AGENDA
EL SEGUNDO CITY COUNCIL
COUNCIL CHAMBERS - 350 Main Street

TELECONFERENCE LOCATION:
Crossville Fire Department Headquarters
141 Henry Ave.
Crossville, TN 38555

The City Council, with certain statutory exceptions, can only take action upon properly posted and listed agenda items. Any writings or documents given to a majority of the City Council regarding any matter on this agenda that the City received after issuing the agenda packet are available for public inspection in the City Clerk’s office during normal business hours. Such Documents may also be posted on the City’s website at www.elsegundo.org and additional copies will be available at the City Council meeting.

Unless otherwise noted in the Agenda, the Public can only comment on City-related business that is within the jurisdiction of the City Council and/or items listed on the Agenda during the Public Communications portions of the Meeting. Additionally, the Public can comment on any Public Hearing item on the Agenda during the Public Hearing portion of such item. The time limit for comments is five (5) minutes per person.

Before speaking to the City Council, please come to the podium and state: Your name and residence and the organization you represent, if desired. Please respect the time limits.

Members of the Public may place items on the Agenda by submitting a Written Request to the City Clerk or City Manager’s Office at least six days prior to the City Council Meeting (by 2:00 p.m. the prior Tuesday). The request must include a brief general description of the business to be transacted or discussed at the meeting. Playing of video tapes or use of visual aids may be permitted during meetings if they are submitted to the City Clerk two (2) working days prior to the meeting and they do not exceed five (5) minutes in length.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact City Clerk, 524-2305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, FEBRUARY 18, 2014 – 5:00 PM

5:00 P.M. SESSION

CALL TO ORDER

ROLL CALL
PUBLIC COMMUNICATION – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250.

SPECIAL ORDER OF BUSINESS:

1. Appoint City Manager as labor negotiator for the following organized employee bargaining groups (unions): Police Management Association; Police Officers Association; Police Support Services Employees Association; Fire Fighters Association; Supervisory and Professional Employees Association; and the City Employees Association.

CLOSED SESSION:
The City Council may move into a closed session pursuant to applicable law, including the Brown Act (Government Code Section §54960, et seq.) for the purposes of conferring with the City’s Real Property Negotiator; and/or conferring with the City Attorney on potential and/or existing litigation; and/or discussing matters covered under Government Code Section §54957 (Personnel); and/or conferring with the City’s Labor Negotiators; as follows:

CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Gov’t Code §54956.9(d) (3) -2- matter

1. City of El Segundo vs. City of Los Angeles, et.al. LASC Case No. BS094279
2. Springfield vs. City of El Segundo, et.al. LASC Case No. YC067789

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION

Significant exposure to litigation pursuant to Government Code §54956.9(d) (2) and (3): -0- matter.

Initiation of litigation pursuant to Government Code §54956.9(c): -0- matter.

DISCUSSION OF PERSONNEL MATTERS (Gov’t Code §54957): -0- matter

APPOINTMENT OF PUBLIC EMPLOYEE (Gov’t. Code § 54957) –0- matter
CONFERENCE WITH CITY'S LABOR NEGOTIATOR (Gov't Code §54957.6): -6-
matters

Agency Designated Representative: City Manager
Employee Organizations: Police Management Association; Police
Officers Association; Police Support Services Employees Association;
Fire Fighters Association; Supervisory and Professional Employees
Association; and the City Employees Association

CONFERENCE WITH REAL PROPERTY NEGOTIATOR (Gov't Code §54956.8): -0-
matters
AGENDA

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REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, FEBRUARY 18, 2014 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER
INVOCATION – Mark Stepp, Assoc. Pastor, Oceanside Christian Fellowship Church

PLEDGE OF ALLEGIANCE – Council Member Fuentes

PRESENTATIONS

a) Meet and Greet with LA City Councilman Bonin
b) Presentation – West Basin Municipal Water District
c) Proclamation – El Segundo Little League’s 60th Anniversary
d) Commendation – Retired Sheriff Lee Baca

ROLL CALL

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250. While all comments are welcome, the Brown Act does not allow Council to take action on any item not on the agenda. The Council will respond to comments after Public Communications is closed.

CITY COUNCIL COMMENTS – (Related to Public Communications)

A. PROCEDURAL MOTIONS

Consideration of a motion to read all ordinances and resolutions on the Agenda by title only.
Recommendation – Approval.

B. SPECIAL ORDERS OF BUSINESS (PUBLIC HEARING)

C. UNFINISHED BUSINESS
D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARD

1. Consideration and possible action authorizing the City Manager to execute a Professional Services Agreement with Paolucci Communication Arts for performing city related public relations and community branding/advertising services to enhance the city visibility to commerce opportunities for a three year period with a total contract amount of $450,000.
(Fiscal Impact: $450,000 including $100,000 FY 13-14, $200,000 FY 14-15 and $150,000 FY 15-16; Funding Source: $200,000.00-Chevron Grant, $15,000.00-Continental Development Contribution, $235,000.00-General Fund)
Recommendation – 1) Authorize the City Manager to execute a Professional Services Agreement with Paolucci Communication Arts with a total cost of $450,000 with $100,000 for Fiscal Year 2013-14, $200,000 for Fiscal Year 2014-15, and $150,000 for Fiscal Year 2015-16; 2) Alternatively, discuss and take other action related to this item.

E. CONSENT AGENDA

All items listed are to be adopted by one motion without discussion and passed unanimously. If a call for discussion of an item is made, the item(s) will be considered individually under the next heading of business.

2. Warrant Numbers 2596252 – 2596575 on Register No. 9 in the total amount of $1,001,692.92 and Wire Transfers from 01/03/14 through 01/31/14 in the total amount of $3,966,399.78
Recommendation – Approve Warrant Demand Registers and authorize staff to release. Ratify Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.

Recommendation – Approval.
4. Consideration and possible action regarding 1) Approval of a resolution to authorize the establishment of an agreement with the State of California Department of Justice and the Federal Bureau of Investigation to provide pre-employment background checks for City employee candidates. (Fiscal Impact: estimated $2,200.00 annually)
Recommendation – 1) Approve the resolution 2) Alternatively, discuss and take other possible action related to this item.

5. Consideration and possible action regarding approval of a contract amendment for Aerotek, Inc. for additional temporary staffing services in the Public Works Department. (Fiscal Impact: $100,000.00)
Recommendation – 1) Authorize the City Manager to execute a contract amendment, in a form approved by the City Attorney, with Aerotek, Inc. for additional temporary staffing services; 2) Alternatively, discuss and take other action related to this item.

6. Consideration and possible action regarding adopting Ordinance No. 1493 modifying Condition No. 37 in Ordinance No. 1470, adopted September 4, 2012 for the 222 Kansas Street Specific Plan (affecting property located at 1520-1598 East Grand Avenue and 222-250 Kansas Street) Applicant: Mar Ventures, Inc. (Fiscal Impact: N/A)
Recommendation – 1) Waive second reading and adopt Ordinance No. 1493; 2) Alternatively, discuss and take other action related to this item.

F. NEW BUSINESS

G. REPORTS – CITY MANAGER

H. REPORTS – CITY ATTORNEY

I. REPORTS – CITY CLERK

J. REPORTS – CITY TREASURER

K. REPORTS – CITY COUNCIL MEMBERS
Council Member Fellhauer –

Council Member Atkinson –

Council Member Fuentes –

Mayor Pro Tem Jacobson –

Mayor Fisher –

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MEMORIALS –

CLOSED SESSION

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REPORT OF ACTION TAKEN IN CLOSED SESSION (if required)

ADJOURNMENT

POSTED:

DATE: 2.12.14

TIME: 1:10 pm

NAME: [Signature]

8
LA CITY COUNCILMAN BONIN
PRESENTATION

WEST BASIN MUNICIPAL WATER DISTRICT
WHEREAS, “Character, Courage and Loyalty”... the credo of Little League International. They are also the words that provided the pillars for El Segundo Little League when it was founded and chartered in 1954 by El Segundo residents and fathers, Paul Harrison and Gene Gaudio; and

WHEREAS, Entering its 60th anniversary season, El Segundo Little League boasts more than 350 players between the ages of four and a half to twelve and more than 250 parent volunteers; and

WHEREAS, The 1954 inaugural season of El Segundo Little League featured two divisions with four teams each. The National League on the Westside played in the sand dunes with an ocean view and chilling winds which was later names Lil’ Candlestick Park, and American League on the Eastside of town played its games where Stevenson Field is now before it was Recreation Park, then on White’s Fields and later, Standard Stadium; and

WHEREAS, This season, El Segundo Little League will once again have six divisions making up 34 teams ranging from Rookie/T-Ball, to Challenger for special needs athletes, to Majors, while utilizing Imperial Field, Walton Field, Bakalyar Field and Brett Field in Recreation Park; and

WHEREAS, Dedicated managers, coaches, team parents, Board members and players throughout the years have elevated El Segundo Little League to one of the preeminent and most respected Little Leagues in the State of California. Six consecutive California District 36 championship by 11 and 12 year old All-Stars, numerous Major Leagues Baseball player alumni, including Baseball Hall of Famer George Brett, as well as a conduit for charitable activities, El Segundo Little League is a source of pride in the “Second City”, as well as the South Bay; and

WHEREAS, Little League International, which was founded 15 years prior to El Segundo Little League, celebrates its 75th anniversary this season. With more 2.4 million children playing in 83 countries and all 50 States, Little League is the world’s largest youth sports organization; and

WHEREAS, El Segundo Little League’s 2014 season will once again get underway with an Opening Day parade along Main Street, an event that has taken place all 60 seasons, as well as an Opening Day ceremony honoring the original players of 1954 El Segundo Little League. The 60th season will also kick-off by showcasing our Challenger Dodgers in their season opener; and

WHEREAS, The season will conclude in June featuring a Homerun Derby at Brett Field before the 2014 little leaguers embark on the All-Star Tournament. In between, more memories, cheers, excitement, camaraderie and joy will be added to the 60 years that has made El Segundo Little League a shining jewel in our community.

NOW, THEREFORE, the Mayor and Members of the City Council of the City of El Segundo, California, hereby proclaim February 22, 2014 as El Segundo Little League Day in El Segundo and encourage all citizens to take part in the 60th anniversary celebration.

Mayor Bill Fisher
Mayor Pro Tem Carl Jacobson
Council Member Suzanne Fuentes
Council Member Dave Atkinson
Council Member Marie Fellhauer
COMMENDATION

RETIRED SHERIFF LEE BACA
AGENDA DESCRIPTION:
Consideration and possible action authorizing the City Manager to execute a Professional Services Agreement with Paolucci Communication Arts for performing city related public relations and community branding/advertising services to enhance the city visibility to commerce opportunities for a three year period with a total contract amount of $450,000. (Fiscal Impact: $450,000 including $100,000 FY 13-14, $200,000 FY 14-15 and $150,000 FY 15-16; Funding Source: $200,000– Chevron Grant, $15,000– Continental Development Contribution, $235,000-General Fund)

RECOMMENDED COUNCIL ACTION:
1. Authorize the City Manager to execute a Professional Services Agreement with Paolucci Communication Arts with a total cost of $450,000 with $100,000 for Fiscal Year 2013-14, $200,000 for Fiscal Year 2014-15, and $150,000 for Fiscal Year 2015-16; and/or,
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. Paolucci Communication Arts Scope of Work and Three Year Budget

FISCAL IMPACT: $100,000 for FY 13-14

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ORIGINATED BY: Ted Shove, Economic Development Analyst
REVIEWED BY: Sam Lee, Planning and Building Safety Director
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:
After a period of inactivity, the Economic Development Advisory Council (EDAC) reestablished regular meetings in June 2012. Within the last six months regular meetings have been conducted on a monthly basis and jointly with the City Council. During this time, the EDAC established a subcommittee to work with staff in developing a Request For Proposals for Public Relations and Community Branding Services. An RFP was published and sent out to perspective bidders on September 5, 2013. The RFP resulted in five qualified bidders that were selected for the interview process. During October through December 2013, the Subcommittee conducted a series of interviews with each firm and narrowed down the search to one firm that was believed to be the best qualified, Paolucci Communications Arts (PCA). The Subcommittee presented its findings and recommendation to the Joint Meeting of the City Council and Economic Development Advisory Council on, January 8, 2014. The Economic Development Advisory
Council approved the Subcommittees recommendation (8-0) in favor of officially recommending Paolucci Communication Arts as the preferred consultant to the City Council.

PCA and the other firms interviewed during this process all set forth multi-year plans in order to ensure long term success based upon the tasks described by the Subcommittee during the interview process. In particular PCA indicated that the scope of the project requested would require a minimum of three years of concentrated efforts, with their budget outlined in the attached Scope of Work and summarized below:

Year 1: $100,000 – Research, brand identification and online platform development (i.e. microsite and social media).

Year 2: $200,000 – Ad campaign design, production and programming; social media programming; and online presence and reputation management.

Year 3: $150,000 – Print and online ad campaign production and programming; guerilla marketing; online presence and reputation management; and print and online ad purchases, outdoor and select broadcasting.

The PCA contract proposes a total cost of $450,000 over a three year period. Upon adoption and approval of the City’s 2013-14 Fiscal Year Budget, an additional appropriation of $100,000 was made in anticipation of potentially retaining a public relations and community branding consultant. As a condition of the City Council’s appropriation of funding for a public relations and community branding firm, there was an expectation from local business stakeholders to financially participate in funding these services. One of the first business stakeholders to offer a partial funds match was Continental Development Corporation, in the amount of $15,000. In addition, the City recently accepted an Economic and Business Development Grant from Chevron U.S.A., Inc. in the amount of $200,000. Combining all three of these funding sources would net $315,000 that could be allocated to the total cost of the contract. The additional appropriation for this fiscal year and the Chevron U.S.A. grant would account for 70% of the total cost for PCA’s services over a three year period. An additional appropriation would be required in Fiscal Year 2015-16 of $135,000 and could be made during the City’s Strategic Planning process for that particular fiscal year. The additional appropriation would be largely dependent upon financial participation from business stakeholders.
SCAPE OF WORK: MONTH 1

Research + Communication Strategy

PCA to conduct a discovery kick-off phase and formal communication strategy review for the City of El Segundo. Included in this scope of work are interviews with key city officials, site tours and competitive analysis. All research will be collected, presented and analyzed for guidance around the branding and creative process.

- Research
- Site Tours
- Competitive Analysis
- Market Research Report

Budget: $5,000

SCAPE OF WORK: MONTH 2

Brand Identity Platform

PCA to develop the brand identity platform for the City of El Segundo. This platform will then inform the larger graphic and design direction. The branding work will account for and incorporate all necessary connections to the anticipated company profiles as well as their target markets, demographic and psychographic traits. In addition, PCA will create a positioning statement for the City of El Segundo to define its unique offering while condensing the language direction for the project to creative taglines, headlines and general community lexicon. The brand identity platform will include direction for photographic style and primary graphic elements that will support future marketing materials, as well as the look and feel of the place/experience as shown in conceptual digital and print “ad” direction, website, collateral and brochure direction and single-page style guide.
• Positioning/Brand Voice
• Naming review
• Story (initial community and developer story)
• Logo
• Style Guide (brand guidelines)
  - Positioning/Brand Voice
  - Font and color palette (RGB/ CYMK/ Pantone)
  - Logo treatments
  - Graphic elements
  - Photo selection/style

Budget: $15,000

**ONGOING SCOPE: MONTHS 3 – 12**
(Work to be completed based on the final marketing plan, launch sequence and defined priorities. All work to be completed by the end of year one’s contract.)

**Online Presence And Reputation Management (Public Relations)**

Formal plan will be drafted. Services include all media documents creation, program campaign kick-off event, support of select testimonial groups, editorial outreach, meetings and story development.

Set-up and on-going management of a comprehensive social media program for the City of El Segundo to convey lifestyle, promote events and communicate project detail/milestones. PCA to make recommendations on appropriate social media channels to explore during project kickoff and then present a formal plan to client.

• Weekly/daily posts to Facebook, Twitter Page and/or other recommended outlets
• Launch of project voice and online Program with larger participation programs
• Written concept plan and strategies proposal
• Manage ongoing discussions and responses for daily interaction of social media channel
• Continue to network with other Facebook leads that will help drive traffic Facebook advertising management and strategic segmentation for ads insertion

**Creative, Design Web Presence & Collateral**

All design, copywriting and final production of creative assets needed to launch the year one campaign. Items to include:

Micro Website: Scope of Work: Up to 10 pages. Includes all design, art direction, PSD creation and web development into DRUPAL based CMS. Web friendly, not responsive web design. Includes creative
content and copy writing to complete the micro-site as well as integration of key photography and video assets into the site.

Design for Handouts Associated to All Creative Programs: Scope of Work: Design for invites, e.card, flyers and other signage or onsite displays for events, press kit and other collateral needed to execute the full reputation management program.


Photo Shoot

Photography and Video: Scope of Work: PCA will art direct and shoot project specific photography to complete the year one launch of the campaign – including images for website and select creative collateral. Agency anticipates shooting three to five “hero lifestyle” shots as well as location, geography and key filler images to complete the campaign launch. All images will have unlimited usage and rights for the client’s campaign. PCA will art direct the shots as well as manage all secondary permitting and model selections.

NOTE: Formal job costs estimates will be prepared for all model and prop expenses.

Account Management

Account Coordination: Scope of Work: All meeting time, travel time and associated clerical work needed to manage the account. Includes event coordination time, press events and other specific efforts tied to the reputation management program.

*The above cost projections do not include necessary outside purchases such as printing, media, or other hard costs. PCA charges a 25% mark-up on outside purchases such as printing, with the exception of print media, to offset time associated with preparing specs, selection of paper stock, manage bid process, review blueprints/match prints, attend press checks.

PCA will endeavor to utilize locally owned companies for outsourced work products.

Budget: $8,000 Per Month (Months 3 – 12)

TOTAL CREATIVE BUDGET FOR PCA YEAR ONE: $100,000
YEAR 2 – SUGGESTED BUDGET

Print & Online Ad Campaign Design, Production & Programming 10%
  - Design, planning, and scheduling around all advertising initiatives

Microsite, Interactive, Website, Possible APP 15%
  - Creative concept, art direction, and programming for a 5-6 page whisper campaign

Social Media 10%
  - Setup an on-going management system of a comprehensive social media program to convey lifestyle + work benefits

Online Presence & Reputation Management (Public Relations) 30%
  - Continued support

Ad Buyouts 35%
  - Print buys, Online Ad Buys, Outdoor and Select Broadcast

Total Budget = $200,000

YEAR 3 – SUGGESTED BUDGET

Print & Online Ad Campaign Production & Programming 10%
  - Continued support of strategic media plan

Microsite & Phase Two Website 15%
  - Complete build-out of site plan and architecture development

Guerilla Marketing 15%
  - Develop thought-provoking concepts to generate a buzz around rebranding efforts and that provide customer feedback

Online Presence & Reputation Management (Public Relations) 25%
  - Continued support

Ad Buyouts 35%
  - Print Buys, Online Ad Buys, Outdoor and Select Broadcast

Total Budget = $150,000
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**TOTAL WARRANTS**: $1,001,692.92

**STATE OF CALIFORNIA**

**COUNTY OF LOS ANGELES**

Information on actual expenditures is available in the Director of Administrative Services office in the City of El Segundo.

I certify as to the accuracy of the Demands and the availability of fund for payment thereof.

For Approval: Regular checks held for City council authorization to release.

**CODES:**

- **R** = Computer generated checks for all non-emergency/urgent payments for materials, supplies and services in support of City Operations

For Ratification:

- **A** = Payroll and Employee Benefit checks

- **B - F** = Computer generated Early Release disbursements and/or adjustments approved by the City Manager. Such as: payments for utility services, petty cash and employees travel expense reimbursements, various refunds, contract employee services consistent with current contractual agreements, instances where prompt payment discounts can be obtained or late payment penalties can be avoided or when a situation arises that the City Manager approves.

- **H** = Handwritten Early Release disbursements and/or adjustments approved by the City Manager.

**FINANCE DIRECTOR**

**DATE:** 2/4/14

**CITY MANAGER**

**DATE:** 2/4/14
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3,966,399.78
DATE OF RATIFICATION: 02/18/14
TOTAL PAYMENTS BY WIRE: 3,966,399.78

Certified as to the accuracy of the wire transfers by:

[Signature]
Deputy City Treasurer I
Date: 2-4-14

[Signature]
Director of Finance
Date: 2-4-14

[Signature]
City Manager
Date: 2-4-14

Information on actual expenditures is available in the City Treasurer’s Office of the City of El Segundo.
REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, FEBRUARY 4, 2014 – 5:00 PM

5:00 P.M. SESSION - CANCELLED
REGULAR MEETING OF THE EL SEGUNDO CITY COUNCIL
TUESDAY, FEBRUARY 4, 2014 - 7:00 P.M.

7:00 P.M. SESSION

CALL TO ORDER – Mayor Fisher at 7:00 PM

INVOCATION – Lee Carlile, Pastor, United Methodist Church

PLEDGE OF ALLEGIANCE – Mayor Pro Tem Jacobson

PRESENTATIONS - None

ROLL CALL

Mayor Fisher - Present
Mayor Pro Tem Jacobson - Present
Council Member Fuentes - Present
Council Member Atkinson - Present
Council Member Fellhauer - Present

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have received value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250. While all comments are welcome, the Brown Act does not allow Council to take action on any item not on the agenda. The Council will respond to comments after Public Communications is closed.

Talia Gerard, Tree Musketeers Youth Manager, invited everyone to Arbor Day on Saturday, March 8, 2014.

Blake Parker, Tree Musketeers Youth Director, spoke concerning Tree Musketeers and their accomplishments over the years.

Beth Muraida, representing ES PTA’s, Run For Education that will be held on April 26, 2014 and is asking for the City to waive the fees for the Run.

Sam Pena, Consolidated Disposal Services, Shred Day was a success! The next Shred Day will be July 12, 2014.

Jeff Cason, resident, with Broadway in the Park, would like the Council to reconsider the fee waivers for the Non Profit Organizations.

Scott Houston, resident and Board Member for Tree Musketeers, encouraged the Council to support Arbor Day with agreeing to waive the fees as per their request.

Mike Rotolo, resident and business leader, supports the fee waivers for Tree Musketeer’s Arbor Day and other community events to come.

Eric Busch, resident, supports the fee waivers for the Tree Musketeers’ Arbor Day event and other upcoming City Events that request fee waivers.
Haley Funk, resident and Junior at ESHS, is earning her Girl Scout Gold Award. Miss Funk gave a brief outline of how she is doing this in conjunction with our Sister City Program. Miss Funk would like to represent El Segundo as the El Segundo Sister City Princess to Guaymas.

CITY COUNCIL COMMENTS – (Related to Public Communications) - None

A. PROCEDURAL MOTIONS

Consideration of a motion to read all ordinances and resolutions on the Agenda by title only.

MOTION by Mayor Pro Tem Jacobson, SECONDED by Council Member Fuentes to read all ordinances and resolutions on the agenda by title only. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

B. SPECIAL ORDERS OF BUSINESS (PUBLIC HEARING)

1. Consideration and possible action to conduct a Public Hearing regarding capital outlay requests of $20,000 from the Citizens Option for Public Safety (COPS) Supplemental Law Enforcement Services Fund (SLESF) account. The grant requires that expenditures be utilized to supplement “front line law enforcement” which includes purchasing equipment. (Fiscal Impact: $20,000 from COPS grant fund)

Mayor Fisher stated this was the time and place to conduct a public hearing regarding capital outlay requests of $20,000 from the Citizens Option for Public Safety (COPS) Supplemental Law Enforcement Services Fund (SLESF) account. The grant requires that expenditures be utilized to supplement “front line law enforcement” which includes purchasing equipment.

Clerk Weaver stated proper notice of the hearing was given and no communication was received in the City Clerk’s office.

Mayor Fisher opened the Public Hearing.

Mitch Tavera, Chief of Police, was available to answer questions.

MOTION by Mayor Pro Tem Jacobson, SECONDED by Council Member Fellhauer to close the public hearing. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

Mark Hensley, City Attorney, ready by title only:
RESOLUTION NO. 4863

A RESOLUTION PROVIDING FOR THE IMPLEMENTATION OF THE CITIZENS OPTION FOR PUBLIC SAFETY (COPS) PROGRAM.

MOTION by Council Member Fuentes, SECONDED Council Member Fellhauer by to adopt Resolution No. 4863. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

2. Consideration and possible action to adopt a Resolution for a General Plan Amendment updating the Housing Element for the planning period extending from October 2013 to October 2021. Applicant: City of El Segundo. (Fiscal Impact: None)

Mayor Fisher stated this was the time and place to conduct a public hearing to adopt a Resolution for a General Plan Amendment updating the Housing Element for the planning period extending from October 2013 to October 2021. Applicant: City of El Segundo.

Clerk Weaver stated proper notice of the hearing was given and written communication was received in the City Clerk’s office and distributed accordingly.

Mayor Fisher opened the Public Hearing.

Veronica Tam, Veronica Tam and Associates, gave a presentation.

MOTION by Mayor Pro Tem Jacobson, SECONDED by Council Member Fellhauer to close the public hearing. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

Council Discussion

Mark Hensley, City Attorney, ready by title only:

RESOLUTION NO. 4864


MOTION by Council Member Fellhauer, SECONDED by Fuentes to adopt Resolution No. 4864. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

C. UNFINISHED BUSINESS

D. REPORTS OF COMMITTEES, COMMISSIONS AND BOARDS
E. CONSENT AGENDA

All items listed are to be adopted by one motion without discussion and passed unanimously. If a call for discussion of an item is made, the item(s) will be considered individually under the next heading of business.

3. Approve Warrant Numbers 2596035 – 2596251 on Register No. 8 in the total amount of $623,469.21 and Wire Transfers from 12/20/2013 through 01/03/2014 in the total amount of $1,264,585.40. Authorized staff to release Ratified Payroll and Employee Benefit checks; checks released early due to contracts or agreement; emergency disbursements and/or adjustments; and wire transfers.


5. Authorized the Senior Housing Board to implement a 2% increase in rental rates for current Park Vista tenants effective March 1, 2014, authorized the Senior Housing Board to implement annual rental rate adjustments based upon the Social Security Cost-of-Living Adjustment Factor minus .25% to offset for Medicare, utilizing a 10-year average of the Social Security COLA, authorized the Senior Housing Board to implement a minimum base, or floor, of 2% annual rental increase in future years and authorized setting the rental rates for incoming tenants at 50% of fair market rental value, based on a market analysis conducted annually by the management company. (Fiscal Impact: N/A)

6. PULLED BY COUNCIL MEMBER FUENTES

7. Waived the bidding process, approved the City Manager to purchase a Ford C-Max hybrid vehicle for use by the Recreation and Parks Department; using Air Quality Management District (AQMD) funds. (Fiscal Impact: $27,100.00)

8. Accepted as complete the Installation of Soccer Field Netting Project at Campus El Segundo Athletic Field and authorized the City Clerk to file a Notice of Completion in the County Recorder’s Office. Project No. PW 13-06. (Fiscal Impact: $13,900.00)

9. Accepted as complete the Maple Avenue Street Improvements Project and authorized the City Clerk to file a Notice of Completion in the County Recorder’s Office. Project No. PW 12-09. (Fiscal Impact: $2,156,852.72 grant reimbursement)

10. PULLED BY COUNCIL MEMBER FUENTES
11. Authorized a $7,000.00 transfer from the Hyperion Mitigation Fund for continued support of residential hotline services  
   (Fiscal Impact: $7,000.00)

12. Authorized the City Manager to approve a standard maintenance Contract No. 4542 in a form approved by the City Attorney with F.M. Thomas Air Conditioning, Inc. in the amount of $41,804.00, which includes a base bid of $27,304.00 plus an annual not-to-exceed amount of $14,500.00 annually for unforeseen HVAC-related repairs and emergencies and approved an annual option to renew for an additional four years, with a 3% escalation on the base bid of $27,304.00 plus $14,500 for unforeseen contingencies  
   (Fiscal Impact: $41,804.00 the first year with a 3% annual escalation for the next four years on the base bid of $27,304.00; not to exceed $217,460.00 over 5-year contract duration)

13. Approved Resolution No. 4865 amending Resolution No. 4779 as proposed, introduced and waived first reading of Ordinance No. to amend Ordinance No. 1470 and scheduled second reading and adoption of Ordinance on February 18, 2014. Applicant: Mar Ventures, Inc.  
   (Fiscal Impact: N/A)

MOTION by Council Member Fellhauer, SECONDED by Council Member Atkinson to approve Consent Agenda items 3, 4, 5, 7, 8, 9, 11, 12 and 13. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

PULLED ITEMS:

6. Consideration and possible action regarding a request from Tree Musketeers to waive fees for the use of City resources and staff time associated with their Arbor Day event on March 8, 2014.  
   (Fiscal Impact: $1,158.00)

   Council Discussion

MOTION by Council Member Fellhauer, SECONDED by Council Member Atkinson to approve Tree Musketeers request to waive fees for the use of City resources and staff time associated with their Arbor Day event on March 8, 2014. MOTION PASSED BY 4/1 VOICE VOTE. Yes – Atkinson, Fellhauer, Fisher and Fellhauer. No - Fuentes

10. Consideration and possible action regarding modifications of an existing Alcoholic Beverage Control (ABC) license for on-site sale and consumption of alcohol (Type 47 Alcoholic Beverage Control License) at Rock and Brews restaurant located at 139-147 Main Street.  
   (Fiscal Impact: NA)
Mayor Pro Tem Jacobson excused himself during item #10 discussion.

Council Discussion

Mitch Tavera, Chief of Police, answered Council questions.

MOTION by Council Member Fuentes, SECONDED by Council Member Fellhauer to receive and file the report without objecting to an expansion of a Type 47 ABC license at 139-147 Main Street. MOTION PASSED BY 4/0 VOICE VOTE. Mayor Pro Tem Jacobson did not vote do to conflict.

Mayor Pro Tem Jacobson returned to the Dais.

F. NEW BUSINESS

14. Consideration and possible action regarding the Fiscal Year 2012-2013 Yearend Report and FY 2013-2014 First Quarter Financial. (Fiscal Impact: None)

Deborah Cullen, Finance Director, gave a presentation.

MOTION by Council Member Atkinson, SECONDED by Council Member Fellhauer to receive and file FY 2012-2013 Yearend and FY 2012-2014 First Quarter Financial Review and approve designations of $1,608,034.00. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

REPORTS – CITY MANAGER - None

REPORTS – CITY ATTORNEY - None

REPORTS – CITY CLERK - None

REPORTS – CITY TREASURER - None

REPORTS – CITY COUNCIL MEMBERS

Council Member Fellhauer – Attended recent ribbon cuttings for Grimaldi’s and Cabon Resources. ESMoA opened a new show this past Friday night – SILENCE. Attended League of California Cities Transportation Communication and Public Works Policy Committee Meeting in Sacramento. Attended the Independent Cities Winter Conference in Sacramento.

Council Member Atkinson – Reminded Council he will miss the February 18, 2014 meeting.
Council Member Fuentes – Neglected to mention at last meeting that she attended the Christmas dinner at the Park and thanked Marcia and Mark Marion, plus the Park staff for all their hard work to make the dinner a success. Attended the Park Vista celebration honoring Donna McCarthy one of the original residents to move into Park Vista. Would like staff to prepare a presentation on the drought and how it is effecting the City.

Mayor Pro Tem Jacobson –

15. Consideration and possible action to establish the appropriate date for the City Council consideration of changes to Recreation and Parks related fees.  
   (Fiscal Impact: possible delayed implementation of fees)

Council Discussion

MOTION by Council Member Fellhauer, SECONDED by Council Member Atkinson to maintain the original date (March 4, 2014) to discuss changes to Recreation and Parks related fees. MOTION PASSED BY VOICE VOTE. 4/1. YES – Atkinson, Fellhauer, Fisher and Fuentes. NO – Jacobson

Mayor Fisher –

16. Consideration and possible action to select Hayley Funk as the Sister City Princess and Ambassador to represent the City of El Segundo at the annual Carnival event in Guaymas Mexico.  
   (Fiscal Impact: None)

Council Discussion

MOTION by Mayor Fisher, SECONDED by Council Member Fellhauer to approve the selection of Hayley Funk as honorary Ambassador to represent the City of El Segundo at the annual Carnival event in Guaymas Mexico. MOTION PASSED BY UNANIMOUS VOICE VOTE. 5/0

PUBLIC COMMUNICATIONS – (Related to City Business Only – 5 minute limit per person, 30 minute limit total) Individuals who have receive value of $50 or more to communicate to the City Council on behalf of another, and employees speaking on behalf of their employer, must so identify themselves prior to addressing the City Council. Failure to do so shall be a misdemeanor and punishable by a fine of $250. While all comments are welcome, the Brown Act does not allow Council to take action on any item not on the agenda. The Council will respond to comments after Public Communications is closed.

David Wagner, resident, commented Sandy Jacobson said all residents of El Segundo are members of the Sister City Organization.
MEMORIALS – None

ADJOURNMENT at 9:23 PM

__________________________
Tracy Weaver, City Clerk
EL SEGUNDO CITY COUNCIL
AGENDA STATEMENT

MEETING DATE: February 18, 2014
AGENDA HEADING: Consent Agenda

AGENDA DESCRIPTION:

Consideration and possible action regarding 1) Approval of a resolution to authorize the establishment of an agreement with the State of California Department of Justice and the Federal Bureau of Investigation to provide pre-employment background checks for City employee candidates. (Fiscal Impact: Estimated $2,200 annually)

RECOMMENDED COUNCIL ACTION:

1. Approve the attached resolution.
2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

1. Resolution

FISCAL IMPACT: Estimated $2,200 annually

Amount Budgeted: Existing budget for Professional & Technical Human Resources services will be utilized
Additional Appropriation: N/A
Account Number(s): 001-400-2506-6214

ORIGINATED BY: Lisa Jenkins, Senior Human Resources Analyst
REVIEWED BY: Martha Dijkstra, Director of Human Resources
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

Currently, the City of El Segundo’s screening process for prospective employees, volunteers, and independent contractors includes a “Live Scan”, or electronic fingerprint check. The City of El Segundo has an agreement with the California Department of Justice (DOJ) by which the fingerprints are transmitted to the DOJ for a background check. The criminal history information obtained through the Department of Justice is a “state-level” background check and consists of conviction history within the State of California. Once the City determines the individual has cleared the fingerprint check process, they are enrolled in a “subsequent arrest notification” program, by which the City receives updates of subsequent arrests or convictions for as long as the individual is employed with or provides services to the City.

Penal Code Section 11105(b)(1) authorizes cities to access federal level criminal history information as part of its screening process. As such, staff recommends approval of the attached resolution which would expand the City’s ability to obtain information on federal and out-of-state criminal offenses (based on an FBI check) as part of its screening process as well as subsequent arrests and convictions for employees/volunteers who participated in the FBI level check.

The expansion of the background check for prospective employees (or volunteers) will provide staff with additional information that may be critical to determine the suitability of a job applicant for

31
employment with the City. With the current process, it is incumbent upon the individual applicant to disclose an out-of-state or federal conviction. The expansion to the FBI background check will reduce the City’s reliance on the “self-disclosure” of conviction history by the applicant, thereby minimizing the possibility of an individual with a disqualifying conviction passing the background check, which will reduce the City’s liability in the hiring process.

The City currently pays $32.00 per DOJ Live Scan check and the FBI level of service will add $17.00 per background check. It is estimated that the additional cost if all prospective employees, volunteers, and contractors participate in the FBI level check will be approximately $2,200 annually based on recent hiring activity. The current Human Resources budget for Professional & Technical Services will be utilized for this additional cost. Staff believes that this additional cost is an investment in a more effective and comprehensive hiring process.
RESOLUTION NO._________

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL SEGUNDO AUTHORIZING THE ESTABLISHMENT OF AN AGREEMENT WITH THE STATE OF CALIFORNIA DEPARTMENT OF JUSTICE AND THE FEDERAL BUREAU OF INVESTIGATION TO PROVIDE FOR BACKGROUND CHECKS BY THE CITY OF EL SEGUNDO.

WHEREAS, Penal Code Sections 11105(b)(11) and 13300(b)(11) authorize cities, counties and districts to access state and local summary criminal history information for employment, licensing or certification purposes; and

WHEREAS, Penal Code Section 11105(b)(11) authorizes cities, counties and districts to access federal level criminal history information by transmitting fingerprint images and related information to the Department of Justice to be transmitted to the Federal Bureau of Investigation; and

WHEREAS, Penal Code Sections 11105(b)(11) and 13300(b)(11) require that there be a requirement or exclusion from employment, licensing or certification based on specific criminal conduct on the part of the subject of the record; and

WHEREAS, Penal Code Sections 11105(b)(11) and 13300(b)(11) require the city council, board of supervisors, or governing body of a city, county or district to specifically authorize access to summary criminal history information for employment, licensing or certification purposes.

NOW THEREFORE, BE IT RESOLVED, that the City of El Segundo is hereby authorized to access state and federal level summary criminal history information for employment (including volunteers and contract employees), and may not disseminate the information to a private entity.

PASSED AND ADOPTED this ___ day of _____________, 2014.

________________________________________
Bill Fisher,
Mayor
AGENDA DESCRIPTION:

Consideration and possible action regarding approval of a contract amendment for Aerotek, Inc for additional temporary staffing services in the Public Works Department. (Fiscal Impact: $100,000.00)

RECOMMENDED COUNCIL ACTION:

1. Authorize the City Manager to execute a contract amendment, in a form approved by the City Attorney, with Aerotek, Inc. for additional temporary staffing services; or

2. Alternatively, discuss and take other action related to this item.

ATTACHED SUPPORTING DOCUMENTS:

None

FISCAL IMPACT: Included in Adopted Budget

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ORIGINATED BY: Stephanie Katsouleas, Director of Public Works

REVIEWED BY: Stephanie Katsouleas, Director of Public Works

APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

On October 1, 2013, as part of the blanket approval process El Segundo entered into a one-year on-call service agreement with Aerotek, Inc. to provide temporary staffing services in Public Works for an amount not to exceed $100,000 for fiscal year 2013/14. To date, $88,200 has already been encumbered for temporary staff support, leaving only $11,800 available with more than half of the fiscal year still remaining.

Due to the number of staff on light duty in several Public Works Divisions, Staff is now requesting authorization to preemptively amend the Aerotek contract for an additional $100,000 to provide additional temporary staffing services should they be needed over the remainder of the budget year. Approval of this request will allow Public Works to be immediately responsive to backfilling its staffing needs with temporary support in the event it becomes necessary due to unforeseen circumstances.
AGENDA DESCRIPTION:
Consideration and possible action regarding adopting Ordinance No. 1493 modifying Condition No. 37 in Ordinance No. 1470, adopted September 4, 2012 for the 222 Kansas Street Specific Plan (affecting property located at 1520-1598 East Grand Avenue and 222-250 Kansas Street). Applicant: Mar Ventures, Inc.

RECOMMENDED COUNCIL ACTION:
1. Waive second reading and adopt Ordinance No. 1493; and/or
2. Alternatively, discuss and take other possible action related to this item.

ATTACHED SUPPORTING DOCUMENTS:
1. Ordinance No. 1493

FISCAL IMPACT: N/A

Amount Budgeted: N/A
Additional Appropriation: N/A
Account Number(s): N/A

ORIGINATED BY: Kimberly Christensen, AICP, Planning Manager
REVIEWED BY: Sam Lee, Director of Planning and Building Safety
APPROVED BY: Greg Carpenter, City Manager

BACKGROUND AND DISCUSSION:

I. Background and Discussion

On February 4, 2014, the City Council adopted Resolution No. 4865 amending Resolution No. 4779 and introduced an Ordinance modifying Condition No. 37 in Ordinance No. 1470, adopted September 4, 2012 for the 222 Kansas Street Specific Plan (affecting property located at 1520-1598 East Grand Avenue and 222-250 Kansas Street). If adopted, Ordinance No. 1493 will become effective in 30 days.
ORDINANCE NO. 1493

AN ORDINANCE MODIFYING CONDITION NO. 37 IN ORDINANCE NO. 1470 FOR THE 222 KANSAS STREET SPECIFIC PLAN (222 KSSP) PROJECT LOCATED AT 1520-1598 EAST GRAND AVENUE AND 222-250 KANSAS STREET

The City Council of the City of El Segundo does ordain as follows:

SECTION 1: The City Council finds and declares that:

A. On September 4, 2012, the City Council adopted Resolution No. 4779 and Ordinance No. 1470, approving the 222 Kansas Street Specific Plan (222 KSSP) project;

B. On January 9, 2014, Mar Ventures, Inc. requested that Condition No. 37 be modified to remove the requirement for an irrevocable offer to dedicate an additional 9 feet along the entire Grand Avenue frontage of the subject property;

C. On February 4, 2014, the City Council held a public hearing and considered the information provided by City staff, public testimony and the applicant, Mar Ventures, Inc;

D. On February 4, 2014, the City Council introduced and waived first reading of Ordinance No. 1493; and

E. This Ordinance and its findings are made based upon testimony and evidence presented to the Council at its February 4, 2014 hearing including, without limitation, the staff report submitted by the Department of Planning and Building Safety.

SECTION 2: Environmental Assessment. Nothing in this Ordinance affects the California Environmental Quality Act ("CEQA") determination made by the City Council on September 4, 2012; by itself, this Ordinance does not constitute a "project" for the purposes of CEQA.

SECTION 3: Approvals. The City Council modifies Condition No. 37 in Ordinance No. 1470 to read as follows:

"Before the City issues a Certificate of Occupancy and records the final map, the applicant must dedicate 10 feet along the entire Grand Avenue frontage of the subject property. The applicant must enter into an agreement, in a form approved by the City Attorney,
holding the City harmless and indemnifying it from any hazardous materials or contamination that may affect the property offered for dedication."

SECTION 4: Reliance on Record. Each and every one of the findings and determinations in this Ordinance 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 5: 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 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 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: Effectiveness of ESMC. Repeal or amendment of any provision of the ESMC 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 8: Memorization. The City Clerk is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City of El Segundo’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 9: 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 10: Effective Date. This Ordinance will become effective on the thirty-first (31st) day following its passage and adoption.

PASSED, APPROVED AND ADOPTED this 18th day of February, 2014.

Bill Fisher, Mayor

ATTEST:

STATE OF CALIFORNIA )
COUNTY OF LOS ANGELES ) SS
CITY OF EL SEGUNDO )

I, Tracy Weaver, City Clerk of the City of El Segundo, California, do hereby certify that the whole number of members of the City Council of said City is five; that the foregoing Ordinance No. 1493 was duly introduced by said City Council at a regular meeting held on the 4th day of February, 2014, and was duly passed and adopted by said City Council, approved and signed by the Mayor, and attested to by the City Clerk, all at a regular meeting of said Council held on the 18th day of February, 2014, and the same was so passed and adopted by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Tracy Weaver, City Clerk

APPROVED AS TO FORM:
Mark D. Hensley, City Attorney

By:
Karl H. Berger, Assistant City Attorney