

# City of Corona

*400 S. Vicentia Ave.  
Corona, CA 92882*

## Committee of the Whole Meeting Agenda

**Wednesday, October 13, 2021**

**Council Board Room 4:00 PM**



**CITY COUNCIL/SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF  
CORONA/CORONA PUBLIC FINANCING AUTHORITY/CORONA UTILITY  
AUTHORITY/CORONA HOUSING AUTHORITY MEETING**

**Jacque Casillas, Mayor  
Wes Speake, Vice Mayor  
Tony Daddario, Council Member  
Tom Richins, Council Member  
Jim Steiner, Council Member**

**PLEDGE OF ALLEGIANCE****CONVENE OPEN SESSION****COMMUNICATIONS FROM THE PUBLIC****AGENDA ITEMS**

1. **REPORT** - [Update of Sales Tax Information by HdL Companies.](#)

**That the Committee of the Whole** receive and file the update.

2. **REPORT** - [Tow Policy Review.](#)

**That the Committee of the Whole** receive and file the presentation.

3. **REPORT** - [Economic Development Updates.](#)

**That the Committee of the Whole** provide feedback and direction.

4. **REPORT** - [Presentation and discussion on sidewalk vendors within public rights-of-way pursuant to Senate Bill 946.](#)

**That the Committee of the Whole** provide direction to staff on preparing a draft ordinance for sidewalk vendors for review and discussion at a future City Council Study Session.

5. **REPORT** - [Mountain Gate Park Playground Re-Opening Update.](#)

**That the Committee of the Whole** receive information, and provide feedback on the name of the Woolly Mammoth, and provide on the proposed Mountain Gate Park Playground Re-Opening set tentatively for October 20, 2021.

**ADJOURNMENT**

*Agendas for all regular City meetings are posted at least 72 hours prior to the meeting in the entryway at City Hall. Written communications from the public for agendas must be submitted to the City Clerk's Office prior to the respective meeting.*

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the ADA Coordinator at (951) 736-2235. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.*



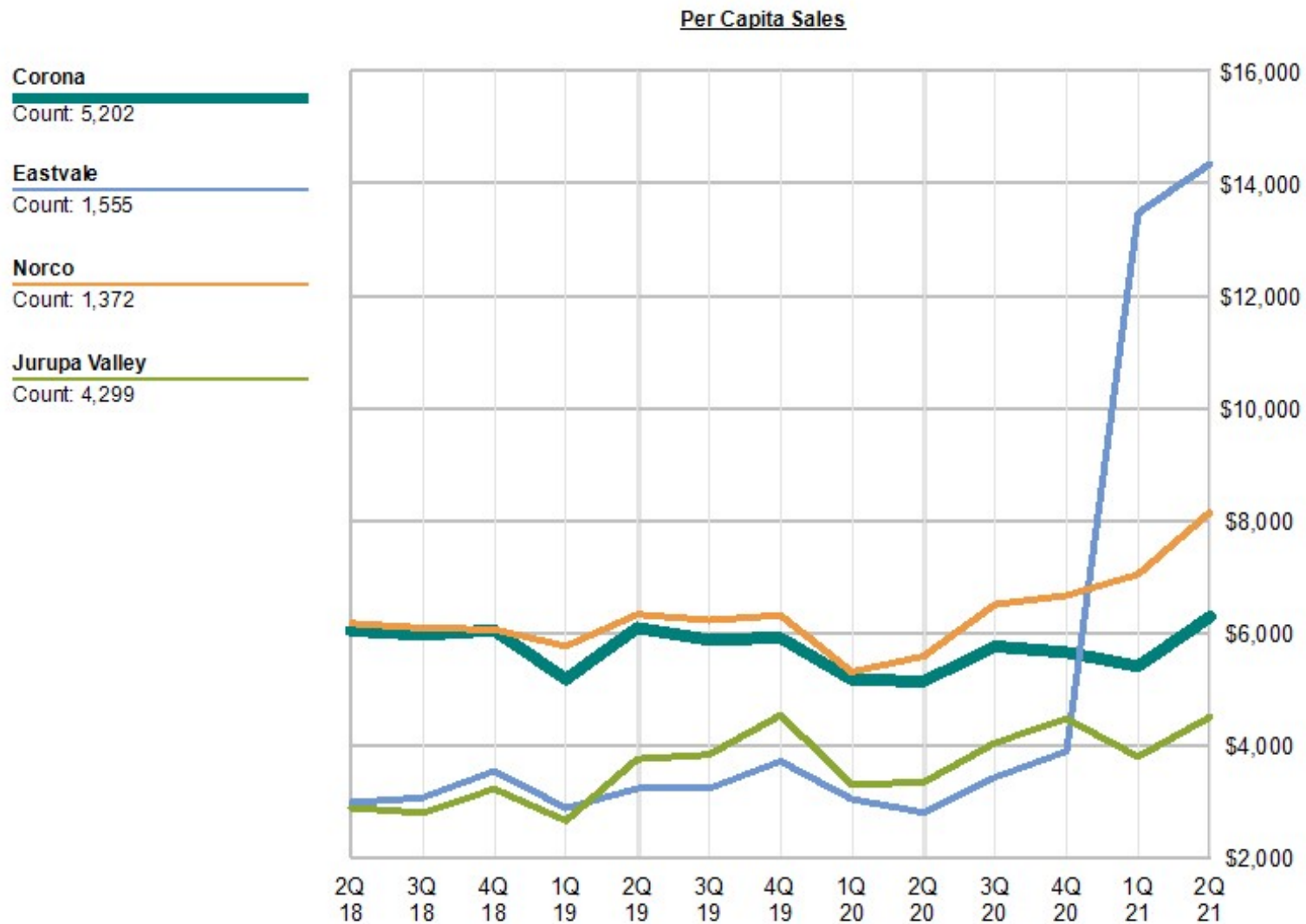
# **SALES TAX Update 2nd Quarter 2021**

**City of Corona  
Committee of the Whole  
October 13, 2021**

## REGIONAL REPORT *Adjusted Sales Tax Growth*

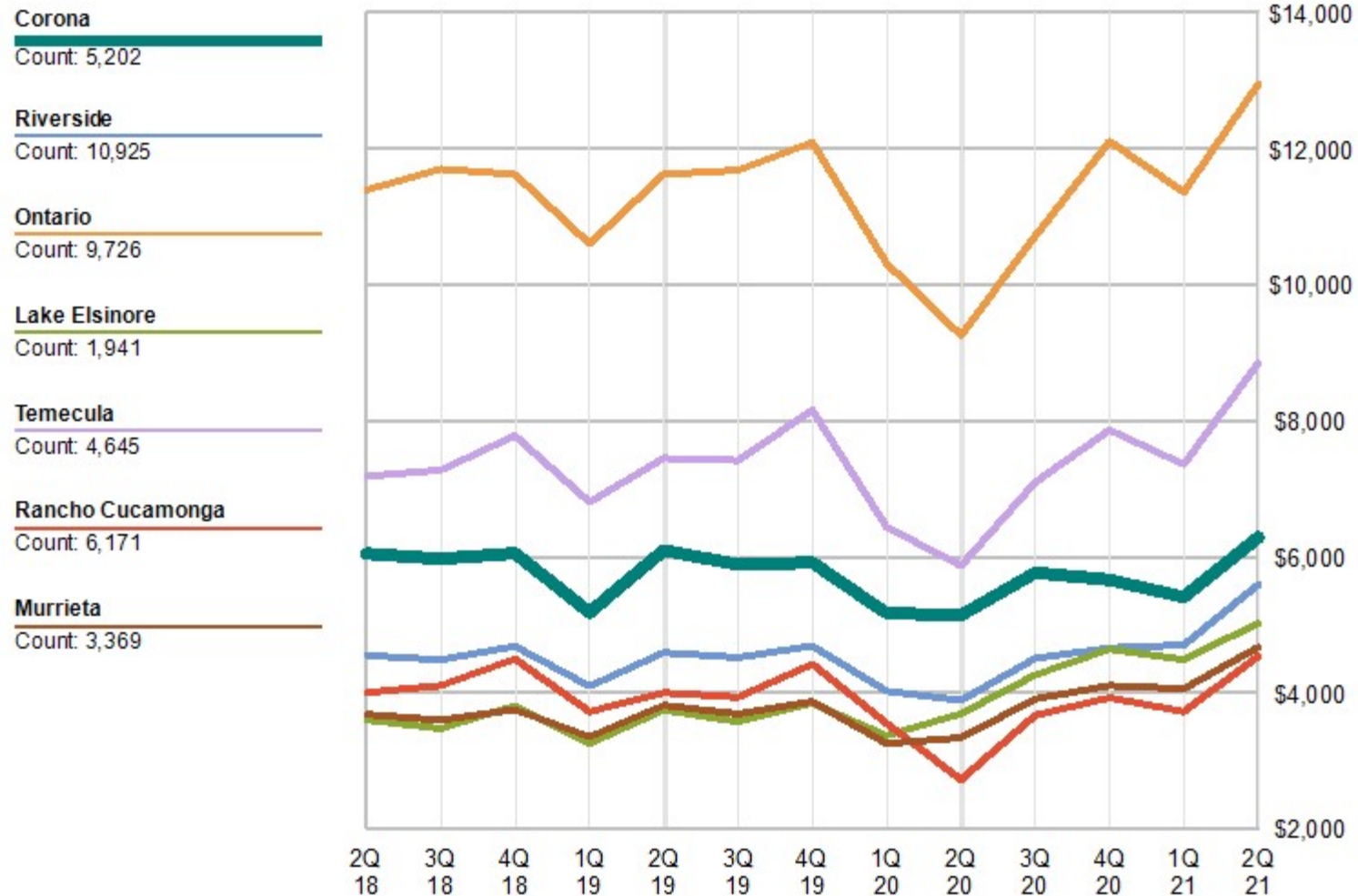
Region	2Q21 vs 2Q20 % Change
Corona	+19.5%
Riverside County	+41.8%
Southern California	+40.3%
California	+37.3%

# REGIONAL REPORT *Adjusted Sales Tax Growth*

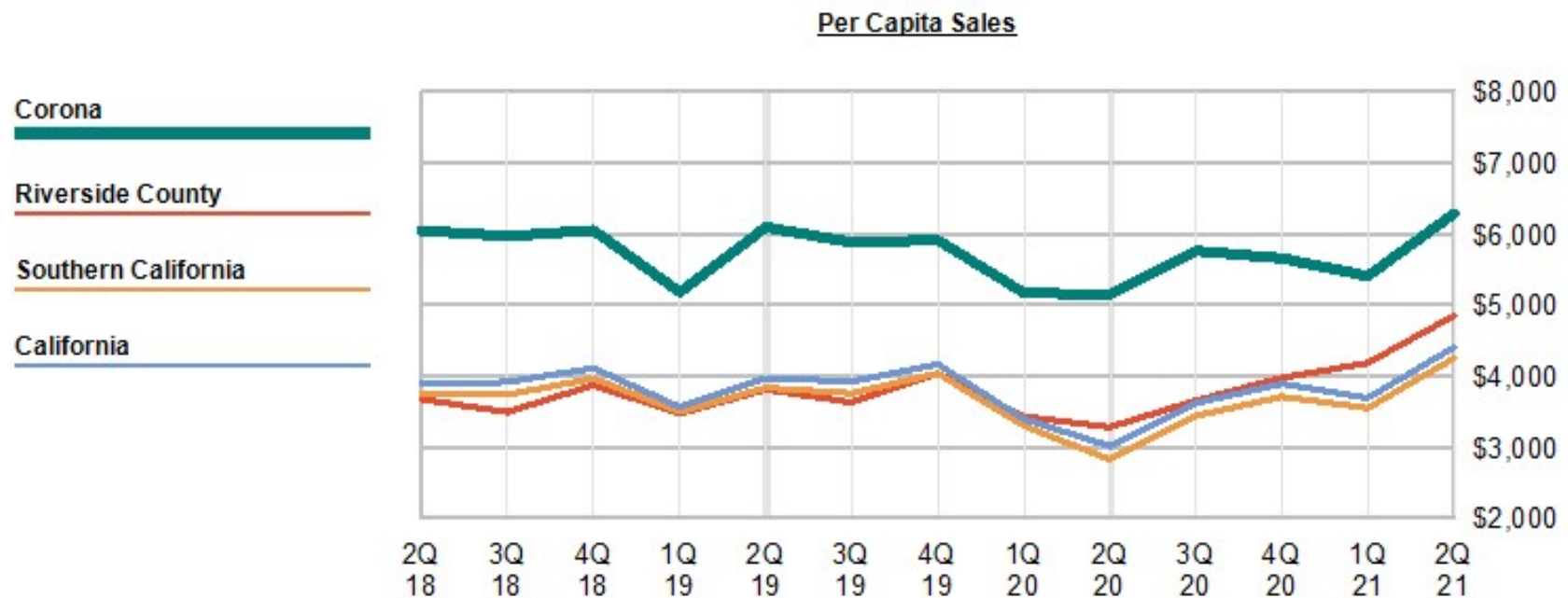


# REGIONAL REPORT *Adjusted Sales Tax Growth*

Per Capita Sales



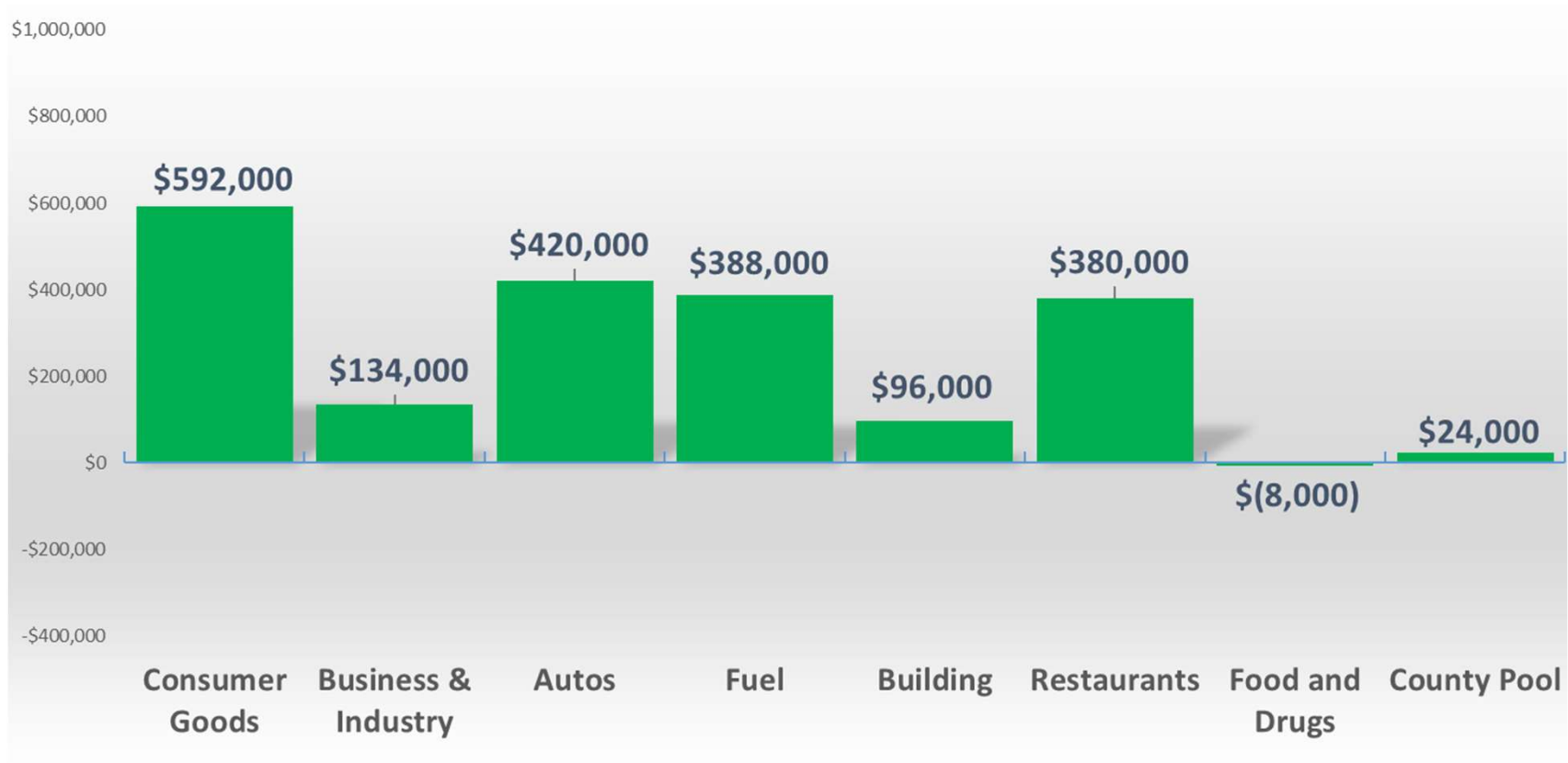
## REGIONAL REPORT *Adjusted Sales Tax Growth*





# CORONA MAJOR GROUPS: 2Q21 vs 2Q20

Adjusted Receipts  
\$ Increase (or Decrease) by Category





# CORONA MAJOR INDUSTRY GROUPS (Top 5)

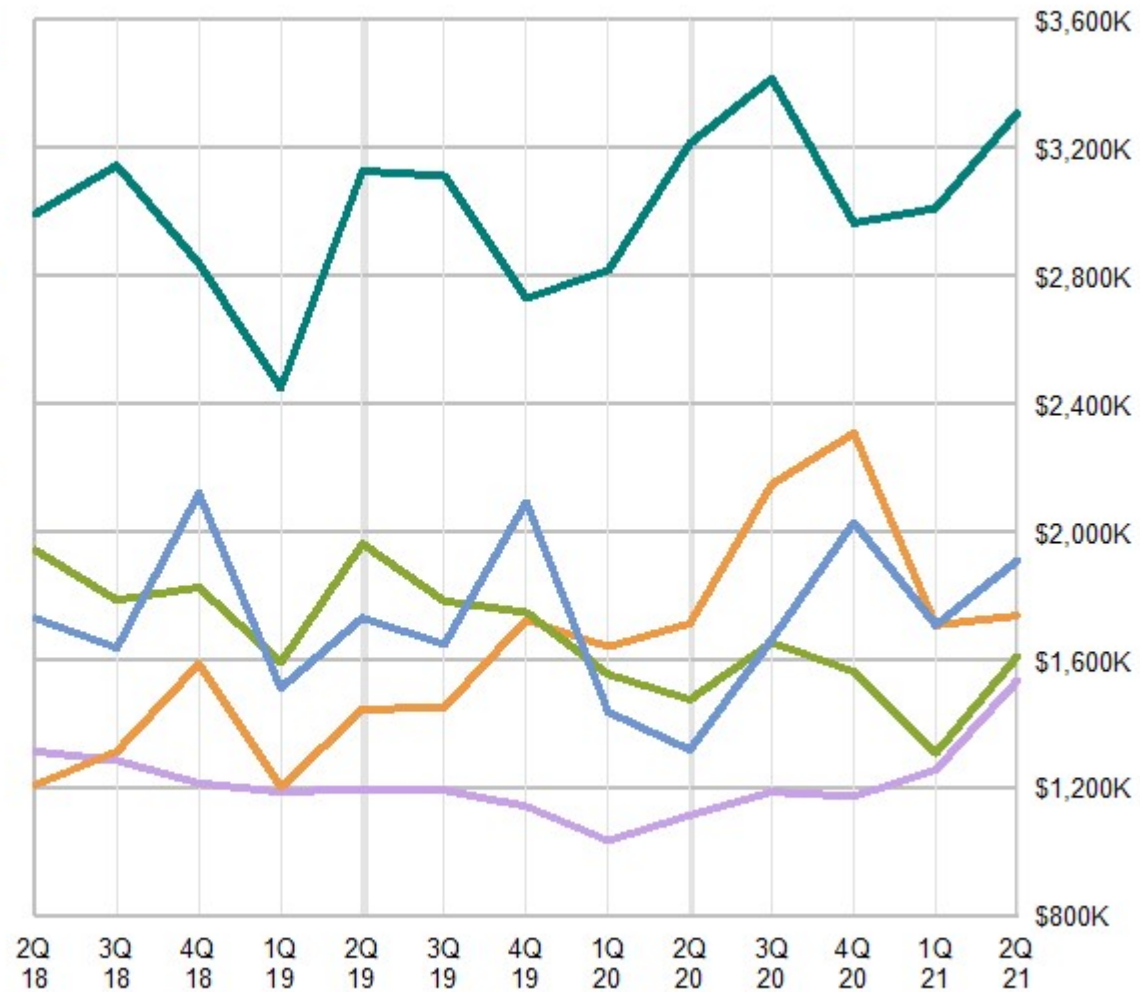
**Building And Construction**  
Count: 252

**General Consumer Goods**  
Count: 1,956

**State & County Pools**

**Business And Industry**  
Count: 1,752

**Autos And Transportation**  
Count: 474



# CORONA MAJOR INDUSTRY GROUPS (Final 3)

## Restaurants And Hotels

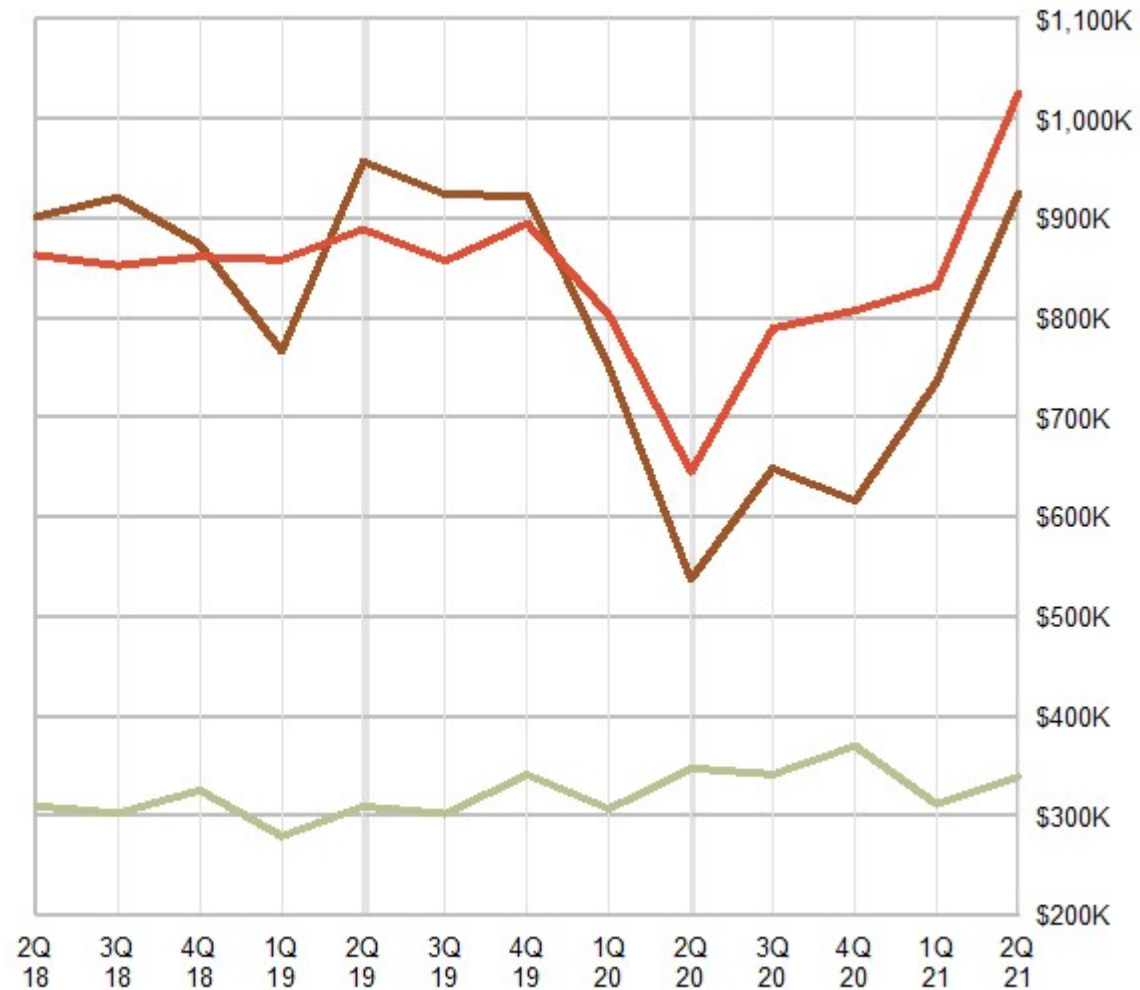
Count: 481

## Fuel And Service Stations

Count: 58

## Food And Drugs

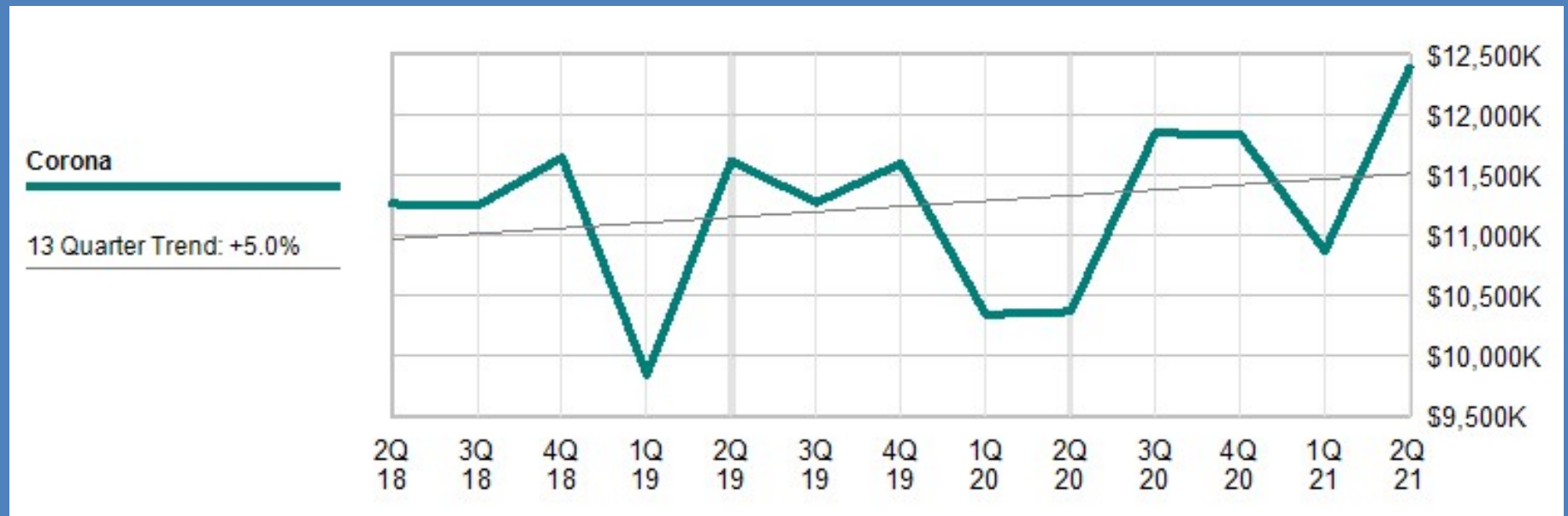
Count: 156



# CORONA

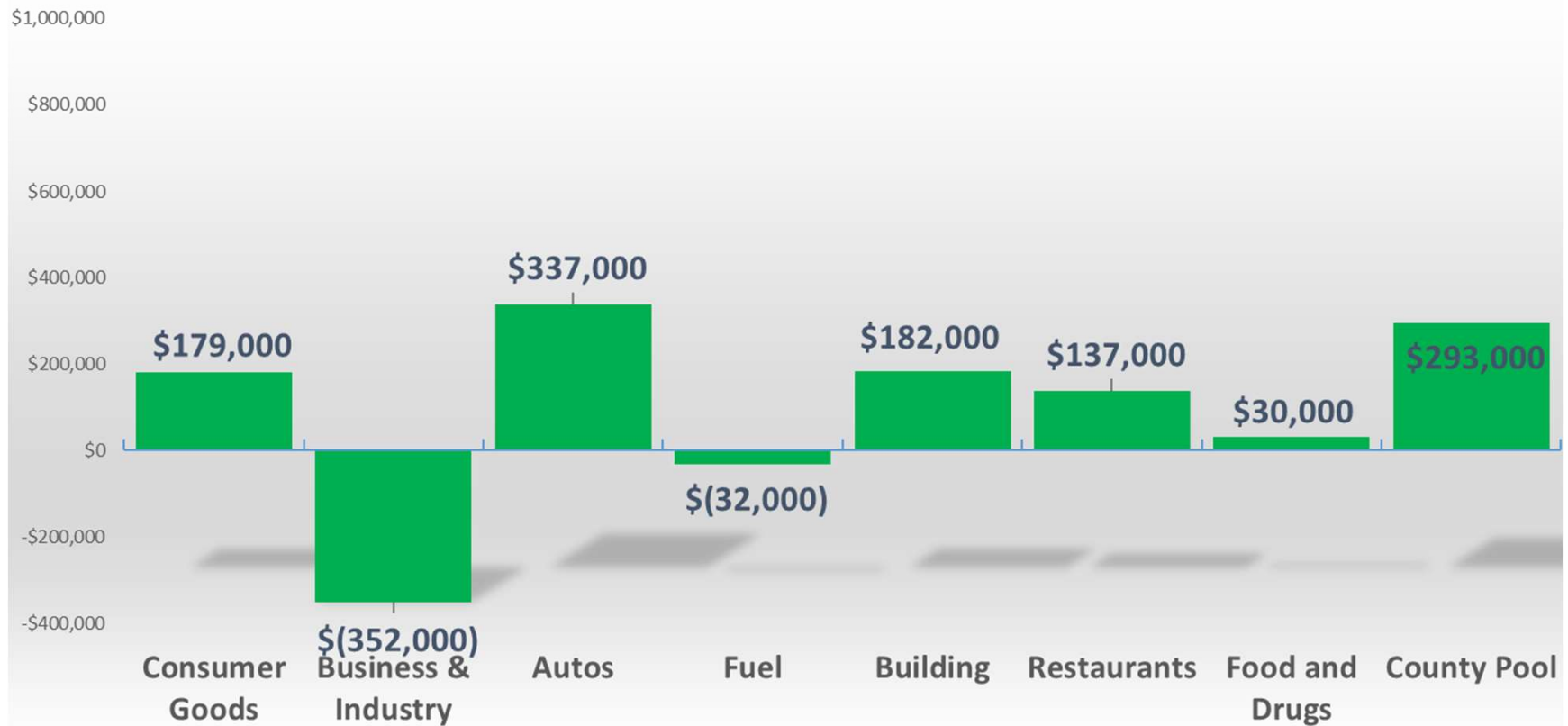
## ADJUSTED POINT-OF-SALE - SALES TAX TREND

13 QTR Trend: +5.0%



# CORONA MAJOR GROUPS: 2Q21 vs 2Q19

Adjusted Receipts  
\$ Increase (or Decrease) by Category



# CORONA MAJOR INDUSTRY GROUPS (13-Yr history)

## Building And Construction

Count: 252

## State & County Pools

## General Consumer Goods

Count: 1,956

## Business And Industry

Count: 1,752

## Autos And Transportation

Count: 474

## Restaurants And Hotels

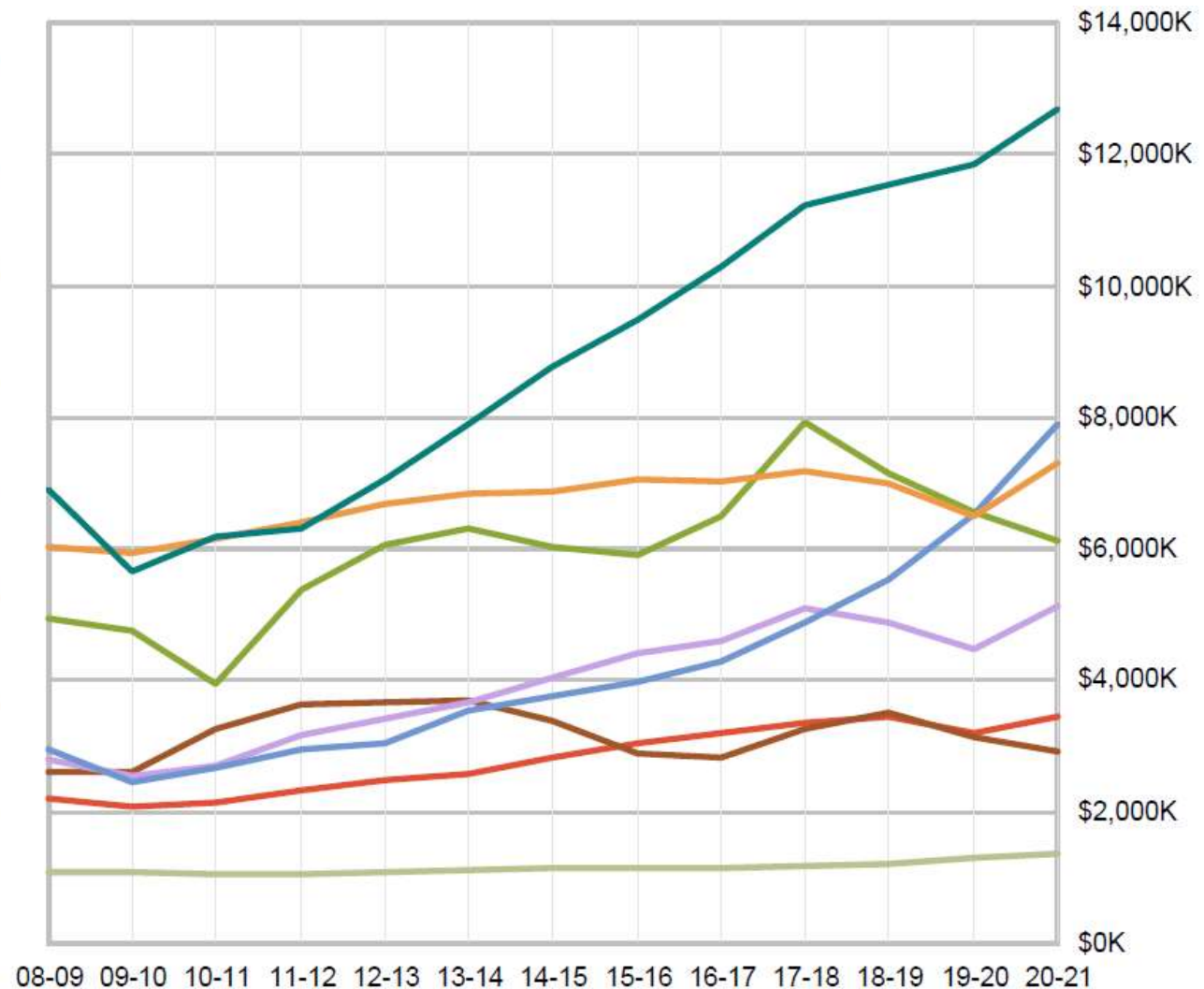
Count: 481

## Fuel And Service Stations

Count: 58

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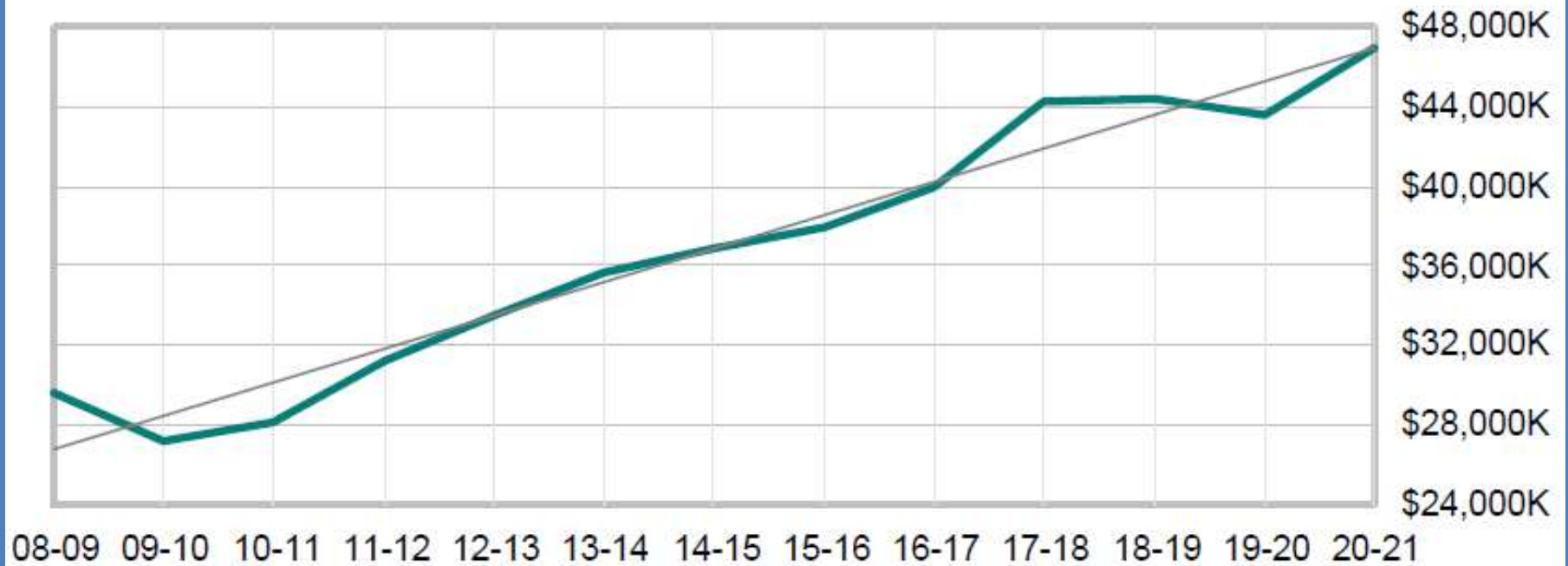
Count: 156



# CORONA

## ADJUSTED POINT-OF-SALE - SALES TAX TREND

13 YR Trend: +74.8%



# CITY OF CORONA

## SALES TAX UPDATE

### 2Q 2021 (APRIL - JUNE)



#### CORONA

TOTAL: \$ 12,391,525

19.5%  
2Q2021



41.8%  
COUNTY



37.3%  
STATE



\*Allocation aberrations have been adjusted to reflect sales activity

#### SALES TAX BY MAJOR BUSINESS GROUP



#### CITY OF CORONA HIGHLIGHTS

Corona's receipts from April through June were 21.6% above the second sales period in 2020. Excluding reporting aberrations, actual sales were up 19.5% compared to the pandemic lows recorded in the prior year. The City's sales tax revenue is also now \$774,000, or 7%, higher than where it was two years before, in the second quarter of 2019, before the Covid-19 crisis began.

The category that contributed the most to this recovery has been the auto-transportation group, which has grown \$337,000, or 28%, since 2Q19 with a frenzy of demand and higher prices as many popular vehicle models have been in short supply on dealers' lots amid pandemic supply chain challenges.

Allocations from the Riverside Pool have also increased \$293,000, or 20%, on the Wayfair/AB147 legislative change that

has allowed for the taxation of additional internet sales since its implementation in 2019. Building-construction related sales are also \$182,000, or 6%, higher than 2Q19 with the surge in home construction and home improvement projects, coupled with increasing raw material costs for commodities such as lumber.

Business-industrial returns remain 18% lower than 2Q19, however, as a possible misallocation and several abnormally high payment spikes in the comparison quarter made for a difficult comparison.

Measure X, the City's voter-approved add-on sales tax, began to be collected July 1.

Net of aberrations, taxable sales for all of Riverside County grew 41.8% compared to last year; the Southern California region was up 40.3%.



#### TOP 25 PRODUCERS

Agile Sourcing Partners	Sams Club w/ Fuel
All American Asphalt	Spreen Honda Corona
American Electric Supply	Stater Bros
Anixter	Supply Patriot
Arco AM PM	Target
CardinaleWay Hyundai	Vulcan Materials
Corona Nissan	Walmart Supercenter
Costco	
Culver Newlin	
Downs Energy	
Duralum Products	
Ganahl Lumber	
Home Depot	
Larry H Miller Toyota Corona	
Lowes	
LuLaRoe	
Robertsons Ready Mix	
Ross	





## STATEWIDE RESULTS

The local one cent sales and use tax from sales occurring April through June, was 37% higher than the same quarter one year ago after factoring for accounting anomalies and back payments from previous quarters.

The 2nd quarter of 2020 was the most adversely impacted sales tax period related to the Covid-19 pandemic and Shelter-In-Place directive issued by Governor Newsom. The 2Q21 comparison quarter of 2Q20 was the lowest since 2Q14 due to indoor dining restrictions at most restaurants; non-essential brick and mortar store closures; and employee remote/work from home options which significantly reduced commuting traffic and fuel sales. Therefore, similar to the 1st quarter 2020 comparison, dramatic percentage gains for 2Q21 were anticipated and materialized.

Up to this point through California's recovery, we've seen some regions experience stronger gains than others. However, with the latest data and the depths of declines in the comparison period, statewide most regions saw very similar growth.

Within the results, prolonged gains by the auto-transportation and building-construction industries generated higher receipts. Although the explosion of sales by new and used car dealers has come as welcome relief, the latest news of inventories being stretched thin due to the micro processing chip issues earlier in the year may result in a headwind into 2022. Conversely for the building-construction group, as housing prices in many markets increased over the last year, sustained available homeowner and investor equity is in place for the foreseeable future. Receipts from general consumer goods marked a steady and expected come back, led by family apparel, jewelry and home furnishing stores. When combined with solid greater economic trends, this is a welcome

sign for many companies as a lead up to the normal holiday shopping period later this calendar year.

As consumers flock back into retail locations and with AB 147 fully implemented, growth from the county use tax pools - largely enhanced by out-of-state online sales activity - returned to more traditional gains of 9%. These results also included the reallocation of tax dollars previously distributed through the countywide pools to specific local jurisdictions that operate in-state fulfillment centers. Thus, the business and industry category, where fulfillment centers, medical-biotech vendors and garden-agricultural supplies are shown, jumped 26%.

In June, many restaurants reopened indoor dining. Given consumer desires to eat out and beautiful spring weather, all categories experienced a strong, much-needed rebound. However, labor shortages and a rise in menu prices continue to be a concern.

Looking ahead, sustained sales tax growth is still anticipated through the end of the 2021 calendar year. Inflationary effects are showing up in the cost of many taxable products. Pent up demand for travel and experiences, the return of commuters with more costly fuel, and labor shortages having upward pressure on prices may begin to consume more disposable income and tighten growth by the start of 2022.

## SALES TAX RATE BREAKDOWN

**8.75%**

State General Fund	3.9375%
City/County General Fund (Bradley-Burns)	1.0000%
Corona Transactions & Use Tax (CRTU)	1.0000%
County Public Safety (Prop 172)	0.5000%
County Realignment (Mental Health/Welfare/Public Safety)	1.5625%
Countywide Transportation Fund	0.2500%
Riverside County Transportation Commission (RCTC)	0.5000%

**Tax Rate Effective July 01, 2021**
**8.7500%**

## TOP NON-CONFIDENTIAL BUSINESS TYPES

Corona Business Type	Q2 '21*	Change	County Change	HdL State Change
Contractors	2,140.5	-0.2% ↓	14.9% ↑	23.6% ↑
Discount Dept Stores	944.0	19.1% ↑	18.9% ↑	20.3% ↑
New Motor Vehicle Dealers	841.9	51.1% ↑	49.7% ↑	55.9% ↑
Building Materials	689.1	13.6% ↑	30.9% ↑	21.7% ↑
Service Stations	618.9	69.7% ↑	78.5% ↑	73.9% ↑
Casual Dining	469.2	113.4% ↑	147.4% ↑	130.4% ↑
Plumbing/Electrical Supplies	456.0	3.0% ↑	30.6% ↑	37.5% ↑
Quick-Service Restaurants	439.6	24.2% ↑	27.0% ↑	28.8% ↑
Heavy Industrial	347.9	9.2% ↑	-16.4% ↓	10.7% ↑
Grocery Stores	230.3	-5.3% ↓	3.9% ↑	-0.9% ↓

*\*Allocation aberrations have been adjusted to reflect sales activity*
*\*In thousands of dollars*



# CALIFORNIA FORECAST

## SALES TAX TRENDS AND ECONOMIC DRIVERS



Shasta County, CA

### Delivering Revenue, Insight and Efficiency to Local Government Since 1983

HdL provides relevant information and analyses on the economic forces affecting California's local government agencies. In addition, HdL's Revenue Enhancement and Economic Development Services help clients to maximize revenues.

888.861.0220 | [solutions@hdlcompanies.com](mailto:solutions@hdlcompanies.com) | [hdlcompanies.com](http://hdlcompanies.com)





# HDL CONSENSUS FORECAST – SEPTEMBER 2021

## STATEWIDE SALES TAX TRENDS

HdL Companies

 **TOTAL** 2021/22 | 2022/23  
10.2% | 4.0%



### **Autos/Transportation**

2021/22 | 2022/23

2.4% | 2.4%

Receipts from auto and transportation related sales soared in the second quarter of 2021 with demand strengthened by low financing rates, a year plus of curtailed spending opportunities, government stimulus payments, and borrowing from unexpected found equity in the rising value of real estate and financial assets. Meanwhile, the supply of vehicles has been constrained by chip shortages and other production issues. Recent reports indicate the inventory shortfall is having a significant negative impact on sales, though our projection is that the strong 4th of July holiday at the beginning of the quarter, coupled with higher vehicle pricing, will offset these losses. Some sales are expected to slip during the fourth quarter, with normal gains projected going forward into 2022.



### **Building/Construction**

7.1% | 0.5%

This forecast period follows one in which lumber prices hit record highs in May, only to plunge dramatically immediately afterward. Supply is matching demand for the moment. Further price declines are expected by the end of 2021 as China dumps vast amounts of its lumber reserves on the market. During the second quarter, building permit values climbed higher for the first time in 2.5 years, led by Single and Multi Family Residence projects while nonresidential construction was largely dormant. Office and general retail developers are still waiting for the market to signal that more space is needed before launching projects. Warehouse space is still lagging demand. The surge in permit issuance means future work for contractors and expanded demand for materials. Fire scarred areas will see an increase in supplies purchased to handle board up and roof patching ahead of wet weather.



### **Business/Industry**

2021/22 | 2022/23

11.7% | 4.5%

Fulfillment centers were a large portion of this category's 26% growth as online sales swelled and a taxpayer's reporting change shifted 37% of their revenues from countywide pools to agencies with in-state fulfillment centers. With companies adapting to new ways of doing work, business services and technology activity spiked. While agriculture, farm, and construction equipment sales jumped, it is unknown how the continued drought and wildfires could impact future remittances. Various industries still struggle with challenges such as raw material and qualified worker shortages. Overall, returns are nearing pre-pandemic levels. The overall short-term outlook is modest gains; expect results to vary by region and segment depending upon each jurisdiction's composition of companies within this group.



### **Food/Drugs**


2.0% | 2.0%

Brought about by worker shortages and supply shipping interruptions, inflation has driven up the cost of products in local grocery and drug stores. Prices rose over the past two years and are expected to stabilize in 2022 to a normal level of increase. Areas of the state that have seen housing expansion and/or population gains should experience new outlets built which both meet customer needs and add to the municipality's tax base. Permitted expansions of cannabis merchants has slowed; however, demand remains strong with expected greater sales volumes contributing to the steady improvement of taxes by this sector.

# HDL CONSENSUS FORECAST – SEPTEMBER 2021

## STATEWIDE SALES TAX TRENDS

HdL Companies

 **TOTAL** 2021/22 | 2022/23  
10.2% | 4.0%

2021/22 | 2022/23



### Fuel/Service Stations 23.1% | 2.8%

This industry experienced upward price pressure on sales taxes received through June. Concern for recent spikes in the COVID-19 variant has not significantly reduced demand for fuel in California. The average cost of a gallon of gas is at the highest level since the all-time record of \$4.73 set in October 2012. Oil barrel prices are in the low \$70 range and a temperate resurgence of air travel boosted recent jet fuel prices up to pre-pandemic levels. Our forecast projects consumption of fuel to trend positively through all of fiscal year 2021/2022. By the end of that year, much of the taxes lost during the worst periods of 2020 should be largely recovered.



### General Consumer Goods 9.1% | 1.8%

Consumers continued to show resiliency with respect to spending in the second quarter of 2021, rebounding from the depths of the pandemic's impacts one year prior. Statewide, second quarter local tax receipts improved five percent above pre-pandemic levels. Spurred by federal stimulus, pent-up demand and a wider opening of the state economy, retailers across the boards rang up more transactions. Looking ahead, this group is expected to perform well despite a rise in Delta variant infections, recovering supply chains and decreased stimulus support. Trending back to in-person shopping, consumer demand remains healthy proven by recent data amid elevated prices. HdL expects to see positive trends endure through the remainder of the year fueled by a strong back to school shopping season and a robust holiday season that should be supported by the addition of monthly child tax credit payments.



### Restaurants/Hotels 29.5% | 6.0%

Restaurants/hotels were one of the hardest hit industry groups during the beginning of the COVID-19 health crisis. In the second quarter of 2021 as restrictions were lifted and pent-up demand was released, the numbers, compared to the lowest quarter of the pandemic, strongly rebounded. Quick service receipts surpassed pre-pandemic levels while other restaurant segments neared 2019 comparable period results. Hotels began to rebound, but regional differences, a slow return for business travel and the lack of international travelers caused this group to lag behind restaurants. The 2021/22 percentage gain is sizable, mostly linked to recovery of what was lost in the preceding two fiscal years when many establishments were closed or had limited operations for weeks at a time.



### State and County Pools 7.1% | 8.0%

The continual transference in consumer spending moving away from in-store purchases to the considerable ease and humongous inventory options accessible through mobile apps accelerated again as the state's economy rebounds from retailers' COVID-19 impacts last spring. Interestingly, recent returns reported a modest 10% climb, even after accounting for one company's change in return filing that redirected about one-third of use taxes collected to date for 2021 away from the pools and to local agencies with facilities that ship directly to customers. Many economic experts forecast e-commerce/m-commerce to capture a larger share of total retail sales in the coming years. Working from home and other changes brought about by COVID-19 suggest households' future spending aligns with these lifestyle patterns. Pools growth is forecasted to produce gains aligned closer to historic levels dating back to 2019 and prior years.

Proposition 172 projections vary from statewide Bradley-Burns calculations due to the state's utilization of differing collection periods in its allocations to counties. HdL forecasts a statewide increase of 9.6% for Fiscal Year 2021/22 and 4.0% for 2022/2023.



# NATIONAL AND STATEWIDE ECONOMIC DRIVERS



## U.S. Real GDP Growth

2020/21 | 2021/22

13.0% | 4.0%

With stellar growth in the first half of 2021, U.S. GDP surpassed pre-pandemic levels despite having 5 million fewer workers than early last year. More people are expected to rejoin the workforce as wages rise, but a smaller workforce will not necessarily mean slower economic growth if recent productivity increases can be sustained. Businesses are investing heavily in this. Capital expenditures are up by \$600 billion (9.2%) from the pre-pandemic peak. Meanwhile, highly effective vaccines have substantially decreased the economic risks from COVID-19. Temporary surges in cases will simply push growth to the following quarter rather than leave any lasting impact. The greater risk in the medium term is the coming unwinding of monetary stimulus from the U.S. Federal Reserve, which will increase the cost of servicing debt for public and private entities.



## CA Unemployment Rate

2020/21 | 2021/22

7.6% | 4.8%

The unemployment rate in California has already dropped by more than half since the depths of the pandemic. Part of this improvement is a function of the huge increase in the number of people not seeking work, a category not counted as unemployed in government surveys, but not all of these workers have left the labor force indefinitely. As a result, the lower unemployment rate tends to confuse the complex labor market recovery, which is better demonstrated by total nonfarm employment. Higher unemployment rates may even be a welcome sign that hot economic conditions are inducing workers to look for work after having temporarily dropping out of the workforce. Unemployment should continue to steadily decline into next year.



## CA Median Existing Home Price

\$626,187 | \$669,232

The eye-popping 18% increase in housing prices in the past year has been fueled by extremely low inventories, currently at a historic low of 1.8 months' supply. Ample household savings, rising asset prices, and low interest rates have further driven the housing boom. This has powered a broad increase in prices across the state. The Case-Shiller Index for Los Angeles and San Francisco increased over 37% and 20% on a month-over-month annualized basis in June, but these remain far from historic high increases for each of these municipalities. Although the market will cool slightly in the fall, housing prices are expected to increase 6% on a year-over-year basis in the coming quarters. Prices are more likely to come under control as interest rates rise in 2022.



## U.S. Unemployment Rate

6.9% | 4.4%

The rapid decline of unemployment to 5.2% in August reflects improving economic conditions but obscures the rocky recovery in the labor market. Total employment remains depressed because of a confluence of factors, including mass retirements of baby boomers and generous unemployment support. The expiration of COVID-related unemployment benefits in September, along with rising wages, will entice more people to seek work. But do not expect a complete return to the status quo. Higher labor costs will continue to fundamentally alter segments of the economy. Companies will be forced either to close or innovate through automation, retraining or pivoting to other business offerings. This will particularly impact the service sector, including restaurants and hotels.



## CA Total Nonfarm Employment Growth

-5.5% | 6.2%

Following the broad national trend, California's recovery has been rapid but with far fewer workers. This trend was evident before pandemic restrictions lifted, with the state clawing back to within 98.5% of its pre-pandemic size by the first quarter of 2021 (the latest available data). As a result, the economy is now almost certainly larger than pre-pandemic levels. Despite this trend, total nonfarm employment remains 1.2 million jobs (7%) smaller than before the pandemic. On the one hand, this underscores the considerable leaps in productivity achieved to sustain the recovery with far fewer workers. On the other hand, the dearth of workers could devastate some small businesses, particularly in retail and entertainment, whose existence and profit margins depend on staffing. Expected higher wages will eventually attract more workers, but California's labor market will not return to pre-pandemic levels until the fourth quarter of 2022.



## CA Residential Building Permits

126,181 | 135,285

The recent passing of California's Senate Bill 9, which compels local governments to allow high-density housing, will help alleviate the ongoing housing crisis caused by inadequate supply. The law could increase the number of building permits in the coming years. In the meantime, permits are expected to continue to rise into next year, topping 120,000 for the first time since 2007.

## HdL Companies

120 S. State College Blvd., Suite 200

Brea, CA 92821

Telephone: 714.879.5000 • 888.861.0220

California's allocation data trails actual sales activity by three to six months. HdL compensates for the lack of current information by reviewing the latest reports, statistics and perspectives from fifty or more economists, analysts and trade associations to reach a consensus on probable trends for coming quarters. The forecast is used to help project revenues based on statewide formulas and for reference in tailoring sales tax estimates appropriate to each client's specific demographics, tax base and regional trends.

## Beacon Economics LLC

5777 West Century Boulevard, Suite 895

Los Angeles, CA 90045

Telephone: 310.571.3399

Beacon Economics has proven to be one of the most thorough and accurate economic research/analytical forecasting firms in the country. Their evaluation of the key drivers impacting local economies and tax revenues provides additional perspective to HdL's quarterly consensus updates. The collaboration and sharing of information between Beacon and HdL helps both companies enhance the accuracy of the work that they perform for their respective clients.



# HdL Companies

714.879.5000 | [hdlcompanies.com](http://hdlcompanies.com)



# Abandoned Vehicles– Can we tow?



**Lieutenant Chad Fountain**  
**Sergeant Bryan Snow**

October 12, 2021



# Traffic Team Staffing

- One Part-Time Parking Enforcement
- Five current Motor Officers- 2 open spots (1-Injured and 1-Open, pending increased patrol staffing)
- One Accident Investigator
- One open Corporal Position

Abandoned vehicles are handled in the order they are received.



# Pending Abandoned Vehicles



Currently, we have 90 abandoned vehicles in que to be evaluated(10/4/2021). Abandoned vehicles are handled in the order they are received.

The majority of abandoned vehicles received to the PD are complaint driven (Calls for service or SCF).

# Abandoned Vehicle

## Definition

Abandonment is presumed if a vehicle is left 72 hours or more, is immobilized on a highway/public right-of-way, lacks critical equipment (windshield, engine, wheels), or is presumed to be a hazard to public health and/or safety. CVC 22651 & 22669

# Community Caretaking

## What does it mean?

In 2019, Section 22650 required a Community Caretaking Function in order to remove a vehicle. This requires a need to protect public safety such as ensuring the safe flow of traffic, a safety hazard such as leaking fluids, broken glass, or protecting property from theft or vandalism.

# Parking Citation

CMC Section 10.20.050:  
Parked over 72 hours (#2 on the cite) is the most common section used for abandoned vehicles. This section includes a \$50 fine.



**PARKING CITATION  
CITY OF CORONA**

**CP 66276**

DATE		TIME		<input type="checkbox"/> AM <input type="checkbox"/> PM	
VEH. LIC. #		STATE	MAKE	MODEL	COLOR
TAB YEAR	VIN #:				
LOCATION OF VIOLATION					

X	VIOLATION CODE	VIOLATION DESCRIPTION	FINE
1	10.20.040 (A-J) CMC	Improper Parking	\$50.00
2	10.20.050 CMC	Parked Over 72 Hours	\$50.00
3	10.20.150 CMC	Parked In Alley	\$50.00
4	10.20.160 CMC	Designated Fire Lane	\$85.00
5	10.20.200 CMC	Vehicle For Sale	\$90.00
6	10.20.250(a) CMC	Oversized Vehicle Parking 2:00 am - 5:00 am	\$205.00
7	10.20.250(b) CMC	Non Motorized Vehicle Parking	\$75.00
8	10.22.070 CMC	Permit Parking Only	\$45.00
9	10.24.060 CMC	No Stopping	\$45.00
10	10.24.080(a) CMC	Com Veh. 6,000 lbs Off Truck Route	\$200.00
11	10.24.080(b) CMC	Com Veh. 6,000 lbs Over 2 Hours	\$200.00
12	10.24.090 CMC	Parked Along Painted Curb	\$45.00
13	10.26.020 CMC	Restricted Parking	\$50.00
14	10.28.050 CMC	Handicapped Parking	\$350.00
15	22500(b) CVC	Parking On Crosswalk	\$45.00
16	22500(e) CVC	Blocking Driveway	\$45.00
17	22500(f) CVC	Parked On Sidewalk	\$45.00
18	22502(a) CVC	Parked 18" Away From Curb	\$45.00
19	22514 CVC	Parked Within 15' From Fire Hydrant	\$60.00
20	4000(a)(1) CVC	No Registration/Expired Registration	\$105.00
21	5200(a) CVC	No Or Improper Display Of License Plates	\$90.00
22	5204 CVC	Display Of Tabs	\$90.00



# WHAT TO DO ABOUT ABANDONED VEHICLES



## STEP 1 — TRAFFIC SECTION

Report Vehicle  
See Click Fix  
Mobile App

Monday—Thursday  
8 am to 5 pm



PD.Traffic@coronaca.gov



(951) 736-2330 option #2

Download the SCF App

Submit 24 Hours a Day, 7 Days a week

**\*\*Not monitored 24 hours a day\*\***



The City of Corona's Traffic Section will ask 4 Details:

1SAM567

License Plate



Location



Description of  
The Vehicle



What is the Issue and How  
long has it been an Issue

Traffic will Check if Vehicle is Stolen

Is This a Reported Stolen Vehicle?

YES

IMMEDIATE  
CPD Inspection and Tow

NO

Community Caretaking Factors  
Examples: Immediate Hazard/  
Safety Concern, Unable to  
secure, Theft/Vandalism

YES

CPD Call for Service  
Vehicle Inspection and Tow  
truck requested

NO

CPD Abandoned Vehicle Request Generated  
Parking Enforcement responds as requests  
are created





## STEP 2— Parking Enforcement



### What Happens When an Abandoned Vehicle Request is Made?

An abandoned vehicle request is generated by the Traffic Administrative Assistant and placed on CPD's Abandoned Vehicle Log

### On the Day of Inspection, Parking Enforcement will:

1SAM567

Check  
License  
Plate

#### Check for any Community Caretaking Factors

Examples:

Is there an immediate Hazard or Safety Concern?  
Is it susceptible to theft or vandalism?  
Does it Block the Flow of Traffic?

Place a 72-hour  
yellow warning  
tag and mark  
the area around  
the vehicle tires

Has this vehicle been re-evaluated as stolen or does it meet requirements under Community Caretaking

YES

Parking Enforcement will Request a tow truck to Remove vehicle from street.

NO

Parking Enforcement will respond again after 72-hours to check for any movement of the vehicle

Has the vehicle moved?

YES

Service Request will be Closed

NO

Parking Enforcement may write a citation for A 72-hour violation (CMC 10.20.050)







## RV Enforcement



**Can I Park my Recreational Vehicle in front of my Home?**

Yes, if you obtain an RV permit prior to parking on the street

### How Can I Obtain an RV Permit?

Call the Police Traffic Section  
(951) 736-2330 option #2  
Monday—Thursday  
8am to 5pm

**What Happens if I don't get a permit  
and a complaint is made?**

A call for service is generated by the Traffic Administrative  
Assistant for a patrol officer to respond during the violation times

**Once the call has been dispatched, the Patrol Officer will:**

**1SAM567**

Check  
License  
Plate



**Check for any Community Caretaking Factors**

Examples:

Is there an immediate Hazard or Safety Concern?  
Is it susceptible to theft or vandalism?  
Does it Block the Flow of Traffic?

Has this vehicle been re-  
evaluated as stolen or does it  
meet requirements under  
Community Caretaking

**YES**

The Patrol Officer will  
request a tow truck to  
remove vehicle from street.

Service Request will be Closed

**NO**

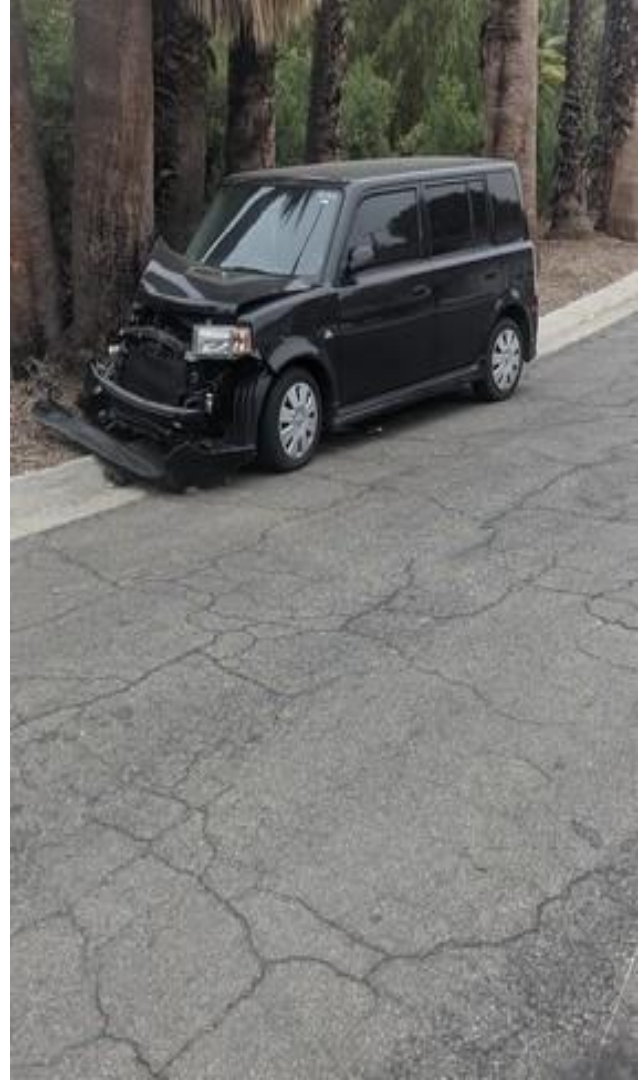
The Patrol Officer may write a citation  
for an oversize vehicle violation  
(CMC 10.20.250(A))

For more information about RV permits:  
See CMC 10.20.250(D)

# Yes, this car can be towed.

## Wrecked/Non-op

This vehicle meets the  
“Community Caretaking  
criteria because it is parked  
on the curb and inoperable.”



# Not Towable

Although this vehicle is dirty and does not appear to have moved, it is not towable based on “Community Caretaking” criteria.





# Towable or Not-Towable Examples

Not Towable



Towable



# QUESTIONS?



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[www.CoronaCA.gov](http://www.CoronaCA.gov)



[www.CoronaCA.gov](http://www.CoronaCA.gov)





# Economic Development Updates



**Jessica M. Gonzales**

Economic Development Director

**Amanda Wicker**

Economic Development Administrator

**Ashley Zaragoza**

Economic Development Administrator



# Agenda

- Economic Development Strategic Plan
- Downtown Revitalization Plan
- Corona Chamber of Commerce
- Hispanic Entrepreneurship Support
- Shop | Dine Corona
- Live Work Corona
- Manufacturing Assistance Program

**Now Speaking: Jessica Gonzales**



# Economic Development Strategic Plan

## Stakeholder Outreach



# Economic Development Strategic Plan

**95%**

of Survey Respondents are  
Corona Residents

**3,400+**  
Responses

## Survey Themes

- Shopping, Dining, & Entertainment
- Starting/Owning a Small Business
- Workforce Needs
- Financial Security & Wealth Building

## Collection Methods

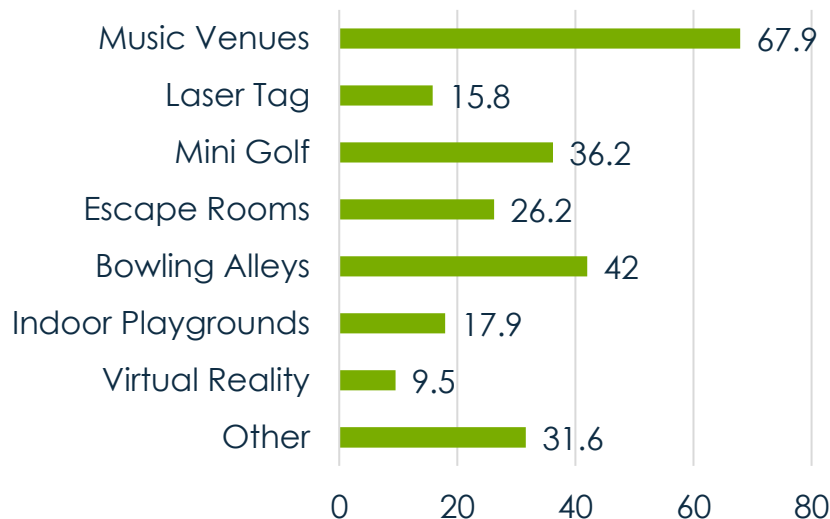
- Social Media Posts & Ads
- Email Blasts
- In-Person Outreach

# Economic Development Strategic Plan

## Most Desired Retailers/Restaurants



## Desired Entertainment Types



# Downtown Revitalization Plan

Downtown Due Diligence/ Research Phase	In Progress
Stakeholder Group Discussions	In Progress
Website Launch/1 <sup>st</sup> Community Workshop	Oct/Nov 2021
Project Update to City Council	Dec 2021
Initial Draft Design Guidelines	Jan/Feb 2022
Initial Draft Downtown Revitalization Plan	Feb/Mar 2022

# Downtown Revitalization Plan

## Focus Group Discussion Themes

- Preserve history
- Address safety concerns
- Develop community enrichment
- Create a destination

## Upcoming Efforts

- Website
- Survey
- Community Workshops

Now Speaking: Jessica Gonzales





# Corona Chamber of Commerce

- Quarterly reporting and collaboration
- Cross collaboration with additional agencies
- Heightened emphasis on inclusivity and diversity

Now Speaking: Amanda Wicker



## GOVERNMENT CONTRACTING SEMINAR: *AM I READY TO DO BUSINESS WITH THE GOVERNMENT?*

TUESDAY, SEPTEMBER 21 | 1:30-3:00 P.M. | FREE WEBINAR  
REGISTER AT [bit.ly/GovtBidSeminar](https://bit.ly/GovtBidSeminar)



In partnership with:





# Hispanic Entrepreneurship

## Hispanic Heritage Month

Partnered with Communications on digital marketing campaign

Highlights contributions of local, Hispanic and Latino entrepreneurs

## Business Resources

Spanish, bi-monthly business resources newsletter

## Emprendedor@s

Second cohort graduated summer 2021

Emprendedor@s 2.0 for spring 2022

## Spanish Webinar Series

Partnering with SCORE's Hispanic Initiative

Digital Marketing Series: September-October

Small Business Growth Series: October-November

Now Speaking: Amanda Wicker



WEBINAR:

Dale utilidad  
a tu sitio web

Aprenda sobre cómo:

- Crear una página web y optimizar su página web con las mejores prácticas en línea
- Registrar su dominio y que considere al elegir un proveedor
- Medir la efectividad de su página web a través de la optimización de motores de búsqueda (SEO)

# Shop | Dine Corona

- Holiday campaign and business promotion
- Business directory

Now Speaking: Amanda Wicker



# Live Work Corona

- Hire Local Pledge
- Website
- Marketing roll out

Now Speaking: Ashley Zaragoza



**Park at home,  
not on the 91.**

Spend more time with family  
and less time in traffic.  
Live Work Corona.

[Learn more »](#)

**Live Work**  
**Corona**



**Find talent in  
your backyard.**

A local hire is vested  
in the community you serve.  
Live Work Corona.

[Learn more »](#)



# Manufacturing Assistance Program

## Industry Day

Hosted in August

In partnership with NSWC, Corona Division and RCCD PTAC

More than 160 attendees

## Made in Corona Series

Video marketing series

Highlights local manufacturers and products made in Corona

## Manufacturing Week

Week of October 11

Partnering on Youth Conference with MAP, CNUSD and Fender

**Now Speaking: Ashley Zaragoza**





# QUESTIONS?



951-736-2297



Jessica.Gonzales@CoronaCA.gov



www.CoronaCA.gov





# Sidewalk Vending in the Public Right-of- Way



**Planning & Development  
Department**

October 13, 2021

# Overview

- SB 946 (Sidewalk Vendors)
- Corona Municipal Code Chapter 5.34, Peddlers and Solicitors
- Comparison of Sidewalk Vending Ordinances for Riverside County & City of Riverside
- New City Ordinance on Sidewalk Vending (Regulations to Consider)





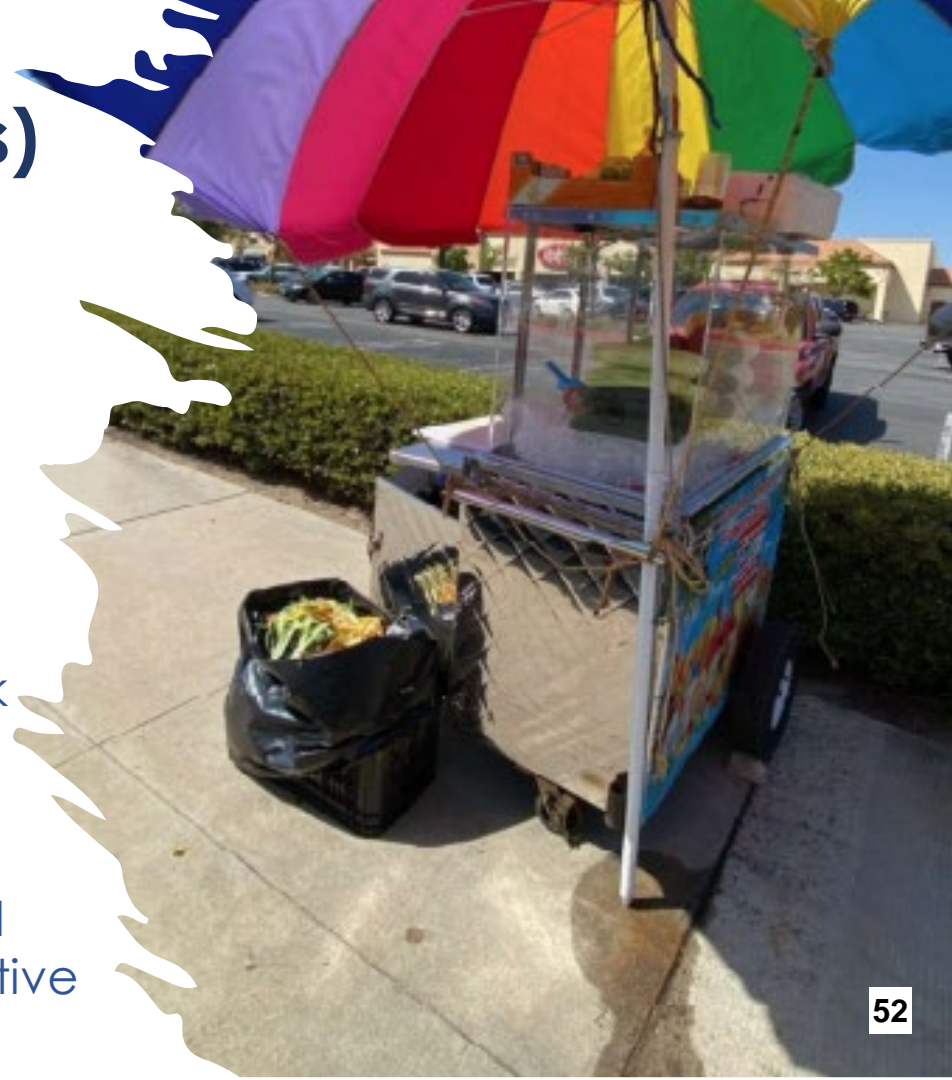
# The Ask...

Provide direction to staff on preparing a draft ordinance for sidewalk vendors for review and discussion at a future City Council Study Session.



# SB 946 (Sidewalk Vendors)

- Became effective in 2019.
- Adopted into the CA Gov't Code (Chapter 6.2. Sections 51036-51039)
- Established regulations for sidewalk vendors.
- Local agencies are to allow sidewalk vendors in accordance with the provisions of this law.
- Vendors in violation of the law would only be punishable by an administrative fine.



# What is a sidewalk vendor?

A person who sells food or merchandise upon a public sidewalk or pedestrian path from a:

- Pushcart
- Stand
- Display
- Pedal Driven Cart
- Wagon
- Showcase
- Rack
- Other Non-Motorized conveyance



# A local agency shall **NOT**:

- Restrict sidewalk vendors to only specific parts of the public right-of-way or to only designated neighborhoods, **except** if the restriction is related to objective health, safety or welfare concerns.

*Perceived community animus or economic competition does not constitute an objective health, safety or welfare concern (CA Gov't Code Section 51038 (e))*

- Require a sidewalk vendor to first obtain consent or approval of any non-government entity or individual before selling merchandise or food.





## A local agency shall **NOT**:

- Restrict the overall number of sidewalk vendors permitted to operate within the jurisdiction, **unless** the restriction is related to objective health, safety or welfare concerns.
- Prohibit sidewalk vendors from selling products in a park owned by a local authority **but can prohibit a stationary vendor if there is an existing agreement for concessions that exclusively permits the sale of food and merchandise by the concessionaire.**



# A local agency **MAY**:

Adopt additional requirements regulating time, place and manner of sidewalk vending in a **park** owned by the local agency if the requirements are any of the following:

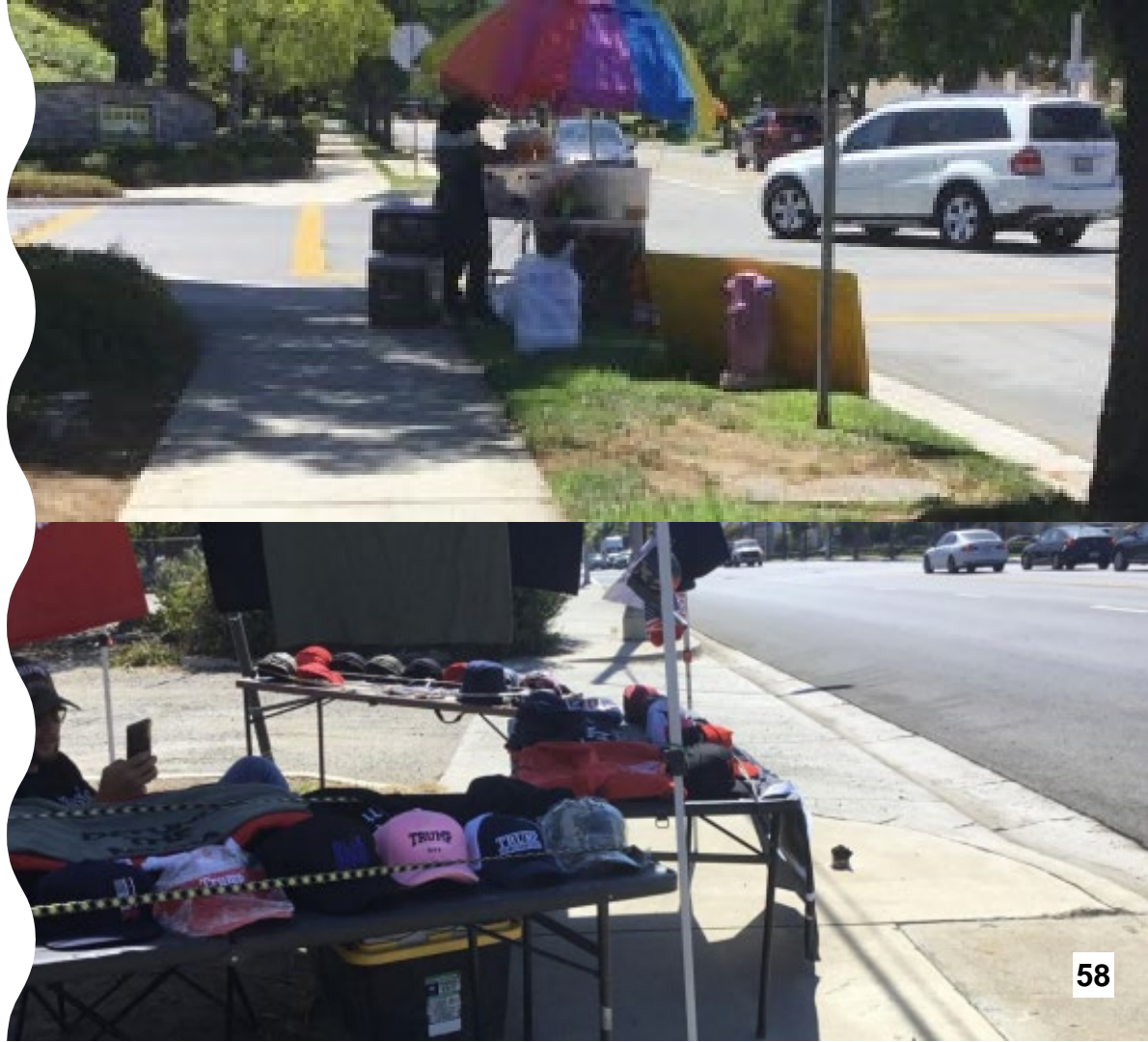
- Objective health, safety, or welfare concerns.
- To ensure the public's use and enjoyment of natural resources and recreational opportunities.
- To prevent an undue concentration of commercial activity that unreasonably interferes with the scenic and natural character of the park.

## A local agency **MAY**:

- Prohibit sidewalk vending in the immediate vicinity of a permitted farmers' market or swap meet during the hours of operation.
- Prohibit sidewalk vending in the immediate vicinity of an area issued a temporary special use/event permit.

A local agency **MAY**:

- Adopt an ordinance or resolution adopting requirements for time, place and manner of sidewalk vending.
- Requirements must be directly related to objective health, safety or welfare concerns.





# Examples of objective health, safety or welfare concerns...

- Limitation on hours of operation that are not unduly restrictive.
  - Hours for sidewalk vending shall not be more restrictive than limitations on hours of operation on other businesses or uses on the same street.
- Distance to curbs or driveways.
- Requirement to maintain sanitary conditions.
- Requirement to ensure compliance with the American Disabilities Act of 1990.
- Requiring additional licenses from other government agencies to the extent required by law.

## Examples of objective health, safety or welfare concerns...

- Requiring a sidewalk vendor to obtain a local regulatory permit for sidewalk vending.
- Requiring a sidewalk vendor to obtain a local business license.

The above requirements can be done provided that the local agency accepts a:

- California Drivers License or identification number.
- Individual taxpayer identification number or a municipal identification number **in lieu** of a social security number.

# Enforcement

A violation of a local agency's sidewalk vending program in compliance with CA Gov't Code Section 51038 is punishable only by an administrative fine.

Administrative fine schedule includes:

- **First violation:** not to exceed \$100.
- **Second violation:** not to exceed \$200 within one year of first violation.
- **Each additional violation:** not to exceed \$500 within one year of first violation.


Upon the fourth violation, the local agency may rescind a permit issued to a sidewalk vendor for the term of that permit.

# Enforcement

A sidewalk vendor vending without a local agency permit can be issued administrative citations in the following amount:

- **First violation:** not exceeding \$250.
- **Second violation:** not exceeding \$500 within one year of first violation.
- **Each additional violation:** not exceeding \$1000 within one year of the first violation.





# Corona Municipal Code Chapter 5.34, Peddlers & Soclitors Compared to State Law (SB 946)

## Current CMC Chapter 5.34 compared to State Law (SB 946)

### Compliant



- Permit required for a peddler or solicitor.
- Business License required.
- Permit fees.
- Not allowed in areas with a special event or within 100 yards of a parade route.
- Not allowed to approach persons traveling in a vehicle along a public right-of-way.
- Not allowed to sell from a motorized vehicle to a person within the public rights-of-way.
- Regulations on the use of sound-making devices.

### Not Compliant



- Definition. Peddler definition does not match the state definition of a sidewalk vendor.
- Social Security Number required for a permit.
- Criminal background check done by Police Department.
- Permit can be denied if background check confirms crimes listed in CMC Section 5.34.040.
- Hours of operation limited to 8:00 a.m. to 8:00 p.m., and to 8:00 a.m. to 9:00 p.m. during daylight savings time.
- Vendor in violation of the CMC is deemed a misdemeanor, unless the violation is reduced to an infraction.
- Does not identify restrictions related to time, place and manner.



# Comparison of Riverside County and City of Riverside Sidewalk Vending Ordinances

## Examples of Time, Place and Manner Requirements

## Summary of Sidewalk Vending Ordinances in Riverside County and City of Riverside

**Y** = Yes **N** = No

Regulation	Riverside County Ordinance	City of Riverside Ordinance
Sidewalk Vending Permit	Y	Y
Agency Business License	N	Y
Other regulatory permits as required by other agencies (ex: County Environmental Health Permit)	Y	N



## Summary of Sidewalk Vending Ordinances in Riverside County and City of Riverside

Regulation	Riverside County Ordinance	City of Riverside Ordinance
Clearance of 4 feet to allow clear pedestrian movement	Y	Y
Distance to schools during school days	Y 500'	N
Prohibited from obstructing vehicular and pedestrian traffic	Y	Y
Distance to painted zones	Y 15'	Y 15'
Distance to freeway entrance and exit ramps	Y 500'	N
Distance to fire hydrants, ADA ramps, bus stops, signal crossings	Y 15'	Y 15'

## Summary of Sidewalk Vending Ordinances in Riverside County and City of Riverside

Regulation	Riverside County Ordinance	City of Riverside Ordinance
Distance to fire and police stations & hospitals	Y 200'	Y 50'
Distance to edge of curb	Y 5'	N
Distance to a building entrance	Y 15'	N
Distance to another sidewalk vendor	Y 15'	N
Hours of operation per state law	Y	Y
Stationary vendors prohibited on residential streets	Y	Y

## Summary of Sidewalk Vending Ordinances in Riverside County and City of Riverside

Regulation	Riverside County Ordinance	City of Riverside Ordinance
Roaming vendors allowed in residential neighborhoods	Y (sunrise to sunset)	Y
Restricted from using sound amplifying equipment	Y	Y
Restricted from having vending conveyance affixed to any buildings or structures (light poles, benches, etc.)	Y	Y
Maximum size for carts, stands or tables	N	Y (Table limited to 16 sf)
Trash receptacle required	Y	Y

## Summary of Sidewalk Vending Ordinances in Riverside County and City of Riverside

Regulation	Riverside County Ordinance	City of Riverside Ordinance
Distance to a farmer's market, swap or temporary/special event	Y 200'	N
Prohibited from vending on certain streets	Y	N
Stationary vending prohibited in certain parks with an agreement for concessions	N	Y
Prohibited from vending in certain regional reserves/open space parks	N	Y
Prohibited within any roadway, center median or dividing section	Y	Y



Three vertical bars of different colors (light green, dark blue, and yellow) are positioned on the left side of the slide.

# **Proposed Ordinance on Sidewalk Vending in the Public Right-of-Way**

# Proposed City Ordinance on Sidewalk Vending

## The Ask:

Provide direction to staff to prepare a draft ordinance for sidewalk vending that has regulations similar to those identified by Riverside County, or less restrictive regulations similar to those identified by the City of Riverside.

## Examples:

- Distance to curb face
- Distance to driveway corners
- Distance to special events and schools
- Distance to farmer's markets
- Distance to other sidewalk vendors
- Restricted areas (ex: Downtown)
- Distance to building entrances
- Distance to freeway entrance/exits
- Other regulations for staff to research and consider

## More Restrictive Ordinance - PROS & CONS

### PRO:

- Controls the overcrowding of sidewalk vending on public sidewalks and within parks.
- Allows opportunity for independent small operators to sell merchandise by having it easily accessible to the public but in a more controlled environment.
- Allows economic opportunity for small operators but in a more controlled environment.

### CON:

- Additional time spent by Code Compliance in the field to ensure certain regulations, such as distances and separation requirements are maintained.

## Less Restrictive Ordinance - PROS & CONS

### PRO:

- Allows opportunity for independent small operators to sell merchandise by having it easily accessible to the public.
- Allows economic opportunity for small operators.

### CON:

- Less time spent by Code Compliance in the field to ensure certain regulations, such as distances and separation requirements are maintained in the field.
- Vendors participating in a farmer's market or outdoor market would not likely participate in such markets if no distance requirement exists.



## NEXT STEPS:

- Present the sidewalk vendor regulations at a Parks and Recreation Commission.
- Present a proposed Sidewalk Vending Ordinance to the City Council at a future study session



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# Mountain Gate Park Playground Re-Opening Update



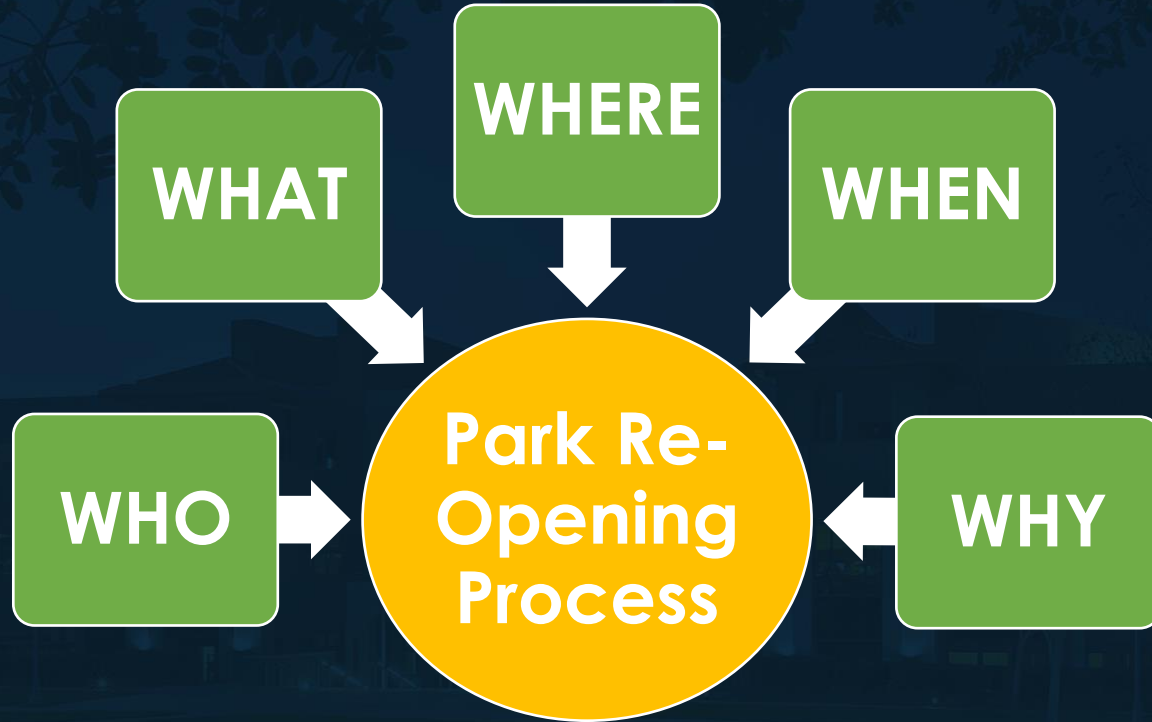
**Jason Lass**

October 13, 2021

*Recommended Action:*  
*That the Committee of the Whole –*

- Receive information
- Vote on the name of the Woolly Mammoth
- Provide feedback around the Mountain Gate Park Playground Re-Opening set tentatively for October 20, 2021

# *Park Re-Opening Process*







City of Corona - City Government

Published by Sprout Social · March 13 ·

ICYMI: Our team is on track to soon start construction at Mountain Gate Park, and we need your help! The new playground will feature a friendly Woolly Mammoth – can You help us name it?

If you've got ideas, hand em' over! We're collectin' them for our naming contest now through April 18, 2021.

Click here to enter the naming contest: <https://bit.ly/3kZMw6w>



10,447

People Reached

1,877

Engagements

Boost Post



110

46 Comments 18 Shares

# Social Media Efforts and Engagement

- Top performing post on 03/13/21
- 1,877 engagements
- 10,447 people reached

# Ribbon Cutting Ceremony

Mountain Gate Park  
3100 South Main Street  
Wednesday, October 20, 2021  
Program Starts – 3:00PM  
Ribbon Cutting – 3:15PM



# Woolly Mammoth Naming

## Final Council Poll



Cory

Elle  
May

King  
Tusk

Monte

Shaggy

Tembo

Tusky



# Photo Opportunity



# QUESTIONS?



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