The City Council finds as follows:

- A. On June 27, 2024, from Chateau Group USA (“Applicant”) submitted an application pursuant to Title 20 of the Monterey Park Municipal Code (“MPMC”) requesting a one-year time extension for Tentative Map No. 82607 (TM-20-03) to subdivide a 63-unit residential development at 126 North New Avenue, also identified by Assessor’s Parcel Numbers 5286-019-013 and 5286-019-014;
- B. The proposed Project was reviewed by the City Planner for, in part, consistency with the General Plan and conformity with the MPMC;
- C. In addition, the City reviewed the Project’s environmental impacts under the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*, “CEQA”) and the regulations promulgated thereunder (14 California Code of Regulations §§ 15000, *et seq.*, the “CEQA Guidelines”); and
- D. The City Planner completed review and scheduled the matter regarding the proposed Project before the City Council for August 21, 2024 pursuant to MPMC § 20.04.120(c).

SECTION 2: *Factual Findings and Conclusions.* Based upon the entire administrative record and the evidence provided during the public hearing, the City Council finds as follows:

- A. On July 21, 2021, City Council adopted Resolution No. 12259 approving TM-20-03 allowing for subdivision of 2.8 acres into two lots to develop 63 townhome units. The original approval was valid until July 21, 2023; a subsequent approval in 2023 (Resolution No. 2023-R72) extended the tentative map to July 21, 2024.
- B. On May 21, 2024, the Building Official issue building permits to commence construction for the Whitmore Villas project. Construction is currently under way with grading work completed and footings for structures partially completed.
- C. On June 27, 2024, the Applicant timely filed a request to extend the tentative map a second time for one year. The additional time would allow the Applicant to record a final map governing the subdivision of property allowing

for completion of the of 63 residential unit Whitmore Villa project.

SECTION 3: *Environmental Assessment.* Pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*, “CEQA”) and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, *et seq.*, the “CEQA Guidelines”), the Project is consistent with the Mitigated Negative Declaration and Mitigation Monitoring Program adopted by City Council on July 21, 2021 under Resolution No. 12259. No additional environmental review is necessary.

SECTION 4: *Determination.* The City Council approves the one-year extension for TM-20-03 to July 21, 2025.

SECTION 5: *Reliance on Record.* Each and every one of the findings and determinations in this Resolution are based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the Project. The findings and determinations constitute the independent findings and determinations of the City Council in all respects and are fully and completely supported by substantial evidence in the record as a whole.

SECTION 6: *Summaries of Information.* All summaries of information in the findings, which precede this section, are based on the substantial evidence in the record. The absence of any particular fact from any such summary is not an indication that a particular finding is not based in part on that fact.

SECTION 7: *Notice.* The City Clerk is directed to provide a copy of this Resolution to the Planning Commission and any other person requesting a copy.

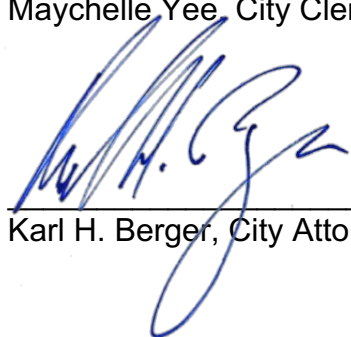
SECTION 8: *Effective Date.* This Resolution becomes effective immediately upon adoption and memorializes the City Council’s final decision made on August 21, 2024. Note that persons dissatisfied with the City Council’s decision may appeal it in accordance with application law to the Los Angeles Superior Court within 90 days of the City Council’s decisions.

PASSED AND ADOPTED this 21st day of August, 2024.

Thomas Wong, Mayor

ATTEST:

Maychelle Yee, City Clerk

A handwritten signature in blue ink, appearing to read 'K. H. Berger', is written over a horizontal line.

Karl H. Berger, City Attorney



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3F

TO: The Honorable Mayor and City Council
FROM: Shawn Igoe, Director of Public Works
SUBJECT: Agreement for the Collection of Civic Waste

RECOMMENDATION:

It is recommended that the City Council consider:

1. Authorizing the City Manager to execute an agreement with Ware Disposal Inc., in a form approved by the City Attorney, for collecting Civic Waste for an annual amount of \$194,000;
2. Appropriating \$194,000 from Fund 506 – Building Maintenance to the FY 2024-25 Budget for waste collection services; and
3. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

The City must make arrangements for the collection and disposal of solid waste generated at city-owned facilities and City right-of-ways. Accordingly, the City must enter into an agreement with one of the City's approved commercial waste haulers for trash, recycling and organic waste services. It is recommended that the City Council authorize the City Manager to execute an agreement with Ware Disposal, Inc. for the collection of Civic Waste for an annual amount of \$194,000, plus annual CPI adjustments for the Los Angeles-Long Beach-Anaheim region. The proposed agreement will renew annually until the term of the franchise agreements ends on August 31, 2031.

BACKGROUND:

The City has non-exclusive franchise agreements with Athens Services and Ware Disposal for the collection of commercial solid waste, which includes Civic Waste. Civic Waste is defined as all types of discarded materials generated by the City itself such as solid waste placed in City-owned garbage receptacles located in public areas including, without limitation, City public parks and right-of-ways, for disposal of waste generated by the public; solid waste generated at City Hall, the City Yard, water facilities, fire stations, police station, library, and recreation centers. The City obtained cost proposals for the collection of Civic Waste from both Athens Services and Ware Disposal, Inc.

Hauler	Cost
Athens Services	\$38,364.01 per month
Ware Disposal Inc.	\$14,013.00 per month

It is recommended that the City Council authorize the City Manager to execute an agreement with Ware Disposal, Inc. for the collection of Civic Waste. Ware Disposal, Inc. provided the lowest monthly cost for solid waste, recycling, and organics recycling services to the City. A list of service levels for each facility including the frequency and monthly rate by location is included as Attachment 1.

2024-25 STRATEGIC PLAN GOAL:

The proposed agreement supports the City's strategic goal to maintain, build and modernize infrastructure and facilities to support the current and future needs of our city and community.

FISCAL IMPACT:

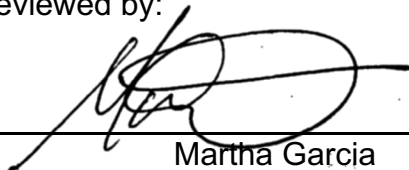
The monthly cost for the collection of Civic Waste is approximately \$14,013 per month. It is recommended that a 15% contingency be added for as needed roll-off services, for a total annual amount of \$194,000, plus annual Consumer Price Index (CPI) adjustments. CPI adjustments will be based on the average annual published CPI for all urban consumers in the Los Angeles-Long Beach-Anaheim region. An appropriation of \$194,000 from Fund 506 – Building Maintenance to the FY 2024-25 budget is requested for the proposed agreement.

Respectfully submitted by:



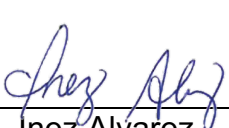
Shawn Igoo
Director of Public Works

Reviewed by:



Martha Garcia
Director of Finance

Approved by:



Inez Alvarez
City Manager

Reviewed by:



Karl H. Berger
City Attorney

ATTACHMENT:

1. Ware Disposal Cost Proposal

ATTACHMENT 1

Ware Disposal Cost Proposal

City of Monterey Park City Facilities Cost Proposal Form

Proposing Company:

Ware Disposal, Inc

Instructions: Provide Contractor rates for services in blue shaded boxes. Services include collection of solid waste, recycling, and organics recycling as required by law. The Total Costs should automatically be calculated. Confirm accuracy of calculations.

Row	Facility	Address	Service Description	Quantity	Frequency	Contractor Rate per Unit (3)	Total Cost
1	Street Cans	Various locations	Street cans from approximately 150 locations	150	6 days/week	\$39.00 Per Month	\$5,850.00
2	Barnes Park	400 S McPherrin Ave	3-yd refuse bin	3	3x week	\$240.00 Per Month	\$720.00
3			65-gal organics cart	3	1x week	\$15.00 Per Month	\$45.00
4	City Hall	300 W Newmark Ave	3-yd refuse bin	3	3x week	\$240.00 Per Month	\$720.00
5	City of Monterey Park	700 El Mercado Ave	3-yd refuse bin	1	2x week	\$180.00 Per Month	\$180.00
6	Corporation Yard	751 S Alhambra Ave	3-yd refuse bin	2	2x week	\$240.00 Per Month	\$480.00
7			10-yd inert roll-off	4	As needed	\$220.00 Per Pull	N/A
8			30-yd refuse roll-off	1	4x week	\$3,810.00 Per Month	\$3,810.00
9			30-yd metal roll-off	2	As-needed	\$185.00 Per Pull	N/A
10	Delta Plant	2655 N Delta Ave, Rosemead	4-yd refuse bin	1	1x week	\$120.00 Per Month	\$120.00
11			10 yd special waste bin for carbon waste disposal (1)	2	As-needed	\$220.00 Per Pull	N/A
12	Fire Station	2001 S Garfield Ave	3-yd refuse bin	1	1x week	\$80.00 Per Month	\$80.00
13			65-gal organics cart	1	1x week	\$45.00 Per Month	\$45.00
14	Fire Station	704 Monterey Pass Rd	3-yd refuse bin	2	1x week	\$80.00 Per Month	\$160.00
15			65-gal organics cart	1	1x week	\$45.00 Per Month	\$45.00
16	Garvey Ranch Park	781 S Orange Ave	3-yd refuse bin	1	1x week	\$80.00 Per Month	\$80.00
17	George Elder Park	1950 Wilcox Ave	3-yd refuse bin	1	1x week	\$80.00 Per Month	\$80.00
18	Langley Center	404 W Emerson Ave	3-yd refuse bin	1	3x week	\$240.00 Per Month	\$240.00
19			65-gal organics cart	2	3x week	\$145.00 Per Month	\$290.00
20	Library	318 S Ramona	3-yd refuse bin	1	3x week	\$220.00 Per Month	\$220.00
21	Police Department	320 W Newmark Ave	3-yd refuse bin	3	3x week	\$220.00 Per Month	\$660.00
22			3-yd recycling bin	1	3x week	\$188.00 Per Month	\$188.00
23	Russell Reservoir	750 S. Russell Ave	10-yd inert roll off	1	As-needed	\$220.00 Per Pull	N/A
24			10-yd special waste for asbestos pipe disposal (2)	1	As-needed	\$220.00 Per Pull	N/A

Estimated Monthly Total City Facilities Cost (4): \$14,013.00

(1) The City is requesting to obtain a few bins semi-annually to dispose of virgin carbon mixed with some dirt to keep its overflow pond clean at Delta Plant. The City estimates 2 bins or lowboys will be needed.

(2) Russell Reservoir requests special bins for hazmat materials (asbestos water pipe). The City replaces the asbestos water pipes about every 5 years or longer. The City does not fill the bin up too often due to low amount of disposal. The City required to have a locking sealed bin for the storage of the hazmat material.

(3) Contractor rates exclude City fees.

(4) Estimated Monthly Total Cost excludes "As needed" roll off services.



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3G

TO: The Honorable Mayor and City Council
FROM: Shawn Igoe, Director of Public Works
SUBJECT: Traffic Signal and Communications Plan and Design Agreement

RECOMMENDATION:

It is recommended that the City Council consider:

1. Receiving and filing the Traffic Signal Communications Plan, Adaptive Traffic/Traffic Responsive Control System Project – Phase 1;
2. Authorizing the City Manager to execute an Amendment to Agreement 2381-A with Advantec Consulting Engineers, for an additional amount of \$689,654, for Phase 2 of the project to include preparation of the designs and plans for implementation of recommended improvements; and
3. Taking such additional, related, action that may be desirable.

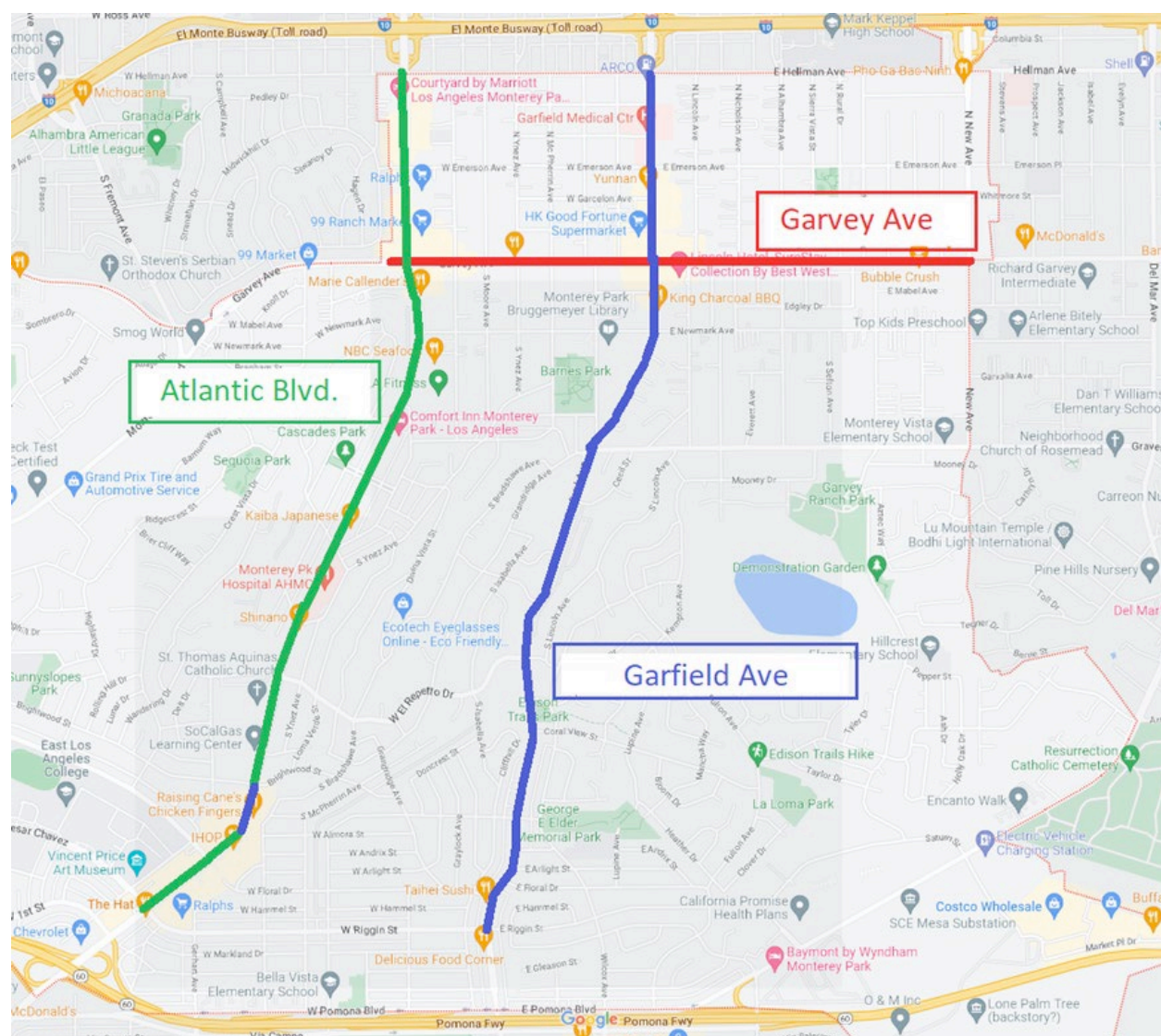
EXECUTIVE SUMMARY:

The City received Measure R funds from the Los Angeles County Metropolitan Transportation Authority ("LACMTA") for the Adaptive Traffic/Traffic Responsive Control System Project. In August 2023, City Council awarded a contract to Advantec Consulting Engineers to prepare Phase 1 of the City of Monterey Park's Adaptive Traffic/Traffic Response Control Systems project. Following completion of Phase 1, staff requests City Council authorize the City Manager to execute an Amendment to Agreement 2381-A with Advantec Consulting Engineers, Inc., in an amount not to exceed \$689,354, for the preparation of Phase 2 of the City of Monterey Park's Adaptive Traffic/Traffic Responsive Control Systems project. The term of the Agreement would be extended through June 30, 2026.

BACKGROUND:

The City received funding from LACMTA to fund the development and construction of all infrastructure for the City of Monterey Park's Adaptive Traffic/Traffic Responsive Control Systems project.

The proposed project involves providing technical expertise to provide professional engineering services for the preparation of plans, design, & related documents. The project is located along three major corridors of Atlantic Boulevard, Garfield Avenue and Garvey Avenue, in the San Gabriel Valley subregion. There are 35 signalized intersections along these three corridors. (See map below).



The City issued a Request for Proposals and selected Advantec Consulting Engineers to complete Phase 1 of the Project. Phase 1 consisted of preparing a Traffic Signal and Communications Plan report. This report provides an analysis of existing traffic signals, Intelligent Transportation System (ITS), and communications infrastructure and traffic operations. Based on the results of the existing conditions analysis, recommendations are provided that define the project traffic signal, ITS, and communications infrastructure and traffic operations improvements. The report also includes a cost analysis to determine if the recommended improvements can be implemented within the allocated funds from the grant. It was determined that the available allocated funds are adequate for the completion of the project.

The preparation of this report included, without limitation, record research, inventory of the existing traffic signal, ITS, and communications infrastructure, traffic data collection, travel time data collection and analysis, user needs analysis, system requirements,

Concept-of-Operations (ConOps), Advanced Transportation Controller (ATC) and Advanced Traffic Management System (ATMS) upgrades, evaluation of Adaptive Traffic Control System (ATCS), Traffic Responsive Systems, recommended traffic signal, ITS, and communications improvements, infrastructure improvements, hardware/software upgrades, and connectivity to the LA County TMC including an alternatives analysis with engineering construction cost estimates. The results, which provide a roadmap to the design phase of the project (Phase 2), are summarized in the Traffic Signal and Communications Plan, Phase 1 (Attachment 1).

Following completion of the Traffic Signal and Communications Plan and development of the proposed scope of the project, Advantec provided the City with a proposal to complete Phase 2 of the project. Phase 2 consists of preparation of project plans, specifications, and estimates (PS&E) based on the approved improvements from Phase 1. This includes, without limitation, upgrading existing traffic signal controllers and cabinets, installing fiber optic cable and/or wireless radios, Ethernet switches, communication hubs, vehicle detection (loops/video), Closed Circuit Television (CCTV) camera systems, preparation and implementation of new traffic signal timing and traffic signal synchronization and fine-tuning, upgrading existing or new traffic management system, implementation of an Adaptive Traffic Control System (ATC) and/or responsive traffic control plans, and other traffic signal equipment improvements (e.g., Accessible Pedestrian Signals, and battery backup systems), Left-Turn Phasing Upgrades at Atlantic Blvd & Hellman Ave, Emergency Vehicle Preemption (Fire Station No. 62) at Garfield Ave & Elmgate Ave and ITS technologies as identified in Phase 1. This phase also consists of system software/license procurement, bid and construction support, system integration support, and final project report including a "before and after study" comparison analysis.

Staff recommends that the City Council receive and file the Traffic Signal and Communication Plan and authorize the City Manager to execute an Amendment to Agreement 2381-A with Advantec Consulting Engineers, for an additional amount of \$689,654, to complete the design of the recommended improvements, Phase 2 of the Adaptive Traffic/Traffic Responsive Control System Project. The term of the Agreement would be extended through June 30, 2026.

2024-25 STRATEGIC PLAN GOAL

The completion of projects supports the City's goal to maintain, build and modernize infrastructure and facilities to support the current and future needs of the City and community.

FISCAL IMPACT:

There are sufficient funds under CIP 96026 - Adaptive Traffic/Traffic Response Control Systems to award the proposed contract to Advantec Consulting Engineers.

Respectfully submitted by:



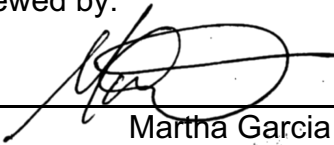
Shawn Igoe
Director of Public Works

Prepared by:



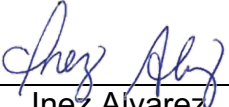
Ziad Mazboudi
CIP Manager

Reviewed by:



Martha Garcia
Director of Finance

Approved by:



Inez Alvarez
City Manager

Reviewed by:



Karl H. Berger
City Attorney

ATTACHMENT:

1. Traffic Signal and Communications Plan, Phase 1
2. Advantec Consulting Engineers Proposal for Phase 2

ATTACHMENT 1

Traffic Signal and Communications Plan, Phase 1

Link to [Traffic Signal and Communications Plan](#)

ATTACHMENT 2

Advantec Consulting Engineers Proposal, Phase 2

July 31, 2024

CITY OF MONTEREY PARK
320 West Newmark Avenue
Monterey Park, CA 91754

ATTN: Mr. Ziad Mazboudi, PE, LEED AP, (CIP Manager/Transtech)

SUBJECT: Proposal for City of Monterey's Park's Adaptive Traffic / Traffic Responsive Control System Project – Project No. 96026: PHASE 2 - Preparation of Plans, Specifications, and Estimates (PS&E), System Software License Procurement, Environmental Documentation and Clearance, Bid and Construction Support, System Integration Support, and Signal Timing and Coordination, and Final Project Report

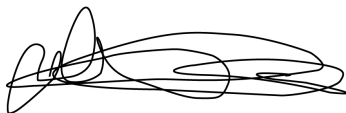
Mr. Mazboudi,

ADVANTEC Consulting Engineers, Inc. (ADVANTEC), is pleased to submit our letter proposal to provide the City of Monterey Park with professional design services for the **City's Adaptive Traffic / Traffic Responsive Control System Project, Phase 2** including, but not limited to the preparation of plans, specifications, and estimates (PS&E), system software license procurement, environmental documentation and clearance, bid and construction support, system integration support, signal timing and coordination, and the final project report including a "before and after study" comparison analysis.

Our design and signal timing services are based on the recommendations and cost analysis for the proposed improvements from **Phase 1 - Traffic Signal and Communication Plan** project report.

ADVANTEC appreciates the opportunity to submit this letter proposal and looks forward to working with the City. Our proposed scope of services, schedule, and fees are detailed in the "Phase 2: Scope of Work Program" and our "Fee Schedule" attached. If you have questions, please feel free to contact me at (714) 904-0067 or jdorado@advantec-usa.com.

Sincerely,
ADVANTEC Consulting Engineers, Inc.



John Dorado, PE
Project Manager

City of Monterey Park

Approved By: _____

Date: _____

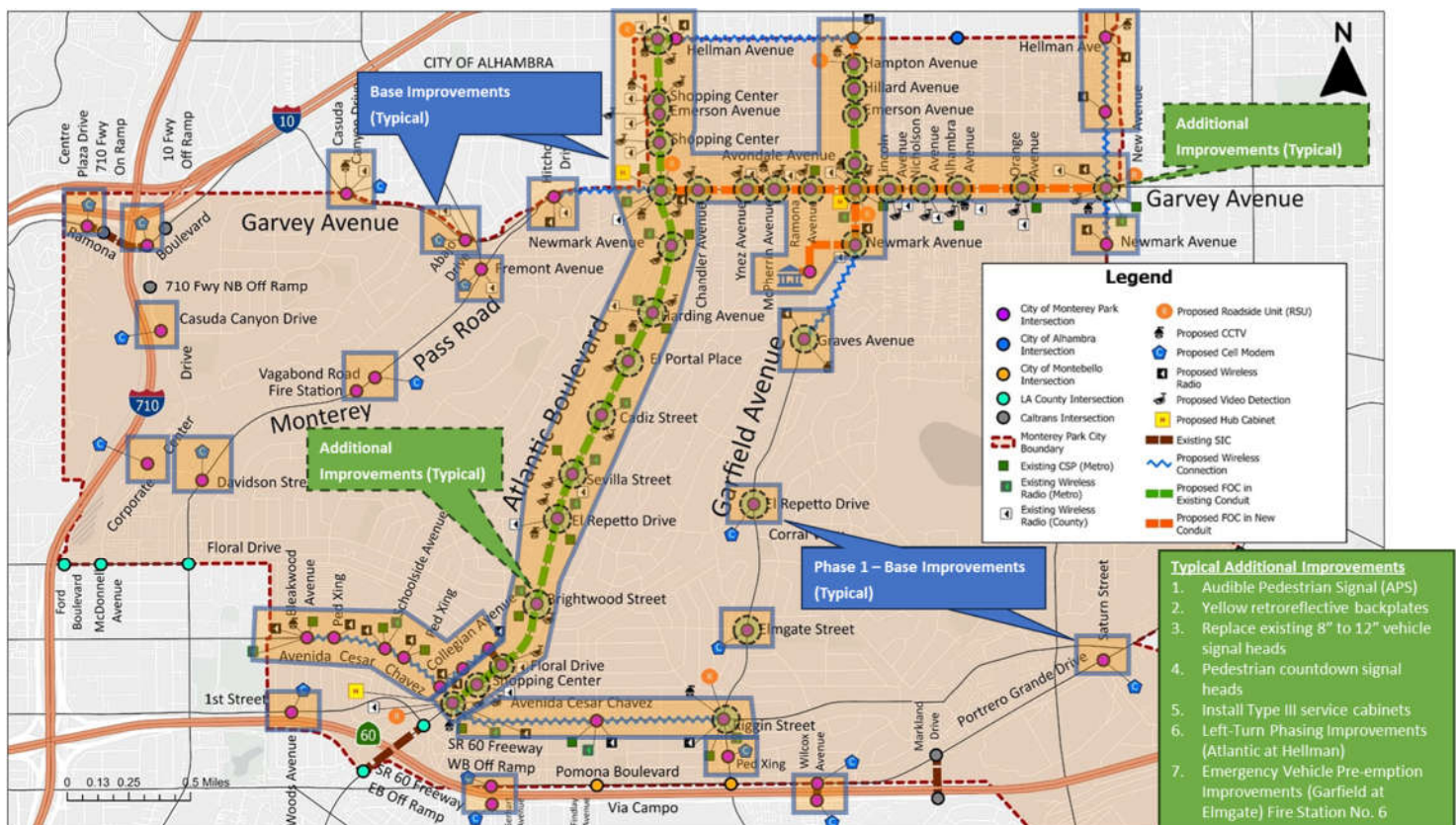
PHASE 2: SCOPE OF WORK PROGRAM

Phase 2: Description of Work

Phase 2 consists of preparing project plans, specifications, and estimates (PS&E) based on the approved improvements from Phase 1. This includes, but not limited to, upgrading existing traffic signal controllers and cabinets, installing fiber optic cable and/or wireless radios, Ethernet switches, communication hubs, vehicle detection (loops/video), Closed Circuit Television (CCTV) camera systems, prepare and implement new traffic signal timing and traffic signal synchronization and fine-tuning, installing a new central ATMS at City Hall, upgrade ATMS for connectivity to LA County's Traffic Management Center (TMC), implement Adaptive Traffic Control System (ATC) and/or responsive traffic control plans, and other traffic signal equipment improvements (e.g. Accessible Pedestrian Signals, battery backup systems, etc.) and ITS technologies as identified in **Phase 1**. This phase also consists of system software/license procurement, environmental documentation and clearance, bid and construction support, system integration support, and final project report including a "before and after study" comparison analysis.

Figure 1 below illustrates the proposed project improvements for **Phase 2** of the project. ADVANTEC will prepare plans, specifications, and estimates (PS&E) based on the improvements shown including, but not limited to the additional work at intersections, such as, battery backup systems, APS upgrades, retroreflective backplates, pedestrian countdown signal heads, service cabinets, left-turn phasing upgrades (Atlantic & Hellman), and emergency vehicle pre-emption improvements (Garfield & Elmgate, Fire Station No. 62), work at City Hall and modifications to LA County's traffic management system for connectivity, operations, and maintenance with the City.

Figure 1: Proposed Project Improvements



The following summarizes some of the primary project improvements shown in **Figure 1** including additional work at intersections, work at City Hall, and modifications to LA County's traffic management system. ADVANTEC will

prepare our PS&E package based on these improvements, including other required improvements as we continue through the preliminary and final design phases.

1. Per corridor: Atlantic Boulevard, Garvey Avenue, and Garfield Avenue - 35 Signals

a. Atlantic Boulevard - 15 signals

- 1) 72 Strand Fiber Optic Cable (Approx. 14,500 LF)
- 2) Wireless Radios - 2
- 3) CCTV Cameras - 6
- 4) Video Detection Systems - 15
- 5) Type "P" Traffic Signal Controller - 6
- 6) ATC Controllers - 15
- 7) Battery Back-up System - 5
- 8) Communication Hub Cabinet - 2
- 9) APS Upgrades (per push button) - 68
- 10) Retroreflective Backplates - 195
- 11) Replace 8" Vehicle Signal Heads - 42
- 12) Pedestrian Countdown Signal Heads (Module Only) - 22
- 13) Install Type III Service Cabinet - 1
- 14) Atlantic Boulevard at Hellman Avenue: Left-Turn Phasing Analysis and Left-Turn Phasing Upgrades (Traffic Signal Modification)

b. Garvey Avenue - 9 signals

- 1) 2" HDPE Conduit (Approx. 8,000 LF)
- 2) 72 Strand Fiber Optic Cable (Approx. 8,700 LF)
- 3) Wireless Radios - 1
- 4) CCTV Cameras - 4
- 5) Video Detection Systems - 9
- 6) ATC Controllers - 9
- 7) Communication Hub Cabinet - 2
- 8) APS Upgrades (per push button) - 62
- 9) Retroreflective Backplates - 104
- 10) Pedestrian Countdown Signal Heads (Module Only) - 32
- 11) Install Type III Service Cabinet - 1

c. Garfield Avenue - 11 signals

- 1) 2" HDPE Conduit (Approx. 1,850 LF)
- 2) 72 Strand Fiber Optic Cable (Approx. 4,200 LF)
- 3) Wireless Radios - 4
- 4) CCTV Cameras - 3
- 5) Video Detection Systems - 1
- 6) Type "P" Traffic Signal Controller - 2
- 7) ATC Controllers - 8
- 8) Battery Back-up System - 3
- 9) Communication Hub Cabinet - 1
- 10) APS Upgrades (per push button) - 50



- 11) Retroreflective Backplates - 5
- 12) Pedestrian Countdown Signal Heads (Module Only) - 23
- 13) Install Type III Service Cabinet - 1
- 14) Garfield Avenue at Elmgate Avenue: Emergency Vehicle Pre-emption (EVP) improvements (Traffic Signal Modification) for Fire Station No. 62

2. Communication Link to City Hall

- 1) 2" HDPE Conduit (Approx. 1,100 LF)
- 2) 72 Strand Fiber Optic Cable (Approx. 1,600 LF)
- 3) ATC Controllers - 1
- 4) Battery Back-up System (Ramona/Ped Xing) - 1

3. Improvement at other Monterey Park Signalized Intersections - 31 Signals

- 1) ATC Controllers - 28
- 2) Battery Back-up System - 13
- 3) Wireless Radios - 13
- 4) Cellular Modems - 16

4. City Hall Equipment (Central Traffic Management System Equipment and Local Operator Workstation)

- 1) Traffic Operator Workstation w/External Monitors
- 2) Workstation Updates - Access to Centracs ATMS, Adaptive Traffic Control System Access (Cloud-Based), and Video Management System (VMS) access
- 3) Core Switch, Server Rack, KVM, PSU, Firewall/ VPN Appliance
- 4) Video Management System (VMS) Server
- 5) Fiber distribution unit, fiber optic cables, and equipment

5. LA County Equipment/Upgrades (TMC)

- 1) Additional Traffic Controller Licenses (35)
 - a. Centracs Server Updates - System Mapping/Layouts/Configuration (Adding 35 intersections)
- 2) Adaptive Traffic Control Module Service Package
- 3) Core Switch

A detailed table, **Table 1**, is provided as an **Attachment** to this document. This table is based on our recommendations from **Phase 1**, Traffic Signal Communications Plan report, and includes additional equipment that will be required by the project.

Phase 2: Scope of Work

Phase 2 – Adaptive Traffic/Traffic Responsive Control Systems Project

This section provides ADVANTEC's detailed approach and scope of work program to complete **Phase 2** of City of Monterey Park's Adaptive Traffic/Traffic Responsive Control Systems Project. We have developed our scope of work by task, subtask and deliverables for **Phase 2 based on our recommendations from Phase 1, "Traffic Signal and Communication Plan" project report** and as shown in **Figure 1 and Table 1** (in the Attachments section), and as indicated in the RFP.

Please note that the Scope of Work for Phase 2 begins with Task 5. Tasks 1 through 4 are covered in Phase 1.

Task 5 – Design of all Proposed Traffic Signal Improvements

Task 5.1.1 – Field Review

Field Review - ADVANTEC's Senior Traffic Engineers/Field Technicians will conduct a thorough field review at each project signalized intersection and along the project area. Our field review will consist, but not limited to collecting the following:

- ✓ All roadway features including curb lines, property lines, edges of pavement, edges of paved sidewalks, curb returns, curb ramps, driveways and bus pads
- ✓ Traffic signal equipment and existing ITS equipment
- ✓ Communication type and associated equipment (e.g. Ethernet switches, fiber distribution units, splice closures, fiber optic cable, terminal servers, fiber optic modems, wireless radio and equipment, twist-pair/copper cable, termination blocks, etc.)
- ✓ Communication conduit sizes, pull boxes, conduit sweeps, and cables
- ✓ Nearby underground utilities, cabinets, sub-structures, basements and vaults; and nearby aboveground structures (including bus shelters), aboveground cable and permanent street furniture
- ✓ Other field conditions that might affect a design decision
- ✓ Roadway geometry and lane configurations, lengths of turn pockets, striping, street lighting, and power poles
- ✓ Existing signal phasing and timing, speed limits, and major sources/sinks of traffic



Upon completion of the above items, ADVANTEC will identify potential constraints that may be encountered in relation to the proposed improvements. This information will be used to prepare base mapping and proposed improvements at the project improvements. This information will also be used as our foundation for our inventory and assessment of existing conditions, recommended improvements and preparation of the project plans.

Deliverables Task 5.1.1:

- ✓ Data collection inventory matrix, project survey, field review notes, and photos.

Task 5.1.2 – Utility Coordination

Utility notification and coordination will be required to ensure quality design and help eliminate utility conflicts during construction. Utility notifications will be provided to the various utility owners within the sphere of the project; the notifications will be prepared using the City's letterhead. ADVANTEC will request locations for existing and proposed underground and overhead utilities, including high risk utilities. The utility information provided by the agencies will be delineated on the plans based on their record drawings and our field review. The location of our proposed improvements will take into consideration the existing utilities. In the event of any utility conflicts, ADVANTEC will coordinate the relocation of all utilities affected by the project. Our goal is to locate their facilities prior to the start of construction of the project improvements. ADVANTEC will compile all utility coordination and information in a matrix format to include dates of notification, persons/utility notified and responses from the utility company. Letters will be sent to the utility companies requesting their review and verification of their facilities during the preliminary and final plan submittals to obtain their concurrence with the information shown on the plans. Copies of this information will be updated upon receipt and provided to the City of Monterey Park at the scheduled project meetings and/or as the information has been received. ADVANTEC will conduct utility coordination throughout the preliminary and final design phases of the project.

Please note ADVANTEC's fees do not include fees or costs associated with the processing and collection of as-built plans or documentation from the utility companies. Typically, fees are waived when submitting utility requests using the City's letterhead.

Deliverables Task 5.1.2:

- ✓ Utility notification and coordination, utility letters, utility plans and utility coordination matrix.



Task 5.1.3 – SCE Coordination

ADVANTEC will coordinate with SCE for design and installation of a new service cabinet at locations with existing Type I service cabinets. ADVANTEC will coordinate with SCE to determine the service point location and feed to new traffic signal service cabinet/enclosure. This typically requires filling out a SCE customer service request form and coordinating design requirements including potential design from SCE (conductors, conduit, pull boxes, etc. from the service point to the new service enclosure). To help expedite the process, this requires early coordination with SCE staff, and will be one of our first orders of work. Our coordination efforts under this task will minimize delays during construction.

Based on our recommendations for Phase 1, there are four (4) locations where we will removing existing and install new Type III service cabinets.

Deliverables Task 5.1.3:

- ✓ SCE Coordination, SCE Customer Service Forms and Permits for four (4) locations.

Task 5.1.4 – Left Turn Phasing Analysis - Atlantic Blvd at Hellman Ave

A technical report will be prepared with introduction, purpose, study area, existing conditions, analysis methodologies, left turn phasing analysis and recommended improvements. We anticipate two submittals that include a draft and final format of the project report will be based on the City's review and approval.

ADVANTEC will prepare a left-turn phasing at Atlantic Blvd/Hellman Ave to determine the recommended left-turn phasing, such as protected-permissive, protected, and/or to maintain existing permissive phasing. The analysis will be prepared using the latest Federal Highway Administration (FHWA) guidelines, and industry best practices. Based on our evaluation, the recommended left-turn phasing will be provided. This includes protected left-turn phasing and protected-permissive left-turn phasing for all directions.

The peak hour turning movement volumes including pedestrians and bicyclists and intersection collision history will be reviewed and documented in the study as part of the preparation of the left turn phasing analysis. It is assumed that the City will provide collision history data for the past three to five years.

ADVANTEC will use following traffic data that we recently collected for the City of Monterey Park.

- AM, Midday, and PM peak hour turning movement counts (vehicle, pedestrian, and bicycle) on a Tuesday, Wednesday, or Thursday.

Deliverables Task 5.1.4:

- ✓ Draft and Final submittals for Left Turn Phasing Analysis at Atlantic Blvd and Hellman Ave.

Task 5.1.5 – Design Proposed Traffic Signal Improvements

ADVANTEC will prepare preliminary improvement plans at each intersection showing traffic signal pole and equipment locations, and communications improvements for the City's review and approval prior to final design.

After City's approval of the preliminary improvement plans, ADVANTEC will advance the design to the final PS&E stages (60%, 90% and 100% Submittals). The fiber optic communication plans, traffic signal improvement plans, and ADA compliant pedestrian ramp details will conform to the City's requirements and will be prepared in AutoCAD at 1"= 40' or 1"=20' scale on 24"x36" City of Monterey Park title block. The PS&E will also be in conformance with the corresponding latest editions of Standard Specifications for Public Works Construction (Greenbook); American Public Works Association (APWA) Standard Plans for Public Works Construction; and Caltrans Standard Specifications and Standard Plans; California Manual on Uniform Traffic Control Devices (CAMUTCD) and applicable design standards. All plans will be prepared by a registered Civil Engineer in the State of California.



Based on our assessment of the proposed improvements and details, we have determined this project will require approximately **77 plan sheets**. The following table provides a breakdown of the number of sheets, the types of plans, and work or information associated with each plan per project.

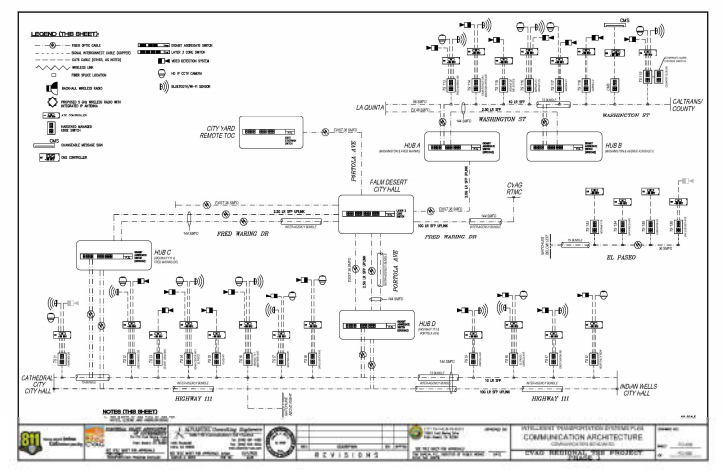
Description	Scale	No. Sheets
Titlesheet	No scale	1
Construction Notes and Legend	No scale	1
Project Improvements/Communications Schematic Plan	No scale	1
Traffic Signal Improvement Plans - Upgrades along Atlantic, Garfield and Garvey (35 Locations - 1 per Sheet)	1:20	35
Traffic Signal Improvement Plans - Minor Upgrades for other Signals Citywide (31 Signals - 4 Per Sheet)	1:40	8
Fiber Optic Communication Plans	1:40	16
Detail Sheet: Fiber assignment details	No scale	8
Detail Sheet: Trenching, pull box placement, splice vaults, and conduit sweeps	No scale	1
Detail Sheet: Typical Traffic Signal Controller Cabinet and Communication Hub Layout and Equipment Schematics	No scale	1
Detail Sheet: Typical Retroreflective Backplate Replacement	No scale	1
Detail Sheet: Typical Pedestrian Head/Module Replacement and APS/PPB Replacement	No scale	1
Detail Sheet: Typical Video Detection Installation	No scale	1
Detail Sheet: Fiber Optic Routing and Connectivity to City Hall Server Room and Workstation(s); and Workstation Detail (Desk, Computer, and Monitors); Improvement Details for LA County TMC	No scale	1
Detail Sheet: Server Room Equipment Rack Details	No scale	1
TOTAL		77

The following provides a brief description of each sheet with the exception of some detail sheets.

Title Sheet - ADVANTEC will prepare a project title sheet. The project Title Sheet will include project title, vicinity map, general notes, benchmark with basis of coordinates, dig alert information, list of utility companies with contact name and telephone number, sheet index, and legend of symbols.

Construction Notes and Legend - ADVANTEC will prepare a construction notes and legend sheet in accordance to the project improvements. The construction notes and legend sheet will include construction notes and legend associated with each plan sheet type (traffic signal , ITS, and communications improvements).

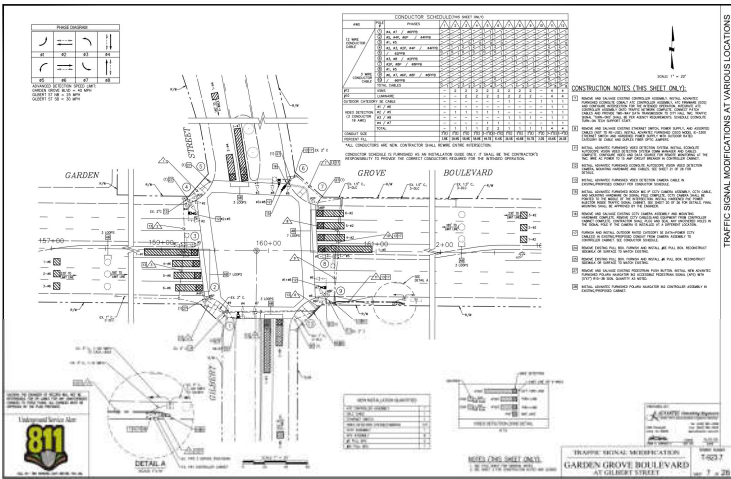
Project Improvements/Communications Schematic Plan - ADVANTEC will prepare a detail sheet of the TMC equipment and communication between existing equipment and proposed enhancements for a fully operational and control of field equipment. This includes the project corridor that illustrates the general location of each traffic signal controller cabinet, ITS elements, field communication hub cabinets, and connection to each TMC including the communications type and link. This is important because it gives the City an “at a glance” understanding of the communication layout.



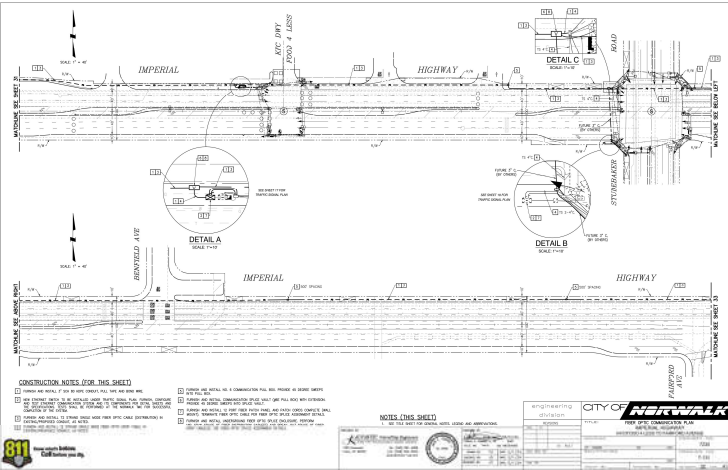
Traffic Signal Improvement Plans - ADVANTEC will prepare traffic signal improvement plans as necessary for the City per their requirements. The traffic signal improvement plans are provided due to the type of improvements that require adequate details of the project intersection, and to ensure it clearly shows the Contractor how to install and setup traffic signal, communication, and ITS equipment. The types of improvements typically include the combination of CCTV cameras, video detection systems, Ethernet Switches, advanced transportation controller (ATC) units, pedestrian push buttons, BBS, SPMs, conduit and pull box replacement, and other as indicated in the RFP. The plans will include all base mapping, as-built information and utilities, and all existing and proposed traffic signal, and ITS improvements including modified conductor schedules, construction notes, and any details necessary to facilitate the installation and construction of the project improvements. The traffic signal improvement plans will be prepared at 1”=20’ or 1”=40’ scale.

- ✓ Due the miscellaneous traffic signal improvements such as, battery backup systems, APS upgrades, retroreflective backplates, pedestrian countdown signal heads, service cabinets, etc.), along Atlantic, Garvey, and Garfield we are assuming additional detail will be required, and we are proposing to show **one intersection per sheet at 1”=20’ scale, 35 signals for total of 35 sheets.** An example is shown to the right.
- ✓ In addition, ADVANTEC will prepare Traffic Signal Modification Plans for the following intersections:
 1. At Atlantic Boulevard and Hellman Avenue intersection for left-turn phasing improvements.
 2. At the Garfield Avenue and Elmgate Avenue for Emergency Vehicle Pre-emption (EVP) improvements for Fire Station No. 62.

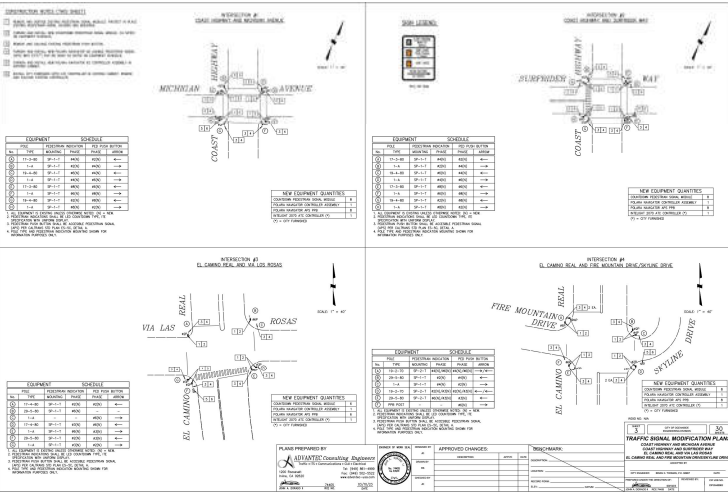
These two intersections are included the the sheet count mentioned above (total 35 sheets)and will be prepared at 1”=20’ scale with additional details, such as pole schedule, conductor schedule, other pertinent information, details, and construction note to perform the work.



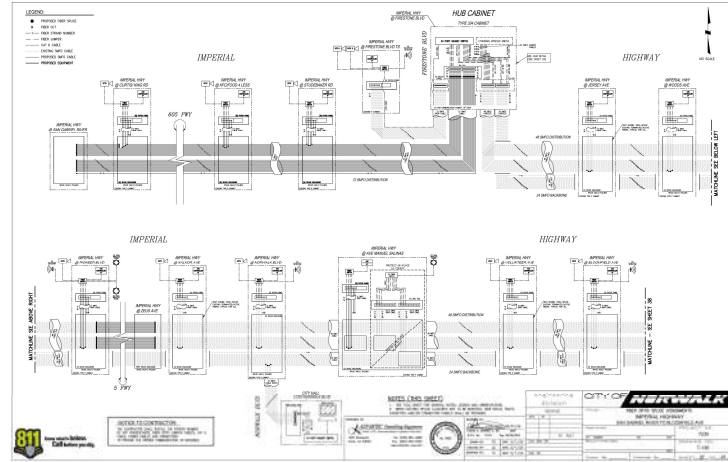
✓ Due the minor traffic signal improvements at the other signalized intersection, 31 signals, we are assuming less detail will be required, and we are proposing to show **four (4) intersections per sheet at 1"=40' scale, approximately 8 sheets.** An example is shown to the right.



Fiber Optic Communication Plans - ADVANTEC will prepare the fiber optic communication plans. The communications plans will include all base mapping from our field review, as-built information, and utilities including the specified border, title block, signature block, and construction details necessary to facilitate the installation of the project improvements. The communication system plans will be prepared in AutoCAD at 1" =40' scale with blow-ups at 1" =20' scale and in accordance with standards set forth by each City. All plans will be prepared by a registered Civil Engineer in the State of California.



Detail Sheet: Fiber Optic Assignment Plans - ADVANTEC will prepare a detail sheets for fiber optic cable assignment details. This will show how each strand is spliced and linked to each traffic signal, communication hub, and City's TMC. This will be provided for each City per the project improvements. It will show the fiber strands that are not used and can be reserved for future connections. This is a key project component because it allows the City to know how many fiber strands are being used and its connection to each field element. This information is critical to trouble shooting, modifying and expanding the system.



Other Detail Sheets - ADVANTEC will prepare other details sheets for the work related to the traffic signal improvements, ITS, and the fiber optic communications. This includes, but not limited to:

- ✓ Trenching, pull box placement, splice vaults, and conduit sweeps
- ✓ Typical Traffic Signal Controller Cabinet and Communication Hub Layout and Equipment Schematics
- ✓ Typical Retroreflective Backplate Replacement
- ✓ Typical Pedestrian Head/Module Replacement and APS/PPB Replacement
- ✓ Typical Video Detection Installation
- ✓ Fiber Optic Routing and Connectivity to City Hall Server Room and Workstation(s); and Workstation Detail (Desk, Computer, and Monitors)
- ✓ City Server Room Equipment Rack Details
- ✓ Improvement Details for LA County TMC

Construction notes and other details will be provided to facilitate the project improvements.

Technical Specifications - ADVANTEC will prepare the project Technical Specifications and Bid Documents for the proposed project and the associated improvements based on the City's requirements. The technical specifications will include a project description, preparation of bid schedules, bid item descriptions, payment methods, special provisions, technical specifications, and any specification detail sheets or standard plans.

ADVANTEC will also include specification requirements, defining the contractor testing and acceptance plan for the Ethernet communications network, and establishing performance metrics using industry-standard testing procedures. ADVANTEC will also include functional specifications for each City's selected systems including requirements for the proposed hardware and software to fully installed, configured, integrated, tested, and commissioned to the manufacturer's specifications, and the project plans.

Construction Quantity Take-offs and Construction Cost Engineer's Estimates - ADVANTEC will prepare construction quantity take-offs and construction cost engineer's estimates for the proposed improvements. The unit costs will be based on current cost data and historical cost data associated with the identified bid items. Preliminary and final quantities and construction cost estimates will be provided to the City.

City and Agencies Encroachment Permits – ADVANTEC will coordinate, prepare and submit applications to conduct with cities and/or LA County that shares project intersections. We assume no-fee encroachment permits from each agency.

Deliverables Task 5.1.5:

- ✓ Preliminary Plans Plan Set (Total of 59 sheets) – 30% Submittal (PDF)
- ✓ Project Plan Set (Total of 77 sheets) – Submittals will be provided at 60%, 90%, 100%, and Final.
 - This includes PDF and 2 sets of full size (24"x36") bond copies will be provide with each submittal.
 - Final submittal will be one set of signed Mylars including PDF and AutoCAD files as requested.
- ✓ Technical Specifications – Submittals will be provided at 60%, 90%, 100% and Final. Technical specifications will be prepared using Microsoft Word (latest version) and provided to the City in Word and PDF formats for each submittal.
- ✓ Construction Quantity Take-offs and Construction Cost Estimates – Submittals will be provided at 60%, 90%, 100% and Final.
- ✓ City and County Agency Encroachment Permits

Task 5.2 – Develop Detailed Timing Sheets and Synchronization Plans

ADVANTEC will gather timing sheets and conduct field measurements to assist in the review of the current traffic signal timing parameters (yellow, all-red, walk, flash-don't-walk, bicycle minimum green, vehicle extension, etc.) **for all 66 city traffic signals**, and revise according to the latest guidelines of the California Manual on Uniform Traffic Control devices (CA-MUTCD) and L.A. County Department of Public Works (LACDPW).

ADVANTEC will develop Synchro models for 4 peak periods (AM, Midday, PM, and Saturday) that will include all three study corridors in one file. The models will include peak-hour intersection turning movement (ITM) counts collected under Phase 1-Task 2, all the intersection geometry (number of lanes, pocket lengths), arterial segment data (posted speeds, number of lanes, lane drops), traffic signal operations (phases, overlaps, phase restrictions) and traffic signal timing parameters.

ADVANTEC will analyze and select the appropriate cycle lengths for each corridor, corridor segment and time period, to maximize green bands, and minimize delay and stops. The cycle length search will identify the shortest possible cycle for each period that provides adequate green time for each movement and covers the pedestrian clearance times (walk+“flash-don’t-walk”+yellow+red). Techniques such as lead-lag phasing, fixed/float force-offs and Max Green limits will be used to optimize traffic flow and signal operations. ADVANTEC will submit the recommended cycle length for City review and approval.

ADVANTEC will develop optimized signal timings using the results from Synchro/SimTraffic, in conjunction with Tru-Traffic and recommend any changes to the signal phasing at each signalized intersection that may improve the efficiency of operations. Tru-Traffic Software will be used to augment and enhance green band throughput and, to incorporate specific off band coordinated traffic platoons into the corridor operation as required by data analysis and field observations. ADVANTEC will submit Synchro files.

Upon approval of the optimized signal timings by City and LA County staff, ADVANTEC will prepare timing charts for each intersection on the project corridor showing the implementation-ready timing parameters, including approved basic timing, phase sequence, coordination patterns, action plans, day plans, schedule plans, and time of day functions.

ADVANTEC will prepare complete timing sheets for 66 traffic signals in the format corresponding to the proposed signal controller and as required by LA County and City staff. Timing sheets will contain all necessary parameters to configure and operate the new controller and enable communication with the central system. Any existing special timing and signal coordination plans will be translated to new controller format. All new signal synchronization plans developed for the 35 project intersections will be included in the new timing sheets. Timing sheets will be submitted to LA County and City for review and approval. ADVANTEC will revise the timing sheets according to staff comments and will submit the final version for city records.

Deliverables Task 5.2:

- ✓ Signal Timing Sheets for all City intersections (66 Traffic Signals)
- ✓ Recommended signal synchronization plans for the 35 intersections in three corridors.

Task 6 – Environmental Analysis

Based on our coordination with the City, the City will prepare the categorical exemption letter/form for the project.

Please note: Since the City is completing this task, ADVANTEC does not have fees associated with this task, but this line item will be shown in the fee schedule for consistency with the RFP and these scope of services (without fees). This is noted in the fee schedule as well.

Deliverables Task 6:

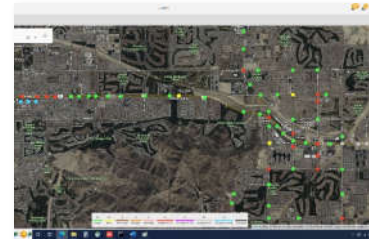
- ✓ Categorical Exemption Letter/Form (By City)

Task 7 –Acquisition and Integration support for the Central Control System.

Task 7.1 – Traffic Signal/Adaptive System/ ITS System Vendor Selection and Acquisition/Procurement of System Software Licensing

ADVANTEC will assist the City with final selection of systems and procure system licensing. We are assuming this includes the following technologies:

1. Traffic Management System/Traffic Controller/Adaptive Systems
2. Ethernet Switches
3. Video Detection System
4. CCTV Camera System and Video Management Systems (VMS)



TECHNOLOGY ASSESSMENT, MEETINGS, DOCUMENTATION, RECOMMENDATIONS, AND FEE ANALYSIS

Vendor Meetings - Based on our shortlist of selected technologies and we hold in-person meetings with vendors to provide presentations regarding their systems. This will help the City select their preferred system.

For this task, we propose to conduct up to four (8) virtual meetings. This assumes shortlisting 4 technologies (1. Traffic Management System/Traffic Controller/Adaptive Systems, 2. Ethernet Switch, 3. Video Detection, 4. CCTV Camera System/VMS), and meeting with two vendors per the same technology (total 8 meetings).

Evaluate Alternatives - Our evaluation of the off-the-shelf systems will be based on our selection criteria and ranking system that we developed with City staff. It is envisioned that our criterion will be assigned a weight (e.g., a number) to signify its importance in determining the selection of the system. The highest score will be associated with the criteria that are deemed the most important, and each subsequent criterion will have a lower score. The sum of each criterion will provide us with final scores. The system with the highest score will be the primary candidate. As part of the evaluation process, the ADVANTEC Team will invite the different manufacturers' representatives to demonstrate their technologies to County staff. The goal of these meetings is to get a better understanding of each system's features, system setup, software interface, and technical support directly from the manufacturers' representatives and technical staff. After the presentations, a roundtable discussion will commence with City staff to further discuss the pros and cons of each system. This will help the City decide on a system that will best fit their current and future needs, and that will provide the highest return on investment.

Document the Results and Select System - ADVANTEC will compile all information that has been conducted and prepare a Needs Assessment Report to select and implement the preferred system. The proposed format of the report will include an introduction, purpose, goals, and objectives, assessment of current technologies, comparison analysis, cost analysis, ranking system and scoring criteria, summary analysis, and selection of the recommended system.

ACQUISITION/PROCUREMENT

Based on the results of the Technology Assessment, ADVANTEC will assist with the acquisition/procurement of necessary software licenses, including fixed fee and/or subscription-based fee for up to 5 (five) years. Ultimately, the warranties and subscription-based duration will be dependent on the City during the design phase. This assumes up to 4 technologies 1. Traffic Management System/Traffic Controller/Adaptive Systems, 2. Ethernet Switch/Network Monitoring System, 3. Video Detection System, 4. CCTV Camera System/VMS.

Central Advanced Traffic Management System (ATMS) and Adaptive Traffic Control System (ATCS) Licensing Purchasing/Procurement- ADVANTEC will coordinate with the Contractor, the ATMS Vendor, and ATCS Vendor for direct purchase/procurement of licensing for additional and/or new traffic signal controllers that will be added to each system. This also includes assisting with the purchase of warranties, annual service contracts, and training. Based on the final quotes the ATMS and ATCS vendors provide during this process and per approval from the City,

ADVANTEC will purchase/procure the licensing, warranties, annual service contracts, and training. This includes preparing purchase orders, invoices, and delivery of services. **Note: It is anticipated that purchase of licensing**

Deliverables Task 7.1:

- ✓ Technology Assessment, Meetings (8), Documentation, and Recommendations
- ✓ Procurement of necessary software licenses, including fixed fee and/or subscription-based fee (duration to be determined) for up to 4 technologies. This includes the ATMS and ATCS.

Task 7.2 – System Integration and Training

System Integration - ADVANTEC will coordinate with the contractor for installation and integration of all ITS systems and hardware/software/firmware. ADVANTEC will assist with the complete System Integration of all ITS equipment including Closed Circuit Television (CCTV) Cameras, Video Detection Cameras, and communications equipment (Ethernet Switches), and all related items at both the TMC/TOC and intersection levels. ADVANTEC will provide oversight and input regarding the configuration and integration of all devices implemented by the Contractor. ADVANTEC will assist with finalizing system setup and preferences per the City and LA County to ensure all devices are working properly. Under this task ADVANTEC, will also prepare/update the City's IP address schema with Virtual Local Area Networks (VLAN) to integrate the new network switches, ATCS, and ITS elements. ADVANTEC will also include VLANs for future ITS elements.

We are assuming up to 6 days (48 hours) to be on site, and additional hours for coordination, meetings, and follow ups on action items (assuming up to 16 hours), and 4 hours for management.

Central Advanced Traffic Management System (ATMS) and Adaptive Traffic Control System (ATCS) System Integration and Implementation Assistance - ADVANTEC will provide system integration assistance for the setup, configuration, and implementation of the ATMS and ATCS systems. This includes, but is not limited to, coordination with the Contractor, the ATMS Vendor, and ATCS Vendor; and to provide assistance with integrating the traffic signal controllers to the ATMS and ATCS, and oversight of intersection mapping, graphics configuration and detection setup for each intersection that is added to each system.

Training - Prior to system acceptance and the beginning of the warranty period, ADVANTEC will schedule the selected vendor(s) for multiple training sessions for City staff to get familiar with the new system and functionality. This includes training for the ATMS, ATCS, Video Detection System, CCTV, Video Management System (VMS) training.

Deliverables Task 7.2:

- ✓ System Integration and Oversight for all ITS Equipment. We are assuming up to 6 days (48 hours) to be on site, and additional hours for coordination, meetings, and follow ups on action items (assuming up to 16 hours), and 4 hours for management. This also includes preparation and/or updating the Citywide IP Addressing Schema with VLANs.
- ✓ System Integration and Implementation Assistance for the Central Advanced Traffic Management System (ATMS) and Adaptive Traffic Control System (ATCS).
- ✓ Training for ATMS, ATCS, Video Detection System, CCTV and VMS. We are assuming up to 2 days (16 hours) to be on site and/or virtually.

Task 7.3 – Acceptance Test Plan

The purpose of this ATP test will be to validate the performance of the system under live operating conditions for the City of Monterey Park and at the LA County TMC.

ADVANTEC will prepare and develop acceptance testing procedures that will facilitate project acceptance, project close out, to validate the system goals and objectives identified under the Concept of Operations task. This will include a punch list to verify all systems functionality, control, operations, and management are working as intended.

Deliverables Task 7.3:

- ✓ Develop and provide acceptance testing procedures.
- ✓ Develop and provide punch list.

Task 8 – Limited Construction Support

ADVANTEC will provide construction support during the Bidding/Preconstruction, Construction, and Post-Construction Phases limited to the following:

Bidding Assistance

- a. Assist City staff in response to RFIs and issuance of Addendums to the bid package as necessary during the bidding process
- b. Attend the Pre-Bid meeting
- c. Assist City staff in evaluating bid responses

Construction Support

- d. Attend the Pre-Construction meeting
- e. Respond to RFIs to address the contractor's question
- f. Review submittals and shop drawings for approval during construction
- g. Assist City staff to conduct final inspection upon project completion
- h. Prepare and finalize As-built drawings from Contractor provide redline plans

Deliverables Task 8:

- ✓ Bidding Assistance: Attend pre-bid meeting, respond to RFI's, and evaluate bid responses.
- ✓ Construction Support: Attend pre-construction meeting, respond to RFI's, assist with changes, and shop drawing reviews
- ✓ Prepare and finalize as-built drawings (77 Sheets)

Task 9 – Project Close Out – “Implementation” of new signal timing in the local controllers including fine tuning, system integration support, Completion of Before/After Study.

Task 9.1 – Implementation of Recommended Signal Timing

Synchronization Plans - ADVANTEC will implement new signal timings either through the central traffic signal system/ATMS or direct implementation at the intersection controller units. Updated timing sheets containing the most current controller timing will be placed within the controller cabinet and will be time/date stamped and signed by our Traffic Engineer.

ADVANTEC will ascertain that all traffic signal controllers are programmed to reference the same time synchronized time source and that reference for all cycle length calculation is 12:00 AM (midnight).

ADVANTEC will fine-tune the 4 coordination plans (AM, Midday, PM, and Saturday) in the field and record all changes. Fine-tuning will be conducted during times and days that are representative of the times and days for which coordination plans were developed. ADVANTEC will utilize Tru-Traffic software on a mobile device and use the floating car method to fine-tune the corridor operation and verify integrity of system intersection clocks.

Traffic Responsive - ADVANTEC will set up and fine-tune the Traffic Responsive parameters for each corridor. We will set up counting stations and define thresholds and triggers for the 4 synchronization timing plans.

- **Implementation of Traffic Responsive Operation (TRO)** – TRO consists of measuring traffic volumes along the corridor and selecting a synchronization plan, from a predefined set of programs, that best matches the measured traffic flow levels and directionality. ADVANTEC will define the detection points along the corridor and define thresholds and triggers (in terms of volumes, occupancy, time of day, etc.) that will be used to select the synchronization plans, and also be used to start and end each plan.

ADVANTEC will set up and implement the Traffic Responsive parameters for each corridor. We will monitor and fine-tune the TRO for a period of one month.

Adaptive System Support - ADVANTEC will assist the Adaptive System vendor to fine-tune the operation and parameters for the selected corridor. ADVANTEC will monitor the Adaptive System operation to verify that the system is responding to changes in traffic volumes along the corridor. We will also conduct travel runs along the corridor to verify how effective the signal synchronization is under Adaptive Operations.

Deliverables Task 9.1:

- ✓ Final timing sheets with fine-tuned synchronization plans for 35 signals.

Task 9.2 – System Acceptance

Project Close-out - In line with the System Integration and ATP plan listed in Task 7.3, the ADVANTEC Team will assist the City with confirming all the ITS elements are online and 100% communicating with the ATMS before project acceptance.

ADVANTEC will be present during the final acceptance tests and approvals. ADVANTEC will meet with the Contractor, the vendor, and the systems integrator at the City of Monterey Park (assuming three days) and at the County (assuming one day).

If the system fails, it will require a minimum of two weeks of continuous operations prior to final acceptance. ADVANTEC will coordinate with agency Traffic Engineering and/or inspection staff on a weekly basis to check-in on progress, respond to any discrepancies and quality of workmanship.

We are assuming up to 4 days (32 hours), ADVANTEC will be on site, and additional hours for coordination, meetings, and follow ups on action items (assuming up to 8 hours, and 4 hours for management).

Deliverables Task 9.2:

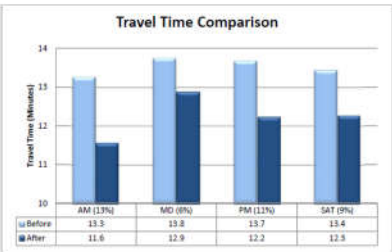
- ✓ Project Close-Out
 - We are assuming attendance up to 4 days (32 hours) to be on site, and additional hours for coordination, meetings, and follow ups on action items (assuming up to 8 hours, and 4 hours for management).

Task 9.3 – Perform After Study

ADVANTEC will conduct Travel time studies to measure the effectiveness of the project improvements and timing plans. We will conduct a set of travel time studies to measure the traffic conditions prior to the development and AFTER implementation of new timing plans.

Travel-time data and video will be collected using the floating car method, and a mobile device with GPS receiver and Tru-traffic software. ADVANTEC will conduct up to seven (7) runs in each direction for each of the weekday timing plans (AM, Mid-day, and PM) and a weekend (Saturday Mid-day), representative of the times and days for which synchronization plans were developed. Measures of Effectiveness (MOE) will include, travel time, average speed, number of stops per mile, number of intersections traversed on green vs. stopped by red (Greens per Red), Corridor Synchronization Performance Index (CSPI), fuel consumption reduction, pollution reduction, and other pertinent items.

Following the implementation of all system and timing enhancements, and with City approval, ADVANTEC will schedule “After” travel time studies to measure the effectiveness of the project.



ADVANTEC will conduct an “After” study representative of the times and days for which synchronization plans were developed. The “After” study will be conducted in the same manner and contain the same MOE’s as the “Before” study in order to evaluate the improvements of the synchronization plans.

ADVANTEC will prepare a memorandum comparing the results of the “Before” and “After” field study with reference to the specific MOE’s. The report will include data on total project cost along with a one-year and three-year projection on benefit to cost. Greenhouse Gases (GHG) emissions calculations will be performed and incorporated into the memorandum and Final Report. ADVANTEC will be available to present the results of “After” to City staff.

AFTER:	AM Peak		Midday Peak		PM Peak		Saturday Peak	
	NR	SB	NR	SB	NR	SB	NR	SB
Parameters	Value	Value	Value	Value	Value	Value	Value	Value
Avg Speed (mph)	33.2	33.8	28.3	31.5	31.1	32.8	30.7	32.4
No. Greens/No. Reds	5.5	4.8	3.5	4.8	5	3.9	4	3.8
No. Stops/Mile	0.7	0.8	1	0.8	0.7	0.9	0.9	0.9
CSPI Score	107.7	106.1	85.2	102.7	104.4	96.8	94.3	95
CSPI Tier	I	I	I	I	I	I	I	I

BEFORE/AFTER SYNCHRONIZED VIDEO - ADVANTEC will record videos of each Before and After travel time run for all four time periods and made available to the cities. We will prepare synchronized videos of “Before” and “After” runs for AM peak and PM peak using representative runs (average results). The videos will be synchronized and show side by side the “Before” and “After” runs and will include a diagram/map showing the location of the study vehicle also synchronized with the videos.

Deliverables Task 9.3:

- ✓ After Study
- ✓ Before and After Synchronized Video

9.4 Prepare “Before”/“After” Study Report ADVANTEC will prepare a “Before” and “After” Study Report containing an executive summary, and include complete documentation of the project tasks, such as:

- Project scope, objectives, locations, findings, and recommendations
- Data collected: counts, travel time studies, and project benefits achieved in terms of fuel savings, travel time, and other measurable parameters
- For each intersection: lane configurations, signal phasing, turning movement data, and implemented cycle lengths for all peak periods
- All work performed for system construction and signal timing optimization
- Implementation schedule and improvements accomplished, including dates
- Procedures for continuing maintenance, surveillance, and evaluation of the coordinated signal system



The report will document all planned and programmed improvements on the study corridor as well as recommendations for further infrastructure improvements that would likely improve the corridor signal coordination project results. The report will provide recommendations with cost and benefit estimates for future improvements to traffic signal infrastructure (signal controllers, vehicle detection, communications, etc.), intersection capacity (appropriate signal phasing, lane geometrics, and alleviation of physical bottlenecks that curtail arterial capacity), and traffic management strategies. ADVANTEC will update the Project Report per City comments and submit a final version with all appendices in electronic and hard copies.

Deliverables Task 9.4:

- ✓ Before/After Study Project Report.

Task 10 – Project Management

Project Management activities will be provided throughout the duration of the project, including the two-year time period allocated for monitoring and maintaining the system after construction of improvements, development and implementation of the coordination signal timing plans. This task includes day-to-day project management, such as meetings, progress reports, tracking of schedules, invoicing, and overall administration of the project. ADVANTEC will act as an extension of City staff at meetings with the City’s project management team. ADVANTEC will prepare

a detailed budget and schedule for all tasks, providing specific project milestones for review and approval by the City. We will include expected meetings, product submittal dates, critical path items, and a detailed flow chart for the project tasks.

ADVANTEC will lead a Project Kick-Off Meetings with City staff and all stakeholders. The meeting will be used to discuss the Scope of Work, project schedule, and budget; coordination with other agencies, and gather available information. ADVANTEC will discuss specific data collection needs, Traffic Signal Timing Optimization software, and construction considerations and required/optional procurement methodologies. Administrative items will include invoicing and reporting of monthly expenses. **Following the kick-off meeting, ADVANTEC will set up biweekly meetings to coordinate with City staff on a consistent basis.**

ADVANTEC will lead monthly project meetings with City staff and stakeholders, to ensure that proper input is being received and included in the work effort. ADVANTEC will prepare agendas, discuss the progress and direction of the work, and prepare meeting notes. ADVANTEC will submit monthly invoices, including a progress report, third-party invoices, schedule, and other documentation as requested by City. ADVANTEC will keep a running record of project cost and scope changes and/or any deviations from awarded contract. **ADVANTEC will operate and maintain a file-sharing portal to be used for project correspondence, file transfer, and schedule management.** ADVANTEC will assist the City to prepare, coordinate, and submit all necessary reporting and close-out documentation in compliance with METRO requirements on behalf of the City. **We assume up to six (6) virtual and/or in-person PDT meetings.**

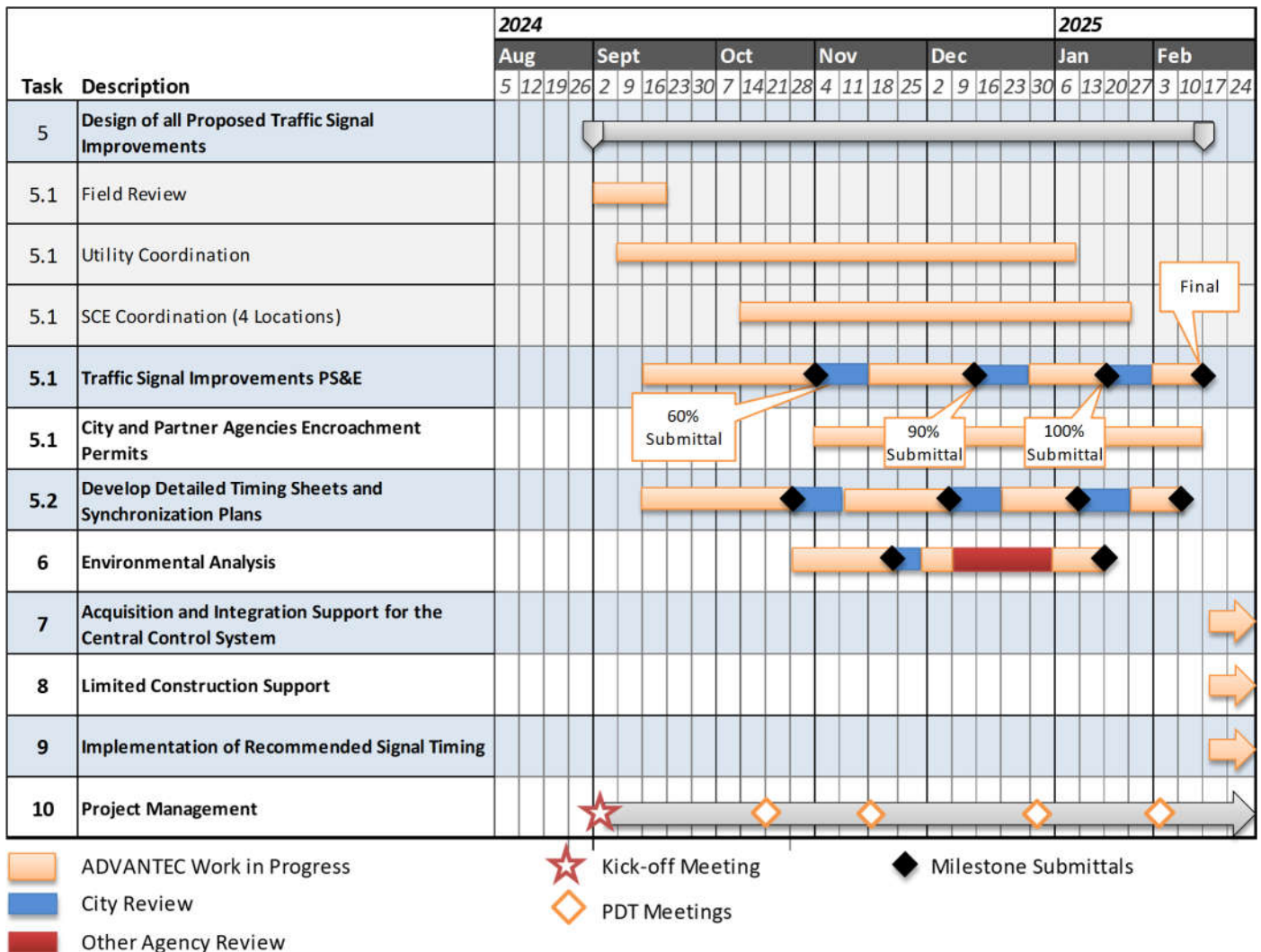
Deliverables Task 10:

- ✓ Project Management and Administration Meetings - Kick-off meeting attendance, biweekly meetings, and seven (7) virtual and/or in-person PDT meetings.
- ✓ Monthly progress reports, project schedule updates, meeting agendas, meeting minutes, and action item matrices.



PHASE 2: PROJECT SCHEDULE

Effective scheduling and cost control are critical activities throughout this Project. ADVANTEC has developed an innovative approach to accomplish the objectives of completing project as early as possible which will result in time and project cost savings. The ADVANTEC Team has the resources available to meet or accelerate the project deadline. The ADVANTEC Team is well versed in responding to projects that have important deadlines relative to funding constraints or public delivery commitment. The ADVANTEC Project Team will commit to delivering **Phase 2 within approximately 5 months** and all associated work shown in our project schedule below.





PHASE 2: FEE SHCHEDULE

Compensation for our personnel directly engaged for the work outlined in "Scope of Work" will be billed per the fee schedule attached.

As shown, compensation for our personnel directly engaged for the work outlined in "Scope of Work" will be for **\$689,354**. We will not exceed the budgeted amount without your written authorization.

In summary: Our fees for **Phase 1** is **\$182,778**, with the addition of **Phase 2** fees, **\$689,354**, the total fees equals **\$872,132**.

Fee Proposal
City of Monterey Park
Adaptive Traffic/Traffic Responsive Control Systems Project (No. 96026)
PHASE 2: Design (PS&E) and Traffic Signal Timing and Coordination



Date: 07/31/24

Task	Project Director	Project Manager	Project Manager	Senior Engineer	Key Support	Key Support	Key Support	Key Support	Support	Support	Other Direct Costs (ADVANTEC)	ADVANTEC Total Hours	ADVANTEC Total Cost	Sub-Consultant		Counts Unlimited (Traffic Data Collection)	Total Hours	Total Cost
														Mark Thomas				
														Other Direct Costs	Total Cost			
Rate	\$375	\$315	\$250	\$200	\$180	\$180	\$180	\$160	\$145	\$125								
PHASE 2: Design (PS&E) and Traffic Signal Timing and Coordination																		
5.1 Design of all Proposed Traffic Signal Improvements												\$ 35,395		\$ 18,366			\$ 53,761	
5.1.1 Field Review		2		8		16	12	24	40	44	\$950	146	\$ 23,360	\$420	\$18,366		236	\$41,726
5.1.2 Utility Coordination		1					8			16		25	\$ 3,755				25	\$3,755
5.1.3 SCE Coordination (4 Locations)		2					16			4	\$160	22	\$ 4,170				22	\$4,170
5.1.4 Left Turn Phasing Analysis		2							24			26	\$ 4,110				26	\$4,110
5.1.5 Design Proposed Traffic Signal Improvements												\$ 258,875		\$ 66,920			\$325,795	
Titlesheet & Costs for Printing Plan Set		1				1				10	\$6,200	12	\$ 7,945				12	\$7,945
Construction Notes and Legend		1				1			8			10	\$ 1,655				10	\$1,655
Project Improvements Schematic Plan		1				4			12			17	\$ 2,775				17	\$2,775
Traffic Signal Improvement Plans - (35 Sheets)		28		16		42	42	80	180	200		588	\$ 91,040		\$66,920		996	\$157,960
Traffic Signal Improvement Plans - Minor Upgrades (8 Sheets)		8				24				128		160	\$ 22,840				160	\$22,840
Fiber Optic Communication Plans (16 Sheets)		20		40			40		120	120		340	\$ 53,900				340	\$53,900
Detail Sheet: Fiber assignment Details (8 Sheets)		8		20				80				108	\$ 19,320				108	\$19,320



1200 Roosevelt
Irvine, CA 92620

Fee Proposal
City of Monterey Park
Adaptive Traffic/Traffic Responsive Control Systems Project (No. 96026)
PHASE 2: Design (PS&E) and Traffic Signal Timing and Coordination



Date: 07/31/24

Task	Project Director	Project Manager	Project Manager	Senior Engineer	Key Support	Key Support	Key Support	Key Support	Support	Support	Other Direct Costs (ADVANTEC)	ADVANTEC Total Hours	ADVANTEC Total Cost	Sub-Consultant		Counts Unlimited (Traffic Data Collection)	Total Hours	Total Cost
														Mark Thomas				
														Other Direct Costs	Total Cost			
Rate	\$375	\$315	\$250	\$200	\$180	\$180	\$180	\$160	\$145	\$125								
Detail Sheet: Trenching, pull box placement, splice vaults, and conduit sweeps		1				1				10		12	\$ 1,745				12	\$1,745
Detail Sheet: Typical Traffic Signal Controller Cabinet and Comm Hub Layout and Equipment Schematics		2		6					16			24	\$ 4,150				24	\$4,150
Detail Sheet: Typical Retroreflective Backplate Replacement		1				4				18		23	\$ 3,285				23	\$3,285
Detail Sheet: Typical Pedestrian Head and APS/PPB Replacement		1				2				12		15	\$ 2,175				15	\$2,175
Detail Sheet: Typical Video Detection Installation		1				2				8		11	\$ 1,675				11	\$1,675
Detail Sheet: FO Routing to City Hall, Server Room, Workstation(s); LA County TMC		4			8			20				32	\$ 5,900				32	\$5,900
Detail Sheet: Server Room Equipment Rack Details		4		8				32				44	\$ 7,980				44	\$7,980
Technical Specifications		8		16			48					72	\$ 14,360				72	\$14,360
Engineer’s Estimates		4		6			8	8	36	36		98	\$ 14,900				98	\$14,900
City and Partner Agencies Encroachment Permits		2					8		8			18	\$ 3,230				18	\$3,230

Fee Proposal
City of Monterey Park
Adaptive Traffic/Traffic Responsive Control Systems Project (No. 96026)
PHASE 2: Design (PS&E) and Traffic Signal Timing and Coordination



Date: 07/31/24

Task	Project Director	Project Manager	Project Manager	Senior Engineer	Key Support	Key Support	Key Support	Key Support	Support	Support	Other Direct Costs (ADVANTEC)	ADVANTEC Total Hours	ADVANTEC Total Cost	Sub-Consultant		Counts Unlimited (Traffic Data Collection)	Total Hours	Total Cost
														Mark Thomas				
														Other Direct Costs	Total Cost			
Rate	\$375	\$315	\$250	\$200	\$180	\$180	\$180	\$160	\$145	\$125								
5.2 Develop Detailed Timing Sheets and Synchronization Plans												\$ 61,700		\$ -			\$ 61,700	
Data gathering and Field Review/ Measurements		1	4		30				32		\$500	67	\$ 11,855				67	\$11,855
Review and revise traffic signal timing parameters		1	4		30				32			67	\$ 11,355				67	\$11,355
Network Modeling - Develop Sync Plans (35 intersections)		1	30		40				44			115	\$ 21,395				115	\$21,395
Prepare timing sheets for 66 intersections		1	20		30				44			95	\$ 17,095				95	\$17,095
6 Environmental Analysis** No Fees from ADVANTEC Team. City will complete these services.												\$ -		\$ -				
7 Acquisition and Integration support for the Central Control System												\$ 56,430		\$ -			\$56,430	
Technology Assessment, Meetings (8), Documentation, Recommendations, and Fee Analysis		20		12		40						72	\$ 15,900				72	\$15,900
Acquisition/Procurement of ATMS, ATCS, VMS, and other ITS Software Licenses		4		24								28	\$ 6,060				28	\$6,060
7.2 System Integration and Training		8		84								92	\$ 19,320				92	\$19,320
ATMS and ATCS System Integration Assistance		8		40								48	\$ 10,520				48	\$10,520
7.3 Acceptance Test Plan		2		20								22	\$ 4,630				22	\$4,630



1200 Roosevelt
Irvine, CA 92620

Fee Proposal
City of Monterey Park
Adaptive Traffic/Traffic Responsive Control Systems Project (No. 96026)
PHASE 2: Design (PS&E) and Traffic Signal Timing and Coordination



Date: 07/31/24

Task	Project Director	Project Manager	Project Manager	Senior Engineer	Key Support	Key Support	Key Support	Key Support	Support	Support	Other Direct Costs (ADVANTEC)	ADVANTEC Total Hours	ADVANTEC Total Cost	Sub-Consultant		Counts Unlimited (Traffic Data Collection)	Total Hours	Total Cost	
														Mark Thomas					
														Other Direct Costs	Total Cost				
Rate	\$375	\$315	\$250	\$200	\$180	\$180	\$180	\$160	\$145	\$125									
8	Limited Construction Support											\$ 24,240		\$ -			\$24,240		
8.1	Bid Support		8		8				4			\$80	20	\$ 4,840				20	\$4,840
8.2	Construction Support		16		24			36				\$80	100	\$ 19,400				100	\$19,400
9	Project Close Out											\$ 126,680		\$ -		\$ 2,880	\$ 129,560		
9.1	Implementation of Recommended Signal Timing													\$ -					
	Synchronization Plans		1	20		60				44			125	\$ 22,495				125	\$22,495
	Traffic Responsive Implementation		1	40		80				44			165	\$ 31,095				165	\$31,095
	Adaptive System Support		1	40		80				84			205	\$ 36,895				205	\$36,895
9.2	System Acceptance																		
	Project Close Out		4		40								44	\$ 9,260				44	\$9,260
9.3	Perform After Study		1	8			40			8			57	\$ 10,675			\$2,880	57	\$13,555
9.4	“Before” and “After” Study Project Report		4	8			40			40			92	\$ 16,260				92	\$16,260
10	Project Management (Phase 2)	4	36	20	24	20		36					140	\$ 32,720		\$5,148		164	\$37,868
Total Hours		4	220	194	396	378	217	254	248	816	630		3,357			522		3,879	
Total Cost		\$1,500	\$ 69,300	\$48,500	\$79,200	\$68,040	\$ 39,060	\$ 45,720	\$39,680	\$ 118,320	\$ 78,750	\$ 7,970		\$ 596,040	\$ 420	\$ 90,434	\$ 2,880		\$689,354
Other Direct Costs include mileage and printing fees.												SUMMMARY OF FEES							
												ADVANTEC		\$ 596,040					
												Mark Thomas		\$ 90,434					
												Counts Unlimited		\$ 2,880					
												TOTAL		\$ 689,354					
TOTAL FEE (Not-To-Exceed)																		\$689,354	



ATTACHMENT

- **Table 1: Proposed Project Improvements**



Table 1 summarizes project improvements shown in **Figure 1** including additional work at intersections, work at City Hall and modifications to LA County's traffic management system. These improvements are based on our recommendations from **Phase 1**, and are summarized by the following:

1. Per corridor: Atlantic Boulevard, Garvey Avenue, and Garfield Avenue - 35 Signals
2. Communication Link to City Hall
3. Improvement at other Monterey Park Signalized Intersections - 31 Signals
4. City Hall Equipment (Central Traffic Management System Equipment and Local Operator Workstation)
5. LA County Equipment (TMC)

Table 1: Proposed Project Improvements

Item No.	ITEM DESCRIPTION	QUANTITY	UNIT
Atlantic Boulevard (Hellman Avenue to Avenida Cesar Chavez Riggin Street) - 15 Signals			
1	72 SMFO Cable (Includes slack at pull boxes and splice vault)	14,320	LF
2	12 SMFO Drop Cable	900	LF
3	CCTV Cameras	6	EA
4	Video Detection System	15	EA
5	Type P Controller Cabinet and Foundation	6	EA
6	334 Hub Cabinet and Foundation	2	EA
7	ATC Controller	15	EA
8	Malfunction Monitoring Unit (MMU)	15	EA
9	Battery Back-up System	5	EA
10	Ethernet Edge Switch	15	EA
11	Aggregate (HUB) Ethernet Switch	2	EA
12	Patch Panel	15	EA
13	144 Port Fiber Distribution Unit (FDU) - Inside HUB	2	EA
14	Replace Existing Pull Boxes (#6)	17	EA
15	Remove Existing Pull Boxes and connect conduit to conduit	17	EA
16	Splice Vault	15	EA
17	Splice Enclosure	15	EA
18	Wireless Radio Antenna	2	EA
19	APS Upgrades (per push button)	68	EA
20	Retroreflective Backplates	195	EA
21	Replace 8" Vehicle Signal Heads	42	EA
22	Pedestrian Countdown Signal Heads (Module Only)	22	EA
23	Install Type III Service Cabinet	2	EA
24	Atlantic Boulevard at Hellman Avenue: Left-Turn Phasing Upgrades	1	EA
Garvey Avenue (Atlantic Boulevard to New Avenue) - 9 Signals			
1	2" HDPE Conduit	8,000	LF



Item No.	ITEM DESCRIPTION	QUANTITY	UNIT
2	72 SMFO Cable (Includes slack at pull boxes and splice vaults)	8,670	LF
3	12 SMFO Drop Cable	540	LF
4	CCTV Cameras	4	EA
5	Video Detection System	9	EA
6	ATC Controller	9	EA
7	Malfunction Monitoring Unit (MMU)	9	EA
8	Ethernet Edge Switch	9	EA
9	Patch Panel	9	EA
10	Pull Boxes (#6)	13	EA
11	Replace Existing Pull Boxes (#6)	-	EA
12	Remove Existing Pull Boxes and connect conduit to conduit	-	EA
13	Splice Vault	9	EA
14	Splice Enclosure	9	EA
15	Wireless Radio Antenna	1	EA
16	APS Upgrades (per push button)	62	EA
17	Retroreflective Backplates	104	EA
18	Pedestrian Countdown Signal Heads (Module Only)	32	EA
19	Install Type III Service Cabinet	1	EA
Garfield Avenue (Hellman Avenue to Riggin Street) - 11 Signals			
1	2" HDPE Conduit	1,855	LF
2	72 SMFO Cable (Includes slack at pull boxes and splice vaults)	4,180	LF
3	12 SMFO Drop Cable	420	LF
4	CCTV Cameras	3	EA
5	Video Detection System	1	EA
6	Detector Loops (20 loops/intersection)	9	LS
7	Type P Controller Cabinet and Foundation	2	EA
8	334 Hub Cabinet and Foundation	1	EA
9	ATC Controller	8	EA
10	Malfunction Monitoring Unit (MMU)	11	EA
11	Battery Back-up System	3	EA
12	Ethernet Edge Switch	11	EA
13	Aggregate (HUB) Ethernet Switch	1	EA
14	Patch Panels	7	EA
15	144 Port Fiber Distribution Unit (FDU) - Inside HUB	1	EA
16	Replace Existing Pull Boxes	6	EA
17	Pull Boxes (#6)	4	EA



Item No.	ITEM DESCRIPTION	QUANTITY	UNIT
18	Splice Vault	7	EA
19	Splice Enclosure	7	EA
20	Wireless Radio Antenna	4	EA
21	Cell Modem	2	EA
22	APS Upgrades (per push button)	50	EA
23	Retroreflective Backplates	10	EA
24	Replace 8" Vehicle Signal Heads	5	EA
25	Pedestrian Countdown Signal Heads (Module Only)	12	EA
26	Install Type III Service Cabinet	1	EA
27	Emergency Vehicle Pre-emption (EVP) Upgrade for Fire Station No. 62 at Garfield Avenue and Elmgate Avenue signal	1	EA
	Communication Link to City Hall		
1	2" HDPE Conduit	1,100	LF
2	3" Rigid Steel Conduit into Building	10	LF
3	45 Degree 3" L.B.	1	EA
4	72 SMFO Cable (Includes slack at pull boxes and splice vaults)	1,600	LF
5	12 SMFO Drop Cable (to TS Signal)	60	LF
6	ATC Controller (Ramona/Ped Xing)	1	EA
7	Malfunction Monitoring Unit (MMU) (Ramona/Ped Xing)	1	EA
8	Battery Back-up System (Ramona/Ped Xing)	1	EA
9	Ethernet Edge Switch (Ramona/Ped Xing)	1	EA
10	Pull Boxes (#6)	3	EA
11	Splice Vault	2	EA
12	Splice Enclosure	1	EA
	Other Monterey Park Signalized Intersections - 31 Signals		
1	ATC Controller	28	EA
2	Ethernet Edge Switch	13	EA
3	Battery Back-up System	13	EA
4	Wireless Radio Antenna	13	EA
5	Cell Modem	16	EA
	City Hall Equipment (Central Traffic Management Equipment)		
1	Traffic Operator Workstation w/External Monitors	1	EA
2	Server Updates - System Mapping/Layouts/Configuration (Adding 35 intersections)	1	EA
3	Core Switch	1	EA
4	Server Rack, KVM, PSU	1	EA
5	Firewall/ VPN Appliance	1	EA



Item No.	ITEM DESCRIPTION	QUANTITY	UNIT
6	Video Management System (VMS) Server	1	EA
	LA County Equipment (TMC)		
1	Additional Traffic Controller Licenses (35)	1	LS
2	Adaptive Traffic Control Module Service Package	1	LS
3	Core Switch	1	EA

Note: Please note that these improvements are from the Phase 1 "planning" stage, and may be subject to change based on our findings from our design phase (**Phase 2**).



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Consent Calendar - 3H

TO: The Honorable Mayor and City Council
FROM: Shawn Igoe, Director of Public Works
SUBJECT: Notice of Completion – Various Capital Improvement Projects

RECOMMENDATION:

It is recommended that the City Council consider:

1. Receiving and filing the Notice of Completion recorded by the Public Works Director on July 23, 2024 accepting the City Parks Playground Replacements Project completed by R.E. Schultz Construction, Inc.; and
2. Taking such additional, related, action that may be desirable.

EXECUTIVE SUMMARY:

Pursuant to City Council Resolution No. 11701, the Public Works Director is authorized to record a Notice of Completion for Capital Improvement Projects ("CIP"). The City recently completed CIP 95018, 95019, 95020, 95021, 95022, and 95024 – City Parks Playground Replacement Project. Upon completion, the work was inspected and approved by the City Engineer. It is recommended that the City Council receive and file the Notice of Completion recorded by the Public Works Director for these projects.

BACKGROUND:

On August 16, 2023, City Council awarded a contract to R.E. Schultz Construction, Inc. for CIP 95018, 95019, 95020, 95021, 95022, and 95024—City Park Playground Replacement. The work included several park improvements including the installation of pour-in-place surfacing, demolition and installation of new playground equipment and sidewalk improvements around the playground area at Sequoia Park, Garvey Ranch Park, Bella Vista Park and Highland Park. The final cost of the project was \$1,990,570.58.

2024-25 STRATEGIC PLAN GOAL:

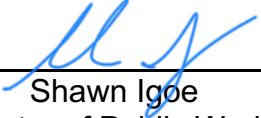
The completion of projects supports the City's goal to maintain, build and modernize infrastructure and facilities to support the current and future needs of the City and community.

FISCAL IMPACT:

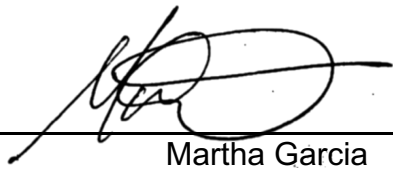
The combined budget for the City Park Playground Replacement project CIPs 95018, 95019, 95020, 95021, 95022, and 95024 was \$1,986,700. The final cost for the project was \$1,990,570.58. Due to project time delays, the final cost for Construction Management and Inspection Services was higher than originally anticipated.

Respectfully submitted by:

Reviewed by:



Shawn Igoe
Director of Public Works



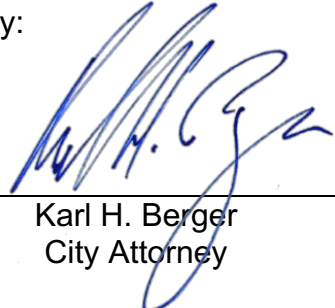
Martha Garcia
Director of Finance

Approved by:

Reviewed by:



Inez Alvarez
City Manager



Karl H. Berger
City Attorney

ATTACHMENT(S):

1. Notice of Completion – City Parks Playground Replacement

ATTACHMENT 1
Notice of Completion
City Parks Playground Replacement

**Recording Requested by
and When Recorded Mail To:**

**City Clerk, City Hall
320 W. Newmark Ave
Monterey Park, CA**

NOTICE OF COMPLETION OF CONSTRUCTION PROJECT

Project Name : City Parks Playground Replacement Project

Project No. : Specification No. 2023-007.

Take notice pursuant to Civil Code § 3093, *et seq.* that:

1. The undersigned is an officer of the owner of the interest stated below in the property hereinafter described.
2. The full name of the owner is: City of Monterey Park
3. The full address of the owner is: 320 W Newmark Ave, Monterey Park, CA, 91754
4. The nature of the interest of the owner is: In Fee
5. A work of improvement on the property hereinafter described was completed and field reviewed by the City Engineer on July 23th, 2024. The work done consisted of demolition and installation of new playgrounds at Sequoia Park, Garvey Ranch Park, Bella Vista Park, and Highland Park, including 2,890 SF of Sidewalk, 20LF of Curb & Gutter and 2 Curb Ramps around the play areas at mentioned playgrounds.
7. The name of the Contractors for such work of improvement were: R.E Schultz Construction, Inc.
8. The property on which said work of improvement was completed is in the City of Monterey Park, County of Los Angeles, State of California, and is described as follows:
Sequoia Park, Garvey Ranch Park, Bella Vista Park, and Highland Park.
9. The street address of said property is: Various Locations for each playground.
10. This Notice of Completion is being recorded in accordance with Resolution No. 11701 (adopted November 5, 2014).

Dated: 7/23/2024

City of Monterey Park


Public Works Director

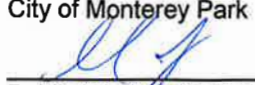
VERIFICATION

I, the undersigned, say: I am the Public Works Director for the City Monterey Park, the declarant of the foregoing Notice of Completion; I have read said Notice of Completion and know the contents thereof; the same is true of my own knowledge.

I declare under penalty of perjury the foregoing is true and correct.

Executed on July 23, 2024 at Monterey Park, California.

City of Monterey Park


Public Works Director



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: Public Hearing - 4A

TO: The Honorable Mayor and City Council
FROM: Jessica Serrano, Director of Community Development
SUBJECT: A public hearing to consider introduction and first reading of Zoning Code Amendment No 24-01 (ZCA-24-01), an Ordinance amending the Monterey Park Municipal Code to implement the Housing Element to the General Plan

RECOMMENDATION:

It is recommended that the City Council consider:

1. Opening the public hearing and taking testimonial and documentary evidence;
2. After closing the public hearing and considering the evidence submitted during that public hearing, introducing and waiving first reading of Ordinance No. _____ amending the Monterey Park Municipal Code ("MPMC") to implement the Housing Element under ZCA-24-01; and
3. Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The City reviewed the environmental impacts of the proposed Ordinance pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq. "CEQA") and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the "CEQA Guidelines"). The previous CEQA documents adopted by the City Council (see, Resolution Nos. 12124 and 2022-R2) adequately analyze the changes contemplated by this Ordinance. No additional CEQA review is required.

BOARD/COMMISSION REVIEW:

On July 23, 2024, the Planning Commission reviewed the proposed Ordinance and adopted a resolution recommending that the City Council adopt the Ordinance amending the MPMC to implement the Housing Element under ZCA-24-01, with a 4-0 vote.

EXECUTIVE SUMMARY:

The Housing Element ("HE") plans the housing growth, development and redevelopment within the City. ZCA-24-01 proposes to implement the HE by amending Title 21 to the MPMC including changes to residential density limits, multi-family residential parking standards, regulations for supportive housing, emergency shelters, and group housing.

BACKGROUND

TYPE OF ACTION (LEGISLATIVE; QUASI-JUDICIAL; OR ADVISORY)

Decision-Making Body: In considering approval of the “Zone Ordinance Text Amendment,” the City Council is the decision-making body and the Planning Commission is an advisory body to the City Council. The Planning Commission recommendation to the City Council, however, plays an important role in the approval process and should include the factual and legal basis for the Planning Commission’s findings. The City Council can then consider those findings when making its own determination.

For the proposed text amendment, the City Council must make the findings in MPMC § 21.38.050:

- That the proposed text amendment is consistent with the goals, policies, and objectives of the General Plan;
- That the proposed text amendment will not adversely affect surrounding properties; and
- That the proposed text amendment promotes public health, safety, and general welfare and serves the goals and purposes of the MPMC’s zoning regulations.

These findings are included in the draft Ordinance; the facts upon which these findings rely are also included with the draft documents.

ANALYSIS

The California State Department of Housing and Community Development (HCD) certified the Housing Element on March 30, 2023. Government Code § 65583(c) requires that cities include programs which set forth a schedule of actions the local government is undertaking or intends to undertake to implement the policies and achieve the goals and objectives of the Housing Element. Included in the Housing Element, were several programs which proposed consistency between the General Plan and zoning regulations to help encourage a variety of housing types.

ZCA-24-01 proposes several actions that will help bring consistency between the General Plan and the MPMC. A summary of the proposed Ordinance is detailed below:

Changes to Residential Density

Program 7 of the HE requires reconciling residential densities with the R-3 zone. Currently, the Land Use and Urban Design Element (LUE) and HE provide that the High Density Land Use category has a density of 30 units per acre. The MPMC, however, only allows up to 25 units per acre in the R-3 zone (High Density Residential). The proposed Ordinance removes Table 21.08(F) from the MPMC which results in the default densities

being those in the LUE.

Changes to Parking Standards

Program 5 of the HE seeks to allow flexibility in development standards to facilitate the development of affordable housing. The City's current parking requirements may be perceived as a constraint to the creation of housing. ZCA-24-01 proposes changes to parking standards found in the MPMC, by decreasing parking requirements for multiple family developments. Reducing parking requirements for multiple family developments will allow for more flexibility in design and reduction in construction costs, which will assist in the creation of housing units. Below is a summary of parking requirement changes in relation to the creation of multi-family housing:

Multifamily Dwelling: per unit*		
<i>Multiple Family</i>	Existing Requirement	Proposed Requirement
2 or fewer bedrooms*	2 enclosed spaces + 1 guest parking space/2 dwelling	1 space
3 bedrooms*		2 spaces + 1 guest space/4 dwelling units
4 bedrooms*	2 enclosed spaces + 1 guest parking space/1 dwelling	2 spaces + 1 guest space/ 4 dwelling units
5 bedrooms*	3 enclosed spaces + 1 guest parking space/1 dwelling	3 spaces + 1 guest space/ 4 dwelling units
6 or more bedrooms*	3 enclosed spaces + 1 space/bedroom (over 5) + 1 guest space/1 dwelling	3 spaces + 1 space/bedroom (over 5) + 1 guest space/4 dwelling units

In addition to the changes indicated above, ZCA-24-01 also implements California law which limits the City's ability on imposing minimum parking requirements for development projects within a ½ mile of a major transit stop.

Emergency Shelters

Program 4 of the HE provides for the housing of special needs populations, including homeless individuals seeking emergency shelter. While emergency shelters are currently regulated in the MPMC, they are only permitted in the Office Professional Non-McCaslin Business Park ("O-P") zone. ZCA-24-01 proposes the following changes in relation to emergency shelters:

- Allows emergency shelters within the High-Density Residential ("R-3") zone, in addition to the O-P zone.

- Updates development and operational standards for emergency shelters, with the largest change involving parking requirements. To comply with California law, parking requirements must be based on the number of staff rather than beds spaces at an emergency shelter.

Supportive Housing

As part of Program 4 of the Housing Element, supportive housing is being amended to comply with California law. Supportive housing is considered ministerially but must comply with all requirements of the underlying zone and require a covenant to impose an affordability restriction. Further, parking for such uses will be required at the following ratios:

# of Bedrooms	Parking Requirement
3 or fewer bedrooms	2 enclosed garage spaces + guest space/2 dwelling units or 0.3 spaces for each bed in a dormitory housing
4 or more bedrooms	2 enclosed garage spaces + guest space/ 1 dwelling unit or 0.3 spaces for each bed in a dormitory housing

2024-25 STRATEGIC PLAN GOAL:

The proposed code amendments meet the 2024-25 Strategic Plan Goal to “Strengthen our local economy and enhance housing opportunities” by achieving the goals and programs set forth in the HE and reducing development standards to allow greater flexibility to facilitate the construction of housing units.

LEGAL NOTIFICATION:

The legal notice of this hearing was posted at City Hall, Monterey Park Bruggemeyer Library, and Langley Center and published in Monterey Park Press on August 8, 2024, with affidavits of posting on file.

FISCAL IMPACT:

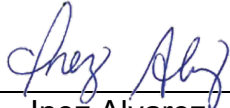
There are no identifiable fiscal impacts associated with adopting the Ordinance itself (other than costs associated with codifying the Ordinance).

Respectfully submitted and prepared
by:



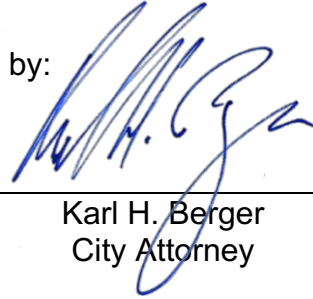
Jessica Serrano, Director of
Community Development

Approved by:



Inez Alvarez
City Manager

Reviewed by:



Karl H. Berger
City Attorney

ATTACHMENTS:

1. Ordinance No. ____ amending the Monterey Park Municipal Code
2. Notice of Determination

ATTACHMENT 1

Ordinance No. _____ Amending the Monterey
Park Municipal Code

ORDINANCE NO.

AN ORDINANCE IMPLEMENTING THE GENERAL PLAN HOUSING ELEMENT BY MAKING CERTAIN CHANGES TO TITLE 21 OF THE MONTEREY PARK MUNICIPAL CODE (MPMC)

The City Council of the City of Monterey Park does ordain as follows:

SECTION 1: The City Council finds and declares that:

- A. The City initiated the proposed amendments to the Monterey Park Municipal Code ("MPMC") pursuant to MPMC § 21.38.020. This application is identified as ZCA 24-01.
- B. The City's Housing Element ("HE") was certified by the California Department of Housing and Community Development ("HCD") on March 30, 2023. The HE requires the City Council to consider various amendments to the MPMC to implement the HE.
- C. On July 23, 2024, the Planning Commission conducted a duly noticed public hearing to assess the proposed MPMC amendments in ZCA 24-01, considered all oral and written evidence, and adopted Resolution 05-24 recommending that the City Council adopt this Ordinance.
- D. This Resolution and its findings are made based upon the entire administrative record including, without limitation, evidence accepted during the public hearings before the Planning Commission (on July 23, 2024) and the City Council (on August 21, 2024).

SECTION 2: *Zone Text Amendment Findings.* Pursuant to Government Code § 65860 and MPMC § 21.38.050, the City Council finds as follows:

- A. Amendments to the MPMC accomplished by this Ordinance are consistent with the goals, policies and objectives of the General Plan. This Ordinance implements the following HE programs: Program 4 which provides for the housing of special needs populations; Program 5 which seeks to allow flexibility in development standards to facilitate the development of affordable housing; and Program 7 which requires reconciling residential densities with the R-3 zone. Among other things, these regulations will provide housing opportunities for households in all income levels without constraining housing development in the City.
- B. These regulations will not adversely affect surrounding properties. Such regulations will operate citywide and will not affect a change in the use or the intensity of use of property in any zone.
- C. These regulations promote public health, safety, and general welfare and

serve the goals and purposes of the MPMC's zoning regulations. Among other things, the regulations will reduce barriers to the development of housing to address the California Legislature's determination regarding a statewide housing shortage.

SECTION 3: *Environmental Review.* The City reviewed the environmental impacts of the proposed Ordinance pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, et seq. "CEQA") and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, et seq., the "CEQA Guidelines"). The City Council finds and determines that this Ordinance is not subject to further review under the California Environmental Quality Act (Public Resources Code §§ 21000, et seq.; "CEQA") for the following reasons:

- A. This Ordinance will not result in a direct or reasonably foreseeable indirect physical change in the environment (14 Cal. Code Regs. § 15060(c)(2);
- B. There is no possibility that the Ordinance itself may have a significant effect on the environment (14 Cal. Code Regs. § 15061(b)(3);
- C. The Ordinance, by itself, does not constitute a "project" as defined in the CEQA Guidelines (14 Cal. Code Regs. § 15378). The Ordinance is for general policies and procedure-making. It can be seen with certainty that there is no possibility that the Ordinance may have a significant effect on the environment; and
- D. CEQA Guideline § 15164 provides that an addendum to an adopted environmental impact report may be prepared where none of the conditions described in CEQA Guidelines § 15162 have occurred. The City Council finds as follows:
 - 1. On December 5, 2019, the City Council adopted Resolution No. 12124 certifying the Monterey Park Focused General Plan Update Final Environmental Impact Report (the "FEIR")(State Clearing House (SCH) No. 2001-01-1074), which is incorporated by reference and found at:
<https://www.montereypark.ca.gov/DocumentCenter/View/16507/Reso-12124---attachments-included>.
 - 2. On January 19, 2022, the City Council adopted Resolution No. 2022-R2 adopting an addendum to the FEIR analyzing the impacts of the City's 2021-2029 Housing Element update ("FEIR Addendum"), which is incorporated by reference and found at:
<https://www.montereypark.ca.gov/DocumentCenter/View/16506/2022-R2---Addendum-to-the-Final-Environmental-Impact-Report>.

3. The EIR and Addendum evaluated, among other things, the environmental impacts resulting from increasing the dwelling unit density in the R-3 zone, and sliding scale parking requirements (the "Housing Goals").
4. The Housing Goals are an activity contemplated by the EIR and Addendum.
5. The Housing Goals do not contemplate any changes which will require major revisions to the EIR or Addendum, nor are there any substantial changes with respect to the circumstances under which the EIR and Addendum were undertaken.
6. There is no new information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the EIR and Addendum were certified showing: (1) the Housing Goals will have one or more significant effects not discussed in the EIR or Addendum; and (2) significant effects previously examined will be substantially more severe than shown in the EIR or Addendum.

SECTION 4: *Amendment.* MPMC Table 21.08(F) is deleted in its entirety.

SECTION 5: *Amendment.* MPMC section 21.22.020 (Applicability) is amended in its entirety as follows:

"§ 21.22.020 Applicability.

This chapter applies to new buildings and structures, when an existing building or structure is enlarged or when the use is intensified and constitutes the minimum standards for all off-street parking and loading facilities. California law may limit the Director's ability to impose minimum parking requirements on new developments/construction on properties within one-half mile of public transit.

- (A) Land within the right-of-way of a proposed street or highway, or within the planned ultimate right-of-way on a street or highway proposed to be widened, cannot be used to provide required parking and loading facilities.
- (B) A change in occupancy that does not involve a change in the use classification is not considered a change in use for purposes of this requirement unless the change in occupancy involves an intensification of use or an increase in parking demand.
- (C) Required parking areas must be used exclusively for vehicle parking in conjunction with a permitted use and cannot be reduced or encroached upon in any manner. Required parking spaces must be available for the use of residents, customers or guests of the use. Fees cannot be charged for the use of required parking spaces. Required parking spaces cannot be used for the parking of equipment or storage of goods or inoperable vehicles. Required parking spaces cannot be used on

another site except for joint parking situations approved by the Planning Commission and through an appropriate recorded legal instrument approved by the City Attorney as to form.”

SECTION 6: *Amendment.* MPMC section 21.22.040 is amended in its entirety as follows:

“§ 21.22.040 Regulations for Residential Uses.

The parking regulations of this Chapter apply to residential uses, regardless of the zoning designation.”

SECTION 7: *Amendment.* MPMC Table 21.22(A) (Residential Parking Standards) is amended as follows:

Dwelling Uses	Min. Required No. of Spaces
Single Family Dwelling	
4 or fewer bedrooms*	2 enclosed garage spaces
5-7 bedrooms*	3 enclosed garage spaces plus 1 additional open parking space per bedroom above 5
8 or more bedrooms*	4 enclosed garage spaces plus 1 additional open parking space per bedroom above 5
Multifamily Dwelling: per unit*	
<i>Multiple Family</i>	
2 or fewer bedrooms*	1 space
3 bedrooms*	2 spaces; plus 1 guest parking space per 4 dwelling units
4 bedrooms*	2 spaces; plus 1 guest parking space per 4 dwelling units
5 bedrooms*	3 spaces; plus 1 guest parking space per 4 dwelling units
6 or more bedrooms*	3 spaces; plus 1 additional open parking space per bedroom above 5; plus 1 guest parking space per 4 dwelling units
Boardinghouse	1 per bedroom
Rehabilitation Facility	1 per bedroom
Second Dwelling Unit	
Less than or equal to 600 SF	1 enclosed garage space
Greater than 600 SF	2 enclosed garage spaces
Senior Citizen Housing	
Moderate Income Unit	1 per unit; plus 1 for property manager unit
Guest Parking	1 per 4 units

Mixed Moderate Income & Low/Very Low Income Unit	0.8 per unit; plus 1 for property manager unit
Guest Parking	1 per 4 units (3 minimum)

Low Income Unit	0.65 per unit; plus 1 for property manager unit
Guest Parking	1 per 6 units (2 minimum)

Very Low Income Unit	0.5 per unit; plus 1 for property manager unit
Guest Parking	1 per 8 units (2 minimum)

Single Room Occupancy (SRO)	1 per bedroom
------------------------------------	---------------

NOTE:

*A den, library, study or similar habitable room which in the determination of the City Planner could be used as a bedroom will be considered a bedroom for purposes of determining required parking.

SECTION 8: *Amendment.* All references to “Chapter 21.22,” and any table in Chapter 21.22 replaced with the phrase “this Title,” throughout Title 21 of the MPMC.

SECTION 9: *Amendment.* MPMC section 21.04.367 is deleted in its entirety.

SECTION 10: *Amendment.* MPMC Table 21.12(A) is amended by deleting the “Emergency shelter” use and corresponding provision.

SECTION 11: *Amendment.* MPMC section 21.12.030(B) is deleted in its entirety.

SECTION 12: *Amendment.* MPMC Table 21.22(C) is amended by deleting “Emergency Shelter” uses and corresponding minimum requirements.

SECTION 13: *Amendment.* The MPMC is amended by establishing a new section entitled “21.02.240 Emergency Shelter” as follows:

“§ 21.02.240 **Emergency Shelter.**

(A) **Zone.** Emergency shelters are permitted in the R-3—High-density residential and O-P Office Professional Non-McClaslin Business Park zones.

(B) **Standards.** Emergency shelters must satisfy the following:

- (1) In no event may occupancy exceed 40 residents at any one time.
- (2) Sufficient parking to accommodate all employees working in the emergency shelter, provided that the standards do not require more parking for

emergency shelters than other residential or commercial uses within the same zone.

- (3) All proposed on-site intake and waiting areas must be within a fully enclosed building. Exterior intake and waiting areas must be covered by a permanent structure. The intake and waiting area must be suitably sized to prevent queuing in the public right-of-way or within any parking lot, but may not exceed 400 square feet.
 - (4) Each emergency shelter must have an on-site management office. At least one employee must be present in the on-site management office at all times that the emergency shelter is operating.
 - (5) Not more than one emergency shelter is permitted within a radius of 300 feet from another emergency shelter.
 - (6) Individual occupancy in an emergency shelter is limited to six months during any 12 consecutive month period.
 - (7) Exterior lighting must be provided at all building entrances and outdoor activity areas and must be activated between sunset and sunrise of each day.
 - (8) Each emergency shelter must have at least one on-site security personnel present while the emergency shelter is operational.
 - (9) The emergency shelter may provide one or more of the following specific facilities and services including, without limitation:
 - (a) Commercial kitchen facilities designed and operated in compliance with applicable law;
 - (b) Dining area;
 - (c) Laundry;
 - (d) Recreation room;
 - (e) Support services (e.g., training, counseling); and
 - (f) Child care facilities.
- (C) **Procedure.** A permit application for an emergency shelter must considered and, if appropriate, approved ministerially by the City Planner. An application must be filed on forms provided by the City Planner and accompanied by fees set by city council resolution.”

SECTION 14: *Amendment.* MPMC section 21.04.855 is deleted in its entirety.

SECTION 15: *Amendment.* MPMC section 21.04.895 is deleted in its entirety.

SECTION 16: *Amendment.* The MPMC is amended by establishing a new section entitled “21.02.250 Supportive Housing” as follows:

“§ 21.02.250 **Supportive Housing.**

- (A) **Zone.** Supportive Housing is permitted in the R-3—High-density residential and O-P Office Professional Non-McClaslin Business Park zones.
- (B) **Procedure.** A permit application for supportive housing must be considered and, if appropriate, approved ministerially by the City Planner. An application must be filed on forms provided by the City Planner and accompanied by fees set by city council resolution.
- (C) **Standards.** Supportive housing must satisfy all objective development standards in the underlying zoning designation.
- (D) **Parking.** Supportive housing must provide not less than the following on-site parking:
 - (1) Three or fewer bedrooms: two enclosed garage spaces, plus one guest space for every two dwelling unit or 0.3 spaces for each bed in dormitory housing.
 - (2) Four or more bedrooms: two enclosed garage spaces, plus one guest space for every dwelling unit or 0.3 spaces for each bed in dormitory housing.
- (E) **Covenant.** All units are subject to a recorded affordability restriction which must be approved by the City Planner, in a form approved by the City Attorney.”

SECTION 17: *Amendment.* MPMC Table § 21.08(A) is amended to delete the use entitled “Supportive housing, licensed for seven or more persons” and the corresponding regulations.

SECTION 18: *Amendment.* MPMC Table 21.10(A) is amended to delete the use entitled “Supportive Housing” and the corresponding regulations.

SECTION 19: *Amendment.* MPMC Table 21.22(C) is amended to delete the use entitled “Supportive housing” and the corresponding regulations.

SECTION 20: *Amendment.* MPMC section 21.32.020(D) is amended as follows:

- “(D) The additional boarding house conditional use permit requirements do not apply

to the following uses if otherwise permitted by a valid conditional use permit: congregate care facility (multiple units on one property); fraternity/sorority house; home care licensed for seven or more persons; senior housing; or transitional housing licensed for seven or more persons.”

SECTION 21: *Electronic Signatures.* This Ordinance may be executed with electronic signatures in accordance with Government Code § 16.5. Such electronic signatures will be treated in all respects as having the same effect as an original signature.

SECTION 22: *Construction.* This Ordinance must be broadly construed to achieve the purposes stated in this Ordinance. It is the City Council’s intent that the provisions of this Ordinance be interpreted or implemented by the City and others in a manner that facilitates the purposes set forth in this Ordinance.

SECTION 23: *Summaries of Information.* All summaries of information in the findings, which precede this section, are based on the substantial evidence in the record. The absence of any particular fact from any such summary is not an indication that a particular finding is not based in part on that fact.

SECTION 24: *Reliance On Record.* Each and every one of the findings and determination in this Resolution are based on the competent and substantial evidence, both oral and written, contained in the entire record relating to the project. The findings and determinations constitute the independent findings and determinations of the City Council in all respects and are fully and completely supported by substantial evidence in the record as a whole.

SECTION 25: *Severability.* If any part of this Ordinance or its application is deemed invalid by a court of competent jurisdiction, the City Council intends that such invalidity will not affect the effectiveness of the remaining provisions or applications and, to this end, the provisions of this Ordinance are severable.

SECTION 26: *Preservation.* This Resolution does not affect any penalty, forfeiture, or liability incurred before, or prelude prosecution and imposition of penalties for any violation occurring before, this Resolution’s effective date. Any such amended part will remain in full force and effect for sustaining action or prosecuting violations occurring before the effective date of this Resolution.

SECTION 27: *Limitations.* The City Council’s analysis and evaluation of the project is based on the best information currently available. It is inevitable that in evaluating a project that absolute and perfect knowledge of all possible aspects of the project will not exist. One of the major limitations on analysis of the project is the City Council’s lack of knowledge of future events. In all instances, best efforts have been made to form accurate assumptions. Somewhat related to this are the limitations on the city’s ability to solve what are in effect regional, state, and national problems and issues. The City must work within the political framework within which it exists and with the limitations inherent in that framework.

SECTION 28: *Recordation.* The City Clerk, or designee, is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City of Monterey Park's book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within 15 days after the passage and adoption of this Ordinance, and cause it to be published or posted in accordance with California law.

SECTION 29: *Effective Date.* This Ordinance will become effective 30 days after second reading and adoption.

PASSED AND ADOPTED this ____ day of _____, 2024.

Jose Sanchez, Mayor

ATTEST:

Maychelle Yee, City Clerk

APPROVED AS TO FORM:

Karl H. Berger, City Attorney

ATTACHMENT 2

Notice of Determination

Notice of Determination**Appendix D****To:**

☐ Office of Planning and Research
 U.S. Mail: _____ Street Address: _____
 P.O. Box 3044 1400 Tenth St., Rm 113
 Sacramento, CA 95812-3044 Sacramento, CA 95814

☒ County Clerk
 County of: Los Angeles
 Address: 12400 Imperial Highway
Norwalk, CA 90650

From:

Public Agency: City of Monterey Park
 Address: 320 West Newmark Avenue
Monterey Park, CA 91754

Contact: _____
 Phone: 626-307-1463

Lead Agency (if different from above): _____
 Address: _____
 Contact: _____
 Phone: _____

SUBJECT: Filing of Notice of Determination in compliance with Section 21108 or 21152 of the Public Resources Code.

State Clearinghouse Number (if submitted to State Clearinghouse): _____

Project Title: Zoning Code Amendment No 24-01 (ZCA-24-01)

Project Applicant: City of Monterey Park

Project Location (include county): Monterey Park, Los Angeles County (citywide)

Project Description:

An Ordinance amending the Monterey Park Municipal Code to implement the Housing Element to the General Plan.

This is to advise that the City of Monterey Park has approved the above
 (☒ Lead Agency or ☐ Responsible Agency)

described project on _____ and has made the following determinations regarding the above
 (date)
 described project.

1. The project [☒ will ☐ will not] have a significant effect on the environment.
2. ☒ An Environmental Impact Report was prepared for this project pursuant to the provisions of CEQA.
☐ A Negative Declaration was prepared for this project pursuant to the provisions of CEQA.
3. Mitigation measures [☒ were ☐ were not] made a condition of the approval of the project.
4. A mitigation reporting or monitoring plan [☒ was ☐ was not] adopted for this project.
5. A statement of Overriding Considerations [☒ was ☐ was not] adopted for this project.
6. Findings [☒ were ☐ were not] made pursuant to the provisions of CEQA.

This is to certify that the final EIR with comments and responses and record of project approval, or the negative Declaration, is available to the General Public at:

City of Monterey Park 320 West Newmark Abenue Monterey Park, CA 91754

Signature (Public Agency): _____ Title: Dir. of Community Development

Date: _____ Date Received for filing at OPR: _____



City Council Staff Report

DATE: August 21, 2024

AGENDA ITEM NO: New Business - 5A

TO: The Honorable Mayor and City Council
FROM: Shawn Igoe, Director of Public Works
SUBJECT: Consideration and possible action to introduce and waive first reading of an Ordinance adopting an engineering and traffic survey for Hellman Avenue between Atlantic Boulevard and New Avenue, and reducing the speed limit on Hellman Avenue, between Garfield Avenue and New Avenue, from 35 mph to 30 MPH.

RECOMMENDATION:

It is recommended that the City Council consider:

1. Introducing and waiving first reading for an Ordinance reducing the speed limit on Hellman Avenue, between Garfield Avenue and New Avenue, from 35 mph to 30 mph; and
2. Taking such additional, related, action that may be desirable.

CEQA (California Environmental Quality Act):

The City reviewed the environmental impacts of the proposed Ordinance pursuant to the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*; "CEQA") and the regulations promulgated thereunder (14 Cal. Code of Regs. §§ 15000, *et seq.*, the "CEQA Guidelines"). CEQA Guideline § 15303 exempts activity that results in new construction or conversion of small structures. If adopted, the Ordinance revises the speed limit on Hellman Avenue, between Garfield Avenue, and New Avenue, which requires installation of level street signage. Accordingly, the Ordinance is exempt from further review.

BOARD/COMMISSION REVIEW:

The Public Works Director presented a draft engineering and traffic survey evaluating safe and reasonable speed limits on two segments of Hellman Avenue (between Atlantic Boulevard and Garfield Avenue, and Garfield Avenue and New Avenue; the "ETS"), including its recommendations, to the Traffic Commission on July 18, 2024. The Traffic Commission was informed that the item would be presented to the City Council for consideration, and it did not express any questions or concerns.

EXECUTIVE SUMMARY:

The City's consultant, Transtech Engineers, Inc., completed the ETS pursuant to California law including, without limitation, California Vehicle Code section 627, for the purpose of establishing safe and reasonable speed limits. These may be enforced using

radar at pre-determined locations. The ETS recommends reducing the speed limit on Hellman Avenue, between Garfield Avenue and New Avenue from 35 miles-per-hour ("MPH") to 30 MPH. No changes are proposed to the speed limit on Hellman Avenue between Atlantic Boulevard and Garfield Avenue (which is currently at 30 MPH).

Accordingly, the Public Works Director ("Director") recommends that the City Council consider introducing and waiving first reading of the attached Ordinance which adopts the ETS, declares that the speed limit on Hellman Avenue, between Garfield Avenue and New Avenue, is 30 MPH and directs the City Manager, or designee, to erect signage to that effect.

BACKGROUND:

Hellman Avenue is designated as a "Minor Arterial Road" according to the Monterey Park Circulation Element and California Road System Map by Caltrans. Jurisdiction of Hellman Avenue between Atlantic Boulevard and New Avenue is shared by the City of Monterey Park ("City") and the City of Alhambra ("Alhambra").

The south side (eastbound direction) of Hellman Avenue lies within the City's jurisdiction while the north side (westbound direction) is within Alhambra's jurisdiction. In a recent study, it was determined that the City and Alhambra had conflicting posted speed limits along Hellman Avenue between Garfield Avenue and New Avenue. The regular posted speed limit along this segment within the City's jurisdiction is 35 MPH, while the Alhambra side is 30 MPH.

The ETS evaluates Hellman Avenue from Atlantic Boulevard to New Avenue based on several factors including prevailing speeds, accident reports, and roadside conditions not readily apparent to drivers to determine a safe and reasonable speed limit. The ETS recommends: (1) no changes to the segment of Hellman Avenue between Atlantic Boulevard and Garfield Avenue (i.e., there have been no significant changes in roadway or traffic conditions, including, without limitation, changes in adjoining property or land use, roadway width, or traffic volume); and (2) a speed limit of 30 MPH on the segment of Hellman Avenue within the City's jurisdiction between Garfield Avenue and New Avenue. The speed limit within the school zone near Mark Keppel High School will remain 25 MPH.

By preparing the ETS, and after appropriate signage is posted giving notice of the speed limits, the City's Police Department will be able to use radar and other electronic devices that measure the speed of moving objects to enforce the posted speed limit. This authority will remain in effect for not less than seven years for the segment of Hellman Avenue between Garfield Avenue and New Avenue, and 14 years for the segment of Hellman Avenue between Atlantic Boulevard and Garfield Avenue.¹

¹ When a posted speed limit is not justified by an engineering and traffic survey and enforcement of the posted speed is done by radar, the particular segment of highway may be classified as a speed trap and be unenforceable. (see California Vehicle Code section 40802).

The minor reduction in speed limit between Garfield Avenue and New Avenue is not anticipated to have a detrimental impact on the existing level of service because this segment of roadway transitions from 30 MPH to 35 MPH and back to 30 MPH in a short period of time. Making this change should improve consistent travel down this roadway.

2024-25 STRATEGIC PLAN GOAL:

The proposed Ordinance supports the City's strategic goal to maintain, build and modernize infrastructure and facilities to support the current and future needs of the City and community.

FISCAL IMPACT:

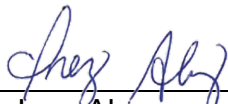
Upon adoption of the proposed ordinance, City staff will replace the speed limit signs along the affected area on Hellman Avenue. The cost for sign replacement is included in the City's FY 2024-25 operational budget in Traffic Control account 239-4206-5315

Respectfully submitted by:



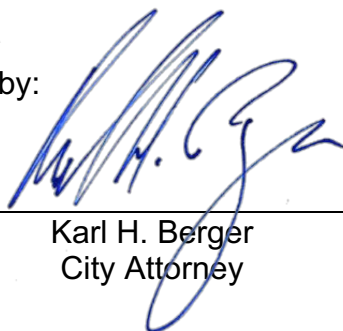
Shawn Igoe
Public Works Director

Approved by:



Inez Alvarez
City Manager

Reviewed by:



Karl H. Berger
City Attorney

ATTACHMENT:

1. Draft Ordinance (including Exhibit "A" (ETS))

ATTACHMENT 1
Draft Ordinance (including Exhibit "A" (ETS))

CITY OF MONTEREY PARK

ORDINANCE NO.

AN ORDINANCE ESTABLISHING SPEED LIMITS FOR CERTAIN LOCATIONS AS PROVIDED BY MONTEREY PARK MUNICIPAL CODE § 10.32.010(B) IN ACCORDANCE WITH VEHICLE CODE § 22357 BASED UPON AN ENGINEERING AND TRAFFIC SURVEY AS DEFINED BY VEHICLE CODE § 627.

THE CITY COUNCIL DOES ORDAIN AS FOLLOWS:

SECTION 1: The City Council finds as follows:

- A. Vehicle Code § 22352 establishes prima facie speed limits throughout the City;
- B. Vehicle Code § 22357 authorizes the City to establish certain speed limits based upon an engineering and traffic survey as defined by Vehicle Code § 627;
- C. In accordance with Vehicle Code § 40802, the speed limits authorized by Vehicle Code § 22357 must be justified by engineering and traffic surveys conducted every five to 10 years;
- D. The City completed speed zone engineering and traffic survey (meeting the requirements of Vehicle Code § 627) which, among other things, recommended a speed limit change on Hellman Avenue, between Garfield Avenue and New Avenue, from 35 miles-per-hour ("MPH") to 30 MPH. That engineering and traffic survey is attached as Exhibit "A," and incorporated by reference ("Survey"); and
- E. This Ordinance, and the speed limits established below, rely upon the Survey for purposes of Vehicle Code § 22357 and is adopted in accordance with Monterey Park Municipal Code § 10.32.010(B) as an uncodified ordinance.

SECTION 2: The City Council adopts the Survey. Based upon the Survey, and in accordance with Vehicle Code §§ 22352 and 22357, the City Council amends Exhibit A to Ordinance No. 2144, adopted November 1, 2017, as to Hellman Avenue as follows:

43	Hellman Avenue	Garfield Avenue to New Avenue	35	35	30
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SECTION 3: The City Manager, or designee, is authorized and directed to (a) install signs providing notification of the speed limits established in Section 2 of this Ordinance; and (b) take any additional action required to implement this Ordinance.

SECTION 4: California Environmental Quality Act Exemption. The City Council determines that this ordinance is exempt from review under the California Environmental Quality Act (California Public Resources Code §§ 21000, *et seq.*, “CEQA”) and the regulations promulgated thereunder (14 California Code of Regulations §§ 15000, *et seq.*, the “CEQA Guidelines”) because it consists only of minor revisions and clarifications to an existing code of speed control regulations established in accordance with state law and will not have the effect of deleting or substantially changing any regulatory standards or findings. This Ordinance, therefore, is an action being taken for enhanced protection of the environment and that does not have the potential to cause significant effects on the environment. Consequently, it is categorically exempt in accordance with CEQA Guidelines §§ 15301 as a minor alteration of existing public or private structures involving no expansion of use; 15305 as a minor alteration in land use limitations which do not result in any changes in land use or density; and 15308 as an action taken by a regulatory agency as authorized by California law to assure maintenance or protection of the environment.

SECTION 5: Repeal or amendment of any provision of the MPMC or any other ordinance will not affect any penalty, forfeiture, or liability incurred before, or preclude prosecution and imposition of penalties for any violation occurring before this Ordinance’s effective date. Any such repealed part will remain in full force and effect for sustaining action or prosecuting violations occurring before the effective date of this Ordinance.

SECTION 6: If this the entire Ordinance or its application is deemed invalid by a court of competent jurisdiction, any repeal of the MPMC or other the city ordinance by this Ordinance will be rendered void and cause such MPMC provision or other the city ordinance to remain in full force and effect for all purposes.

SECTION 7: The City Clerk is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City of Monterey Park’s book of original ordinances; make a note of the passage and adoption in the records of this meeting; and, within fifteen (15) days after the passage and adoption of this Ordinance, cause it to be published or posted in accordance with California law.

SECTION 8: This Ordinance will become effective on the 30th day following its passage and adoption.

PASSED AND ADOPTED this ____ day of August, 2024.

Thomas Wong, Mayor

ATTEST:

Maychelle Yee, City Clerk

APPROVED AS TO FORM:

A handwritten signature in blue ink, appearing to read 'K. H. Berger', is written over a horizontal line.

Karl H. Berger, City Attorney

Submitted To:
CITY OF MONTEREY PARK

EXHIBIT A

DRAFT

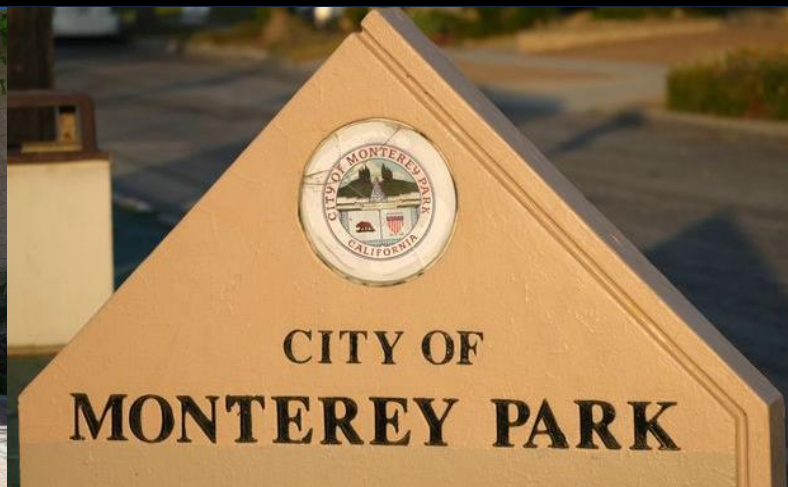
2024 ENGINEERING
AND TRAFFIC SURVEY
CVC SECTION 627

Adopted by Monterey Park City Council

Resolution No. xx-xx on AugustX,
2024



CITY OF
MONTEREY PARK
CALIFORNIA



Submitted By:
TRANSTECH ENGINEERS, INC.

Contact Person
Jana Robbins, PTP, RSP
E: jana.robbs@transtech.org

[Transtech.org](https://www.transtech.org)
855.595.2495 (toll-free)
ISO 9001 Certified



PREPARER'S CERTIFICATION

CITY OF MONTEREY PARK, CALIFORNIA
ENGINEERING AND TRAFFIC SURVEY
CVC SECTION 627

EFFECTIVE DATE: August X, 2024

ADOPTED BY MONTEREY PARK CITY COUNCIL RESOLUTION NO. XX-XX ON August X, 2024

This report was prepared under the supervisions of:
Okan Demirci, PE

CERTIFICATION BY ENGINEER



Okan Demirci, PE
License Type: Registered Professional Engineer
License Number: 90039

CERTIFICATION BY ENGINEER

I, Okan Demirci, contract City Engineer, do hereby certify that the July 15, 2024 Engineering and Traffic Survey for (2) Segments in the City of Monterey Park was performed under my supervision. I certify that I am both experienced in performing surveys of this type and am duly registered in the State of California as a professional Engineer. The survey has been conducted in strict compliance with guidelines contained in the California Vehicle Code and the California Manual on Uniform Traffic Control Devices. Data contained in this report represents a true and accurate description of traffic conditions existing on City of Monterey Park Streets.



SECTION 1: INTRODUCTION

The purpose of this report is to prepare an Engineering and Traffic Survey at 2 locations along Hellman Avenue in the City of Monterey Park to establish updated speed limits that can be enforced using radar. An Engineering and Traffic assessment was prepared for these 2 street segments in the City of Monterey Park. Applicable sections of the California Vehicle Code (CVC) and Department of Transportation California Manual on Uniform Traffic Control Devices (CAMUTCD), per Revision 7 March 2023, have been followed so that the posted speed limits can be upheld by the courts and do not constitute a "Speed Trap" as defined by CVC Section 40802. The following table lists the street segments considered in the 2024 City-Wide Speed Survey.

Table 1: City of Monterey Park 2024 Engineering and Traffic Survey Speed Limits

Primary Location	Limits		Street Classification ¹	Adopted 2017 Speed Limit ²
	Beginning	Ending		
Hellman Avenue	Atlantic Boulevard	Garfield Avenue	Secondary	30
Hellman Avenue	Garfield Avenue	New Avenue	Secondary	35

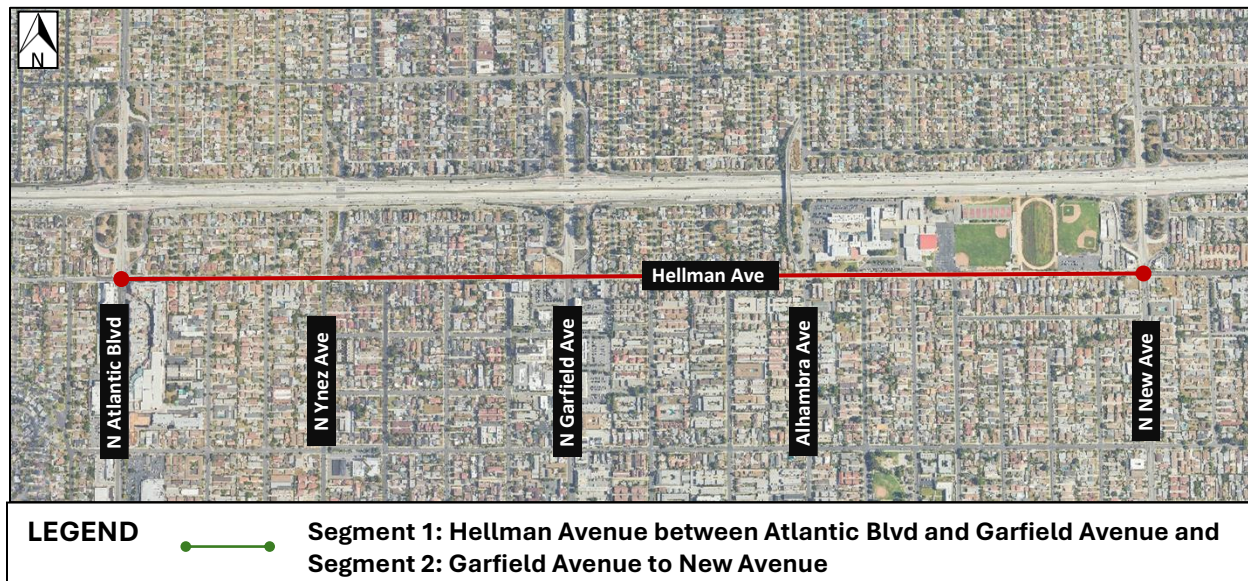
BACKGROUND

The City of Monterey Park has asked Transtech to review the segment of Hellman Avenue between Atlantic Boulevard to New Avenue to determine the appropriate posted speed limit that can be enforceable following State guidelines in the CVC and CAMUTCD. Hellman Avenue between Atlantic Boulevard and New Avenue is partially in the City of Monterey Park (South Side or EB direction), while City of Alhambra has control over the north side or WB direction of Hellman Avenue. In a previous study, it was found that the 2 Cities had conflicting posted limits in the Hellman Avenue between Garfield Avenue and New Avenue segment with the regular posted speed limit for WB direction was at 30 mph (Alhambra) while the EB direction in the City of Monterey Park has a posted speed limit of 35 mph. The City of Alhambra is in the process of certifying and adopting their 2023/2024 City-Wide Engineering Traffic Survey. The recommendations for the City of Alhambra along Hellman Avenue was for the posted speed to remain at 30 mph with 25 mph school zone near the high school. The City of Monterey Park has determined that to have a consistent posted limit for both directions of travel on Hellman Avenue that the City should also adopt and certify a change in the posted speed limit to 30 mph with 25 mph school zones by the High School. The following documentation provides the backup to support a change in the posted speed limit to 30 mph.

¹ Road Classifications Based on Caltrans Road Classification (CRS) maps



Figure 1. Vicinity Map



STREET CLASSIFICATIONS

Each segment is classified and defined with roadway classifications as listed in the California Road Systems (CRS) Maps that are approved by the Federal Highway Administration and maintained by the Department of Transportation (CVC 40802). Functional classifications are used in determining which type of roads are eligible for Federal funding to maintain the roads. Usually Principal Arterials, Minor Arterial and Major Collectors are eligible.

Functional classification is the process by which streets and highways are grouped into classes, or systems, according to the character of service they are intended to provide. Basic to this process is the recognition that individual roads and streets do not serve travel independently in any major way. Rather, most travel involves movement through a network of roads. Functional classification defines how a particular road or street plays in serving the flow of trips through a highway network. The four functional systems for urbanized areas are urban principal arterials, minor arterials, major collectors, and local roads.

Secondary (Minor Arterial): The minor arterial street system includes all arterials not classified as principal and contains facilities that place more emphasis on land access than the higher system and offer a lower level of traffic mobility. Such facilities may carry local bus routes and provide intra-community continuity, but ideally should not penetrate identifiable neighborhoods. This system should include urban connections to rural collector roads where such connections have not been classified as urban principal arterials. Hellman Avenue is considered a Secondary Arterial in Caltrans (CRS) maps.

SECTION 2: OVERVIEW

CALIFORNIA VEHICLE CODE:

Speed limits in California are governed by the California Vehicle Code (CVC), Sections 22348 through

CITY OF MONTEREY PARK

Prepared By: Transtech Engineers, Inc. | Page 6 of 22



22413. The statutes establish or provide means of establishing speed limits by:

1. Basic speed limit law.

Section 22350 of the CVC provides that no person shall drive a vehicle upon a highway at a speed greater than is reasonable or prudent having due regard for weather, visibility, traffic and the surface and width of the highway, and in no event at a speed which endangers the safety of persons or property. This is the basic speed limit law.

2. Prima facie speed limits are specified by statute or established by the State or local authorities within their respective jurisdictions on the basis of an engineering and traffic survey. Prima facie speed limits are specific limits stated in the CVC or specific limits established on the basis of an engineering and traffic survey authorized by the CVC. Prima facie speed limits are preempted by the basic speed limit law when the conditions in CVC Section 22350 are met.

Section 22352 of the CVC establishes prima facie speed limits as follows and shall be applicable unless changed as authorized in the CVC and if so changed, only when signs have been erected giving notice of the change:

a. Fifteen miles per hour.

- At a railroad grade crossing with an obstructed view.
- At an uncontrolled highway intersection with an obstructed view.
- In an alley.

b. Twenty-five miles per hour.

- On any highway other than a State highway, in any business or residence district, CVC Sections 235 and 515 define a "business district" and a "residence district" respectively. Section 240 and 40802 of the CVC prescribes a method for determining whether a highway can be considered within a business or residence district.
- Unless a different limit is established by procedures described elsewhere in the code.
- In a school zone, posted with SCHOOL warning signs.
- When passing a facility primarily used by senior citizens and contiguous to a street other than a State highway and posted with a SENIOR warning sign.

Increase of local speed limits to 65 miles per hour CVC Section 22357.

- (a) Whenever a local authority determines upon the basis of an engineering and traffic survey that a speed greater than 25 mph would facilitate the orderly movement of vehicular traffic and would be reasonable and safe upon any street other than a state highway otherwise subject to a prima facie limit of 25 mph, local authorities may by ordinance determine and declare a prima facie speed limit of 30, 35, 40, 45, 50, 55 or 60 mph or a maximum speed of 65mph, whichever is found most appropriate to facilitate the orderly movement of traffic and is reasonable and safe. The speed limit shall become effective when signs are installed on the street and not revised unless



justified on the basis of an engineering and traffic survey.

LOCAL AUTHORITY TO ESTABLISH PRIMA FACIE SPEED LIMITS:

Sections 22357 and 22358 of CVC authorize local authorities to establish prima facie speed limits on streets and roads under their jurisdiction on the basis of an engineering and traffic survey. The declared prima Facie limits shall become effective when appropriate signs giving notice are erected upon the street.

SPEED TRAP:

Section 40802 2B(i) of the CVC provides that prima facie speed limits established under Sections 22352, 22354, 22357, 22358 and 22358.3 may not be enforced by radar unless the speed limit has been justified by an engineering and traffic survey conducted within one of the following time periods; five years to the date of the violation, within the last 7 years or if an engineering and traffic survey was conducted more than 7 years prior to the date of the alleged violation, and a registered engineer evaluates the section of the highway and determines that no significant changes in roadway or traffic conditions have occurred, including, but not limited to, changes in adjoining property or land use, roadway width, or traffic volume, the survey applies for 14 years.

This section does not apply to local streets, roads, school zones or senior zones which have been set at the Prima Facie speed limit. Local streets are defined to have the following characteristics:

- Width not more than 40 feet
- Not more than .5 miles of uninterrupted length
- 1 lane in each direction

Senior Zones are those areas approaching or passing a senior center building or other facility primarily used by senior citizens or the grounds thereof that is posted with a standard "Senior" warning sign pursuant to Section 22352.

ENGINEERING AND TRAFFIC SURVEY:

Section 627 of CVC defines the term engineering and traffic survey and lists its requirements. Section 627 states: "An engineering and traffic survey shall include, among other requirements deemed necessary by the Department of Transportation, consideration of all of the following: prevailing speeds as determined by traffic engineering measurements, accident records, highway traffic and roadside conditions not readily apparent to the driver."

The Engineering and Traffic Survey should contain sufficient information to document that the conditions of CVC Section 627 have been complied with and that other conditions not readily apparent to motorists are properly identified.



In determining the speed limit, which most appropriately facilitates the orderly movement of traffic and is reasonable and prudent, crucial factors such as prevailing speeds, unexpected conditions, and collision records are examined.

Determination of posted speed limits follow the latest CAMUTCD Policy as Revision 7, March 2023 by the State of California Department of Transportation. Speed limits shall be established at the nearest 5 mph increment of the 85th percentile speed of free-flowing traffic (CVC Section 22358.6(a)). However, in cases in which the speed limit needs to be rounded up to the nearest five miles per hour increment of the 85th percentile speed, the Department of Transportation or a local authority may decide to instead round down the speed limit to the lower five miles per hour increment, but then the Department of Transportation or a local authority shall not reduce the speed limit any further for any reason CVC 21400(4)(b).

An example of the application of this speed limit criteria is as follows:

- If the 85th percentile speed in a speed survey is (37 MPH) then the speed limit would be posted at 35 MPH or optionally reduced to 30 MPH. However,
- If the 85th percentile speed in a speed survey is (38 MPH) then the speed limit would be posted at 40 MPH or optionally reduced to 35 MPH.

The 85th percentile speed is often referred to as the critical speed. Pace speed is defined as the 10-mile increment of speed containing the largest number of vehicles. Speed limits established on the basis of the 85th percentile conform to the consensus of those who drive highways as to what speed is reasonable and prudent and are not dependent on the judgment of one or a few individuals.

Basic speed law states that no person shall drive at a speed greater than is reasonable or prudent. The majority of drivers comply with this law. Speed limits set at the 85th percentile speed provide law enforcement officers with a means of controlling drivers who will not conform to what the majority considers reasonable and prudent.

When roadside development results in traffic conflicts and unusual conditions which are not readily apparent to drivers, speed limits somewhat below the 85th percentile may be justified.

CALIFORNIA MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (CAMUTCD):

Section 2B.13 CAMUTCD: Reduction of 85th Percentile Speed by Justification of an Engineering and Traffic Study and Approved by a Civil or Traffic Engineer.

Standard:

12a: When a speed limit is to be posted, it shall be established at the nearest 5 MPH increment of the 85th-percentile speed of free-flowing traffic, except as shown in the two Options below for rounding down and using 5 mph speed reduction (CVC Section 22358.6(b)), or rounding up (CVC Section 22358.6(c)), or if using additional 5 mph speed reduction on local agency roadways for safety corridor designation (CVC



Section 22358.7(a)(1)) or adjacent to land or facility generating high concentrations of bicyclists and pedestrians (CVC Section 22358.7(a)(2)).

Option:

1. For cases in which the nearest 5 mph increment of the 85th-percentile speed would require a rounding down, the posted speed may be reduced by 5 mph from the nearest 5 mph increment of the 85th-percentile speed, in compliance with CVC Sections 627 and 22358.5. CVC Sections 22353, 22353.2, 22353.3, 22353.4, and 22353.5, may also be considered, if applicable. See Standard below for documentation requirements. Refer to CVC Section 22358.6(b).
2. For cases in which the nearest 5 mph increment of the 85th-percentile speed would require a rounding up, then the speed limit may be rounded down to the nearest 5 mph increment below the 85th percentile speed, if no further reduction is used. Refer to CVC Section 21400(b). Refer to CVC Section 22358.6(c).

Standard:

12b: If the speed limit to be posted has had the 5 MPH reduction applied, then an E&TS shall document in writing the conditions and justification for the lower speed limit and be approved by a registered Civil or Traffic Engineer. The reasons for the lower speed limit shall be in compliance with CVC Sections 627 and 22358-22358.5.

Support:

12c: The following example is provided to explain the application of this speed limit criteria:

A. If the 85th percentile speed in a speed survey for a location was 37 MPH, then the speed limit would be established at 35 MPH since it is the closest 5 MPH increment to the 37 MPH speed. As indicated by the option, this 35 MPH established speed limit could be reduced by 5 MPH to 30 MPH if the conditions and justification for using this lower speed limit are documented in the E&TS and approved by a registered Civil or Traffic Engineer.

The fundamentals used to establish speed limits recognize that the majority of drivers behave in a safe and reasonable manner but need to be advised of conditions which may not be readily apparent. For this reason, collision history, roadway conditions, traffic characteristics, and land use must be analyzed along with speed measurements to determine speed limits. Speed limit changes are usually coordinated with visible changes in roadway conditions or roadside developments.

In general, speed limits cannot be successfully enforced without voluntary compliance by a majority of drivers. Consequently, only the driver whose behavior is clearly out of line with the normal flow of traffic is considered a violator for enforcement purposes.



DATA COLLECTION:

Data was obtained regarding the prevailing speed of vehicles, traffic collisions, visibility restrictions, roadway conditions, pedestrian activities, on-street parking, and land use adjacent to the roadways. Radar speed measurements were conducted during the month of December 2023 and January 2024.

Highway, traffic, and roadside land uses were analyzed for conditions not readily apparent to motorists. The criteria and procedures described below were applied when using the electronic radar to measure vehicle speeds on the selected streets in City of Monterey Park. Traffic volume and speed in both directions were recorded.

The hours of radar operation were restricted to off-peak period for heavily traveled streets, and to non-congested peak periods on lightly traveled streets on a weekday. The radar measurements were taken from an unmarked vehicle so as not to alter or impede the free flow of traffic.

A total of 100 samples were obtained for each street segment surveyed, where possible. In no case were sample sizes less than 50 vehicles for each direction. For lower volume streets, samples of free-flowing speeds were taken over several periods/days in order to gather the required survey samples.

Collision data was obtained from the computerized accident records system maintained by the State of California Statewide Integrated Traffic Records System (SWITRS). For purposes of this study, information available for the most recent 3.0 year period was used to develop the collision statistics as a part of the Engineering and Traffic Surveys. Collision data was obtained for the years of 2021, 2022 to December 2023.

Average Daily Traffic (ADT) data at the studied locations were obtained from counts taken by a private traffic counting firm in January 2024. These counts were taken while schools were in session. Any unusual counts were checked and redone in order to verify the amount of traffic each segment carries. The ADT counts were taken by NDS Services.

National Data & Surveying Services
8370 Wilshire Blvd. Ste, 205
Beverly Hills, CA 90211
Tel (323) 782-0090
www.ndsdata.com

PROCEDURES:

The radar equipment used to collect speed measurements was a SCOUT-MPH Traffic Radar, SHD-04287 serial number, manufactured by Decatur. The unit was calibrated before each series of measurements were taken. Tests of the unit were conducted in accordance with the manufacturer's specifications.

The results of the radar speed measurements were computed, analyzed, and summarized on standard Traffic Survey Forms. Significant values obtained from computations are as follows:



- The Critical Speed or 85th percentile speed, is the speed at or below which 85 percent of the traffic is moving. The Critical Speed is the primary guide in determining what the majority of drivers believe is safe and reasonable. Speed limits set higher than the Critical Speed are not considered reasonable and safe. The accepted practice is to set the speed limit at the nearest 5 MPH increment to the Critical Speed or 85th percentile speed unless other factors require a lower limit.
- The 5 or 10 MPH pace is a measure of the dispersion of speeds within the survey sample and is that 5 or 10 MPH increment containing the highest percentage of speeds in the total sample. The accepted practice is to keep the speed limit within the 10 MPH pace after considering the Critical Speed and any factors requiring a speed lower than the Critical Speed.

The collision data for each street segment was compared to collision rates that can be reasonably expected to occur on streets and highways of the same characteristics. These anticipated collision rates have been developed by Caltrans and are applicable for use in the City of Monterey Park. The collision rates used for this study are as follows:

**CALIFORNIA STATE HIGHWAYS
STATEWIDE TRAVEL AND COLLISION RATES***

URBAN (Inside City)	EXPECTED COLLISION RATES
2 and 3 lanes	1.69
4 or more undivided	0.82
4 or more divided	0.89

*Source: 2021 Prepared 2023 Crash Summary for District 7 on California State Highways published by State of California, Business, Transportation and Housing Agency, Department of Transportation, Division of Traffic

Current collision rates are shown in terms of “accidents per 1,000,000 vehicle miles of travel” for each segment. The rate was calculated for each segment using the following formula:

$$\text{COLLISION RATE} = (N \times 5,280 \times 1,000,000) / (ADT \times L \times Y \times 365)$$

N: number of collisions within the study segment
 ADT: average daily traffic volume
 L: length of segment in feet
 Y: number of years of accident history

The Crossroads Software Collision Program calculated the collision rate for each of the segments.



As previously indicated, speed limits are usually set at or near the Critical Speed unless there are other factors not readily apparent to a reasonable motorist which may justify a lower limit. The field review of the selected street segments in the City of Monterey Park considered the following factors:

1. Street width and alignment.
2. Pedestrian activity and traffic flow characteristics.
3. Number of lanes, and other channelization and striping patterns.
4. Frequency of intersections, driveways, and on-street parking.
5. Location of stop signs, traffic signals, and other regulatory traffic control devices.
6. Visibility obstructions.
7. Land use and the proximity of schools.
8. Uniformity with existing speed zones in adjacent jurisdictions.
9. Any other unusual condition not readily apparent to the driver.
10. Location of any uncontrolled Crosswalks.
11. Bike lanes, bike routes.

SECTION 3: SUMMARY OF RECOMMENDATIONS

The Engineering and Traffic Survey summary presented in this report illustrate the results of a thorough evaluation of the data collected and provides a recommended speed limit for each street segment surveyed. In each case, the recommended speed limit is consistent with the prevailing behavior as demonstrated by the radar speed measurements.

The Legislature, in adopting Section 22358.5 of the California Vehicle Code, has made it clear that it is their intent that physical conditions such as width, curvature, grade and surface conditions, or any other condition readily apparent to a driver, in the absence of other factors, would not require special downward speed zoning. The basic rule of Section 22350 is sufficient regulation as to such conditions.

The recommendations contained in this report were intended to establish prima facie speed limits. Prima Facie limits advise the motorist and enforcement agencies of the reasonable speed for a section of highway for prevailing conditions. They are not intended to be absolute. All violations of these speed limits are violations of the basic speed law (Section 22350 of California Vehicle Code). This statute states that a person shall not drive a vehicle as a speed greater than is safe having regard for traffic, roadway, and weather conditions. A prima facie limit merely suggests a safe speed under normal conditions.

The following **Table 3** provides a summary of each of the segments included in the engineering and traffic survey indicating the existing posted speed limit, ADT, number of collisions, collision rates, 85th percentile speed, change in limit and proposed 2024 speed limit.



CITY OF MONTEREY PARK 2024 ENGINEERING AND TRAFFIC SURVEY

Adopted by Monterey Park City Council Resolution No. xx-xx on August X, 2024

Table 3: City of Monterey Park 2024 Engineering and Traffic Survey Summary

Adopted by Monterey Park Council Resolution No. XX-XX on XX, 2024

ID	Primary Location	Limits		Street Class. (A)	Existing Posted Speed	2023/2024 ADT	No. of Acc. in 4.0/yr per.	Collision Rate	Expected Collision Rate	85% Speed	10 MPH Pace	Limit Per 85%	Change in Limit? Yes/No	Adopted 2024 Speed Limit
		Beginning	Ending											
1	Hellman Avenue	Atlantic Boulevard	Garfield Avenue	Secondary	30	7409	6	1.14	1.69	32.4	25-34	30	No	30
2	Hellman Avenue	Garfield Avenue	New Avenue	Secondary	35	9731	13	1.47	1.69	32.3	25-34	30	Yes	30

(A): Street Classifications taken from the California Road Systems Map – FHA and Caltrans based on CVC40802(b)(1)

When a speed limit is to be posted, it shall be established at the nearest 5mph increment of the 85th% speed of free-flowing traffic (CVC Section 22358.8.6a, except as shown in the options below for rounding down and/or using a 5mph speed reduction.

- Option 1: CVC 21400 (b) allows a 5 MPH Reduction in 85th% speed by 5 MPH for Rounding Down to Nearest Posted Limit if no further reduction is used.
- Option 2: CVC 627, 22358.5 and CAMUTCD 2B.13 allows the posted speed to be reduced by 5 MPH from the 85th% speed due to road conditions, and land use.
- Option 3: CVC 627, 22358.5 posted speed may be set 5 MPH lower than 85th% speed based on a higher-than-expected collision rate, land use and roadway conditions.



SECTION 4: ENGINEERING AND TRAFFIC SURVEY SUMMARY FORMS

The following pages consist of the Engineering and Traffic Survey Grid and Summary Forms for each segment included in the Hellman Avenue Survey.



CITY OF MONTEREY PARK 2024 ENGINEERING AND TRAFFIC SURVEY

Adopted by Monterey Park City Council Resolution No. xx-xx on August X, 2024

City of Monterey Park
Public Works Department

Street Name: HELLMAN AVENUE
 Limits: ATLANTIC BOULEVARD to GARFIELD AVENUE

Radar Survey Sheet

X=West /=East

	5	10	15	20	25	30	35	40	#	%ea	cum.%
45											
40											
35	X	X	X	X	X	X	X	X	1	0.5%	100%
	X	X	X	X	X	X	X	X	4	2.0%	99.5%
	X	X	X	X	X	X	X	X	6	3.0%	97.5%
	X	X	X	X	X	X	X	X	11	5.5%	94.5%
	X	X	X	X	X	X	X	X	14	7.0%	89.0%
	X	X	X	X	X	X	X	X	15	7.5%	82.0%
	X	X	X	X	X	X	X	X	19	9.5%	74.5%
	X	X	X	X	X	X	X	X	22	11.0%	65.0%
	X	X	X	X	X	X	X	X	20	10.0%	54.0%
	X	X	X	X	X	X	X	X	18	9.0%	44.0%
	X	X	X	X	X	X	X	X	17	8.5%	35.0%
	X	X	X	X	X	X	X	X	15	7.5%	26.5%
	X	X	X	X	X	X	X	X	13	6.5%	19.0%
	X	X	X	X	X	X	X	X	8	4.0%	12.5%
	X	X	X	X	X	X	X	X	5	2.5%	8.5%
	X	X	X	X	X	X	X	X	6	3.0%	6.0%
	X	X	X	X	X	X	X	X	4	2.0%	3.0%
	X	X	X	X	X	X	X	X	2	1.0%	1.0%
20											
15											
10											
5											
0											
Total Samples									200		

85th Percentile Speed: <u>32.4</u> 50th Percentile Speed: <u>28.6</u> 15th Percentile Speed: <u>24.4</u> 10 MPH Pace: <u>25- 34</u> Number in Pace: <u>164</u> Percent in Pace: <u>82.0%</u>	Date of Survey: <u>11/17/2023</u> Start Time: <u>9:10</u> Weather: <u>Clear</u> End Time: <u>10:15</u> Road Condition: <u>Fair to Poor</u> Posted Speed: <u>30</u> Street Class.: <u>Secondary Arterial</u> Observer: <u>BR</u> Conditions not Apparent: Monterey Park is SS and Posted 30 MPH, Residential Character, Used as Cut Thru between Frwy Ramps for 10
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CITY OF MONTEREY PARK

Prepared By: Transtech Engineers, Inc. | Page 16 of 22

City of Monterey Park Engineering and Traffic Survey Summary

Street: HELLMAN AVENUE
Limits: ATLANTIC BOULEVARD
GARFIELD AVENUE

Field Observer BR
Checked By: JR
Date: 11/17/2023

Factors	Direction: <u>East/West</u>
<u>A. Prevailing Speed Data</u>	
Location of Survey	East of Huntington Avenue
85th Percentile	32.4
10 mph Pace	25 - 34
Percent in Pace	82.0%
Posted Speed Limit	30
<u>B. Collision History</u>	
Date Range	1/1/2021 To 12/18/2023 (3)
Total Collisions	6
Collision Rate (Acc/MVM)	1.14
Expected Collision Rate	1.69
<u>C. Traffic Factors</u>	
Average Daily Traffic	7409
Length of Segment	3466
Lane Configuration	Single Lane Each Direction
Street Classification	Secondary Arterial
<u>D. Conditions Not Readily Apparent</u>	
Conditions	Monterey Park is SS and Posted 30 MPH, Residential Character, Used as Cut Thru between Frwy Ramps for 10 Frwy
Roadway Geometrics	Double Yellow Center, Heavy Parking on Both Sides, Sidewalks
Comments	Posted Speed Limit is Set at 85th% Speed. Posted Speed Should Remain at 30 mph Per CVC 627 and 22350.
<u>E. Adjacent Land Use</u>	
	SFDU
Posted Speed Limit	30
Speed Limit Change?	No
Revised Speed Limit	
Approved and Authorized for release by City of Monterey Park:	
_____	_____
	Date Loc. # 1



CITY OF MONTEREY PARK 2024 ENGINEERING AND TRAFFIC SURVEY

Adopted by Monterey Park City Council Resolution No. xx-xx on August X, 2024

City of Monterey Park
Public Works Department

Street Name: HELLMAN AVENUE
 Limits: GARFIELD AVENUE to NEW AVENUE

Radar Survey Sheet

X=West /E=East

	5	10	15	20	25	30	35	40	#	%ea	cum.%
45											
40											
35									1	0.5%	100%
									4	2.0%	99.5%
									6	3.0%	97.5%
									10	5.0%	94.5%
									13	6.5%	89.5%
									18	9.0%	83.0%
									21	10.5%	74.0%
									23	11.5%	63.5%
									21	10.5%	52.0%
									19	9.5%	41.5%
									16	8.0%	32.0%
									16	8.0%	24.0%
									14	7.0%	16.0%
									7	3.5%	9.0%
									5	2.5%	5.5%
									4	2.0%	3.0%
									2	1.0%	1.0%
20											
15											
10											
5											
0											
Total Samples									200		

85th Percentile Speed: 32.3
 50th Percentile Speed: 28.8
 15th Percentile Speed: 24.9
 10 MPH Pace: 25- 34
 Number in Pace: 171
 Percent in Pace: 85.5%

Date of Survey: 11/17/2023 Start Time: 10:25
 Weather: Clear End Time: 11:15
 Road Condition Fair to Poor Posted Speed: 35
 Street Class.: Secondary Arterial
 Observer: BR
 Conditions not Apparent: City of Monterey Park is South Side or EB, MP Posted Speed is 35, Mark Keppel HS, Uncontrolled Crossing at



CITY OF MONTEREY PARK

Prepared By: Transtech Engineers, Inc. | Page 18 of 22

City of Monterey Park Engineering and Traffic Survey Summary

Street: HELLMAN AVENUE
Limits: GARFIELD AVENUE
NEW AVENUE

Field Observer BR
Checked By: JR
Date: 11/17/2023

Factors	Direction: <u>East/West</u>
<u>A. Prevailing Speed Data</u>	
Location of Survey	East of Chapel Avenue
85th Percentile	32.3
10 mph Pace	25 - 34
Percent in Pace	85.5%
Posted Speed Limit	35
<u>B. Collision History</u>	
Date Range	1/1/2021 To 12/18/2023 (3)
Total Collisions	13
Collision Rate (Acc/MVM)	1.471
Expected Collision Rate	1.69
<u>C. Traffic Factors</u>	
Average Daily Traffic	9731
Length of Segment	4432
Lane Configuration	Single Lane Each Direction
Street Classification	Secondary Arterial
<u>D. Conditions Not Readily Apparent</u>	
Conditions	City of Monterey Park is South Side or EB, MP Posted Speed is 35, Mark Keppel HS, Uncontrolled Crossing at Rural, Heavy Peds
Roadway Geometrics	Double Yellow Divider, Heavy Street Parking, Sidewalks Both Sides, Lighting on NS
Comments	Recommended Speed Limit Per 85th% is 30mph. Posted Speed Should be Reduced to 30 mph. Per CVC 627 and 21400.
<u>E. Adjacent Land Use</u>	
	SFDU/MFDU/School
Posted Speed Limit	35
Speed Limit Change?	Yes
Revised Speed Limit	30
Approved and Authorized for release by City of Monterey Park:	
_____	_____
	Date
	Loc. # 2



SECTION 5: AVERAGE DAILY TRAFFIC (ADT) COUNTS

The following pages consist of the ADT count sheets for all segments.

The Average Daily Traffic (ADT) data was obtained from counts taken by a private traffic counting firm in January 2024. These counts were taken while school was in session.

ADT counts were taken by NDS Services.

National Data & Surveying Services

8370 Wilshire Blvd. Ste, 205

Beverly Hills, CA 90211

Tel (323) 782-0090

Fax (323) 375-1666

www.ndsdata.com



CITY OF MONTEREY PARK 2024 ENGINEERING AND TRAFFIC SURVEY

Adopted by Monterey Park City Council Resolution No. xx-xx on August X, 2024

Prepared by NDS/ATD

Prepared by National Data & Surveying Services

VOLUME

W Hellman Ave E/O N Lincoln Ave/S Monterey St

Day: Wednesday
Date: 11/1/2023

City: Monterey Park
Project #: CA23_020412_005

DAILY TOTALS					NB	SB	EB					WB	Total
					0	0						5,338	4,393
AM Period	NB	SB	EB	WB	TOTAL	PM Period	NB	SB	EB	WB	TOTAL		
0:00	0	0	19	15	34	12:00	0	0	103	55	158		
0:15	0	0	14	11	25	12:15	0	0	76	61	137		
0:30	0	0	16	4	20	12:30	0	0	109	91	200		
0:45	0	0	13	62 9 39	22 101	12:45	0	0	94 382 71 278	165 660			
1:00	0	0	10	11	21	13:00	0	0	98	55	153		
1:15	0	0	11	6	17	13:15	0	0	96	76	172		
1:30	0	0	10	10	20	13:30	0	0	99	64	163		
1:45	0	0	10	41 8 35	18 76	13:45	0	0	107 400 91 286	198 686			
2:00	0	0	5	7	12	14:00	0	0	90	54	144		
2:15	0	0	7	9	16	14:15	0	0	103	72	175		
2:30	0	0	5	3	8	14:30	0	0	103	63	166		
2:45	0	0	3	20 6 25	9 45	14:45	0	0	121 417 66 255	187 672			
3:00	0	0	4	4	8	15:00	0	0	119	52	171		
3:15	0	0	6	4	10	15:15	0	0	87	45	132		
3:30	0	0	2	7	9	15:30	0	0	104	70	174		
3:45	0	0	6	18 10 25	16 43	15:45	0	0	76 386 50 217	126 603			
4:00	0	0	5	5	10	16:00	0	0	87	82	169		
4:15	0	0	1	1	2	16:15	0	0	110	50	160		
4:30	0	0	7	6	13	16:30	0	0	89	70	159		
4:45	0	0	2	15 6 18	8 33	16:45	0	0	101 387 75 277	176 664			
5:00	0	0	2	15	17	17:00	0	0	129	52	181		
5:15	0	0	4	10	14	17:15	0	0	101	66	167		
5:30	0	0	8	23	31	17:30	0	0	118	55	173		
5:45	0	0	12	26 17 65	29 91	17:45	0	0	107 455 76 249	183 704			
6:00	0	0	8	25	33	18:00	0	0	148	78	226		
6:15	0	0	9	33	42	18:15	0	0	112	101	213		
6:30	0	0	13	43	56	18:30	0	0	108	73	181		
6:45	0	0	15	45 52 153	67 198	18:45	0	0	63 431 55 307	118 738			
7:00	0	0	20	56	76	19:00	0	0	69	61	130		
7:15	0	0	40	80	120	19:15	0	0	64	63	127		
7:30	0	0	54	103	157	19:30	0	0	60	53	113		
7:45	0	0	75	189 88 327	163 516	19:45	0	0	65 258 38 215	103 473			
8:00	0	0	104	94	198	20:00	0	0	51	33	84		
8:15	0	0	78	87	165	20:15	0	0	49	30	79		
8:30	0	0	46	56	102	20:30	0	0	49	44	93		
8:45	0	0	66	294 89 326	155 620	20:45	0	0	54 203 32 139	86 342			
9:00	0	0	72	75	147	21:00	0	0	29	37	66		
9:15	0	0	58	101	159	21:15	0	0	50	25	75		
9:30	0	0	78	78	156	21:30	0	0	42	39	81		
9:45	0	0	77	285 73 327	150 612	21:45	0	0	37 158 38 139	75 297			
10:00	0	0	80	64	144	22:00	0	0	37	29	66		
10:15	0	0	86	86	172	22:15	0	0	38	27	65		
10:30	0	0	76	80	156	22:30	0	0	32	25	57		
10:45	0	0	87	329 65 295	152 624	22:45	0	0	22 129 21 102	43 231			
11:00	0	0	91	51	142	23:00	0	0	23	20	43		
11:15	0	0	82	60	142	23:15	0	0	24	12	36		
11:30	0	0	87	48	135	23:30	0	0	14	9	23		
11:45	0	0	74	334 83 242	157 576	23:45	0	0	13 74 11 52	24 126			
TOTALS	1658 1877				3535	TOTALS	3680 2516				6196		
SPLIT %	46.9% 53.1%				36.3%	SPLIT %	59.4% 40.6%				63.7%		