

City of Corona

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

Committee of the Whole Meeting Final Agenda

Wednesday, August 10, 2022

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**

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

The Committee of the Whole meeting for August 10, 2022, will be conducted in person. Members may attend in person or remotely. To participate remotely, please use the following link:

<https://coronaca-gov.zoom.us/j/84319579136>

PLEDGE OF ALLEGIANCE

CONVENE OPEN SESSION

COMMUNICATIONS FROM THE PUBLIC

AGENDA ITEMS

1. REPORT - [Urban Forest Management Plan Update.](#)

That the Committee of the Whole receive an update on the Urban Forest Management Plan.

2. REPORT - [Graffiti Abatement Update.](#)

That the Committee of the Whole receive an update on the graffiti abatement program.

3. REPORT - [Performing Arts Center Feasibility Scope of Work.](#)

That the Committee of the Whole provide feedback on the proposed scope of work for a Performing Arts Center Feasibility Study.

4. REPORT - [City of Corona's Local Roadway Safety Plan \(LRSP\).](#)

That the Committee of the Whole receives an update on the City of Corona Local Roadway Safety Plan (LRSP).

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.



Urban Forest Management Plan Update

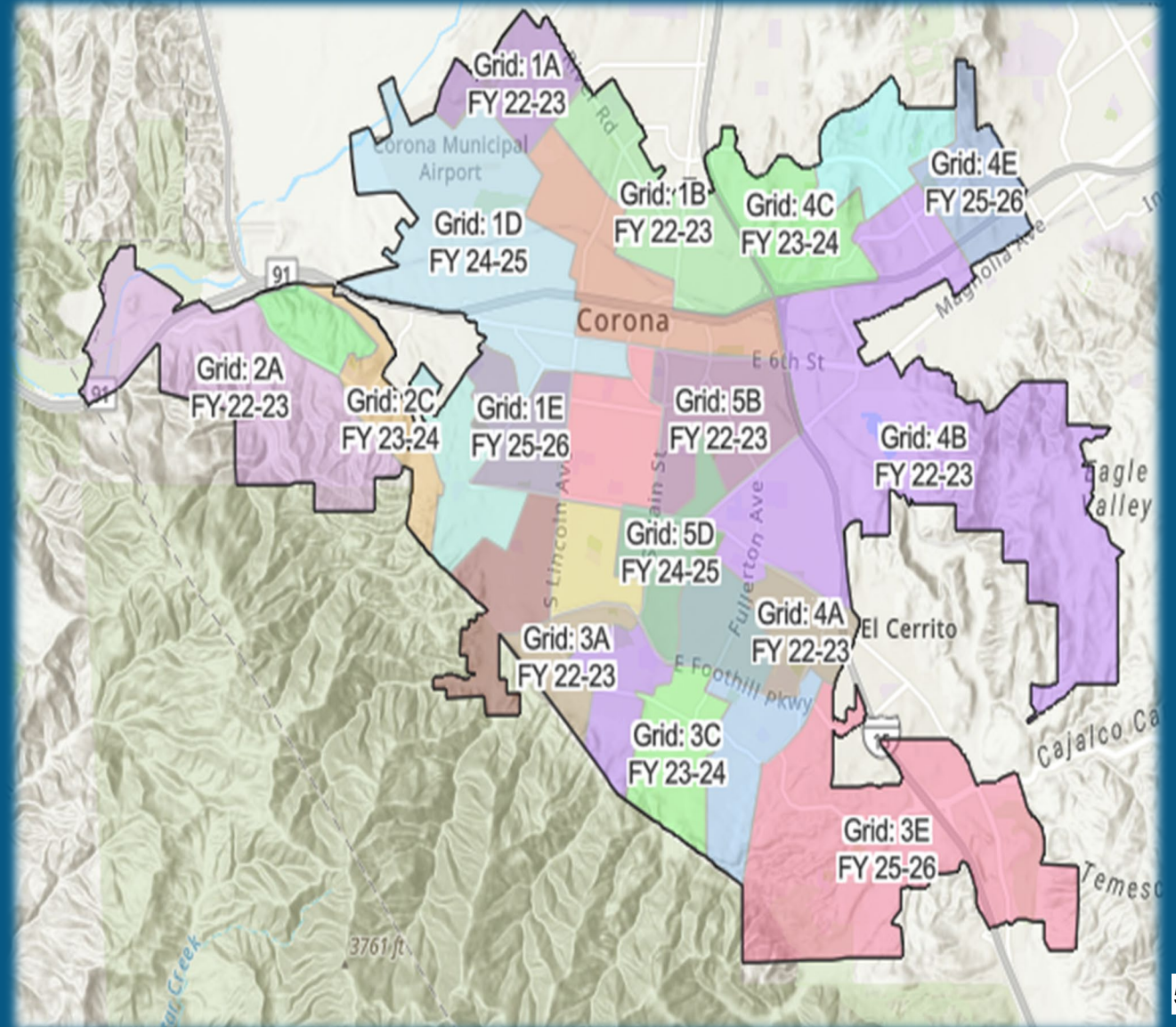
Moses Cortez

Facility, Parks, and Trail Manager

August 10, 2022

What we did last year

- 🌳 UF Management Plan adopted in May of 21
- 🌳 UF Grid Pruning approved in May of 21
- 🌳 Interactive grid pruning map developed
- 🌳 Trimmed 10,000+ trees
- 🌳 Completed all SCF tree requests
- 🌳 Planted 1,285 trees
- 🌳 Continued participation in Cal Fire Grant



What's to come!



3000 trees planted per year for 5 years



Planting has begun and will continue all year



Watering is included in the planting for 1 full year and every time the tree is watered it is documented in our data base



Tree Care Kits will be distributed if resident request them



Additional volunteer tree plantings will occur each quarter



Pruning and Removals

Pruning Overview

- 🌴 Year 1 grid pruning is currently in progress
- 🌴 Last Fiscal Year 10,264 trees trimmed
- 🌴 City-wide palm pruning of 5,400 palms annually
- 🌴 551 tree removals (dead, declining or causing damage)
- 🌴 Most of the tree chippings are reused as mulch
- 🌴 Appeals Process is outlined in the UF Management Plan and can be brought before the Parks Commission



Annual Palm Pruning



Tree Planting



Planting Overview

- 🌳 Year 1 planting
- 🌳 Currently planting major arterial roads
- 🌳 Potential grant to plant additional 1,500 trees
- 🌳 Volunteer tree planting opportunities quarterly
- 🌳 City-wide tree planting in progress, with target of 3,000 trees per year for 5 years
- 🌳 Tree plantings include 1 year of watering to ensure success
- 🌳 Tree Care Kits available for residents
- 🌳 Applying for Cal Fire Grants to plant in under-privileged and heat-indexed areas
- 🌳 Resident refusals will be addressed with education and Arborist guidance and no parkways will be left with a vacant site



Education and Outreach

Education and Outreach

- 🌳 Interactive UF web page
- 🌳 Arbor Fest
- 🌳 Celebration of Arbor Day
- 🌳 March Mulch Madness giveaway
- 🌳 “Ask an Arborist” series
- 🌳 Planted Holiday Tree at Border Park
- 🌳 “Tree City USA” flag flown at Chase and Main



Questions?



951-739-4957



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www.CoronaCA.gov



Graffiti in Corona

**Moses Cortez
Facility, Parks, and Trail Manager**

August 10, 2022

FY 21-22

- 🧴 246,000 sq. ft. removed this year
- 🧴 100,000 sq.ft. (FY 20/21)
- 🧴 8,500+ SCF graffiti reports

Submissions types

- 🧴 SeeClickFix
- 🧴 Resident reported
- 🧴 Parks staff reported
- 🧴 Proactive abatement;
including “Hotspots”





The Good Fight

- 🗨️ Quicker reponse: typically 48 hours from time of acknowledgement
- 🗨️ Two full-time crew on site, daily (Monday- Saturday)
- 🗨️ Increased budget for FY23 to \$300,000

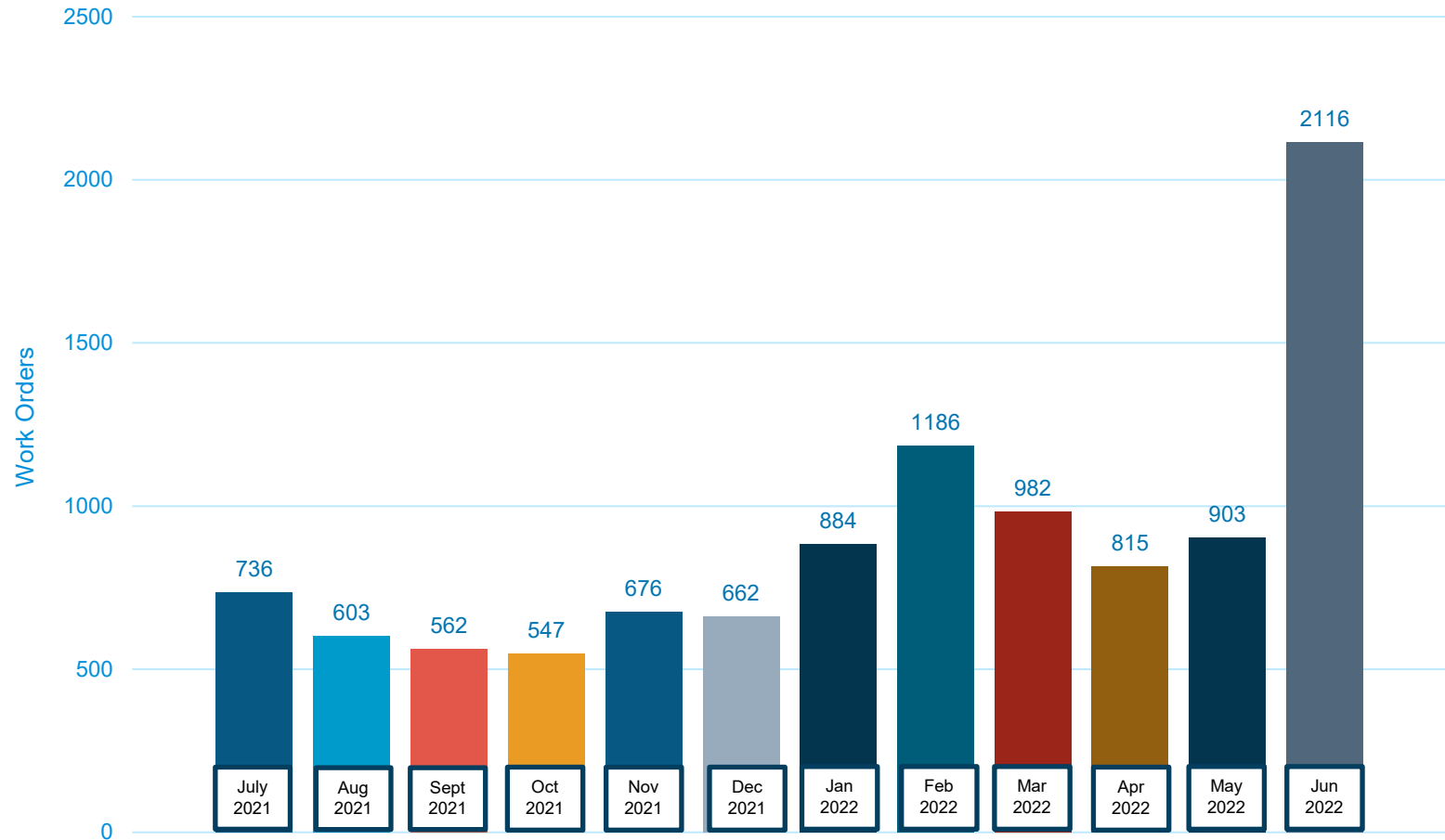


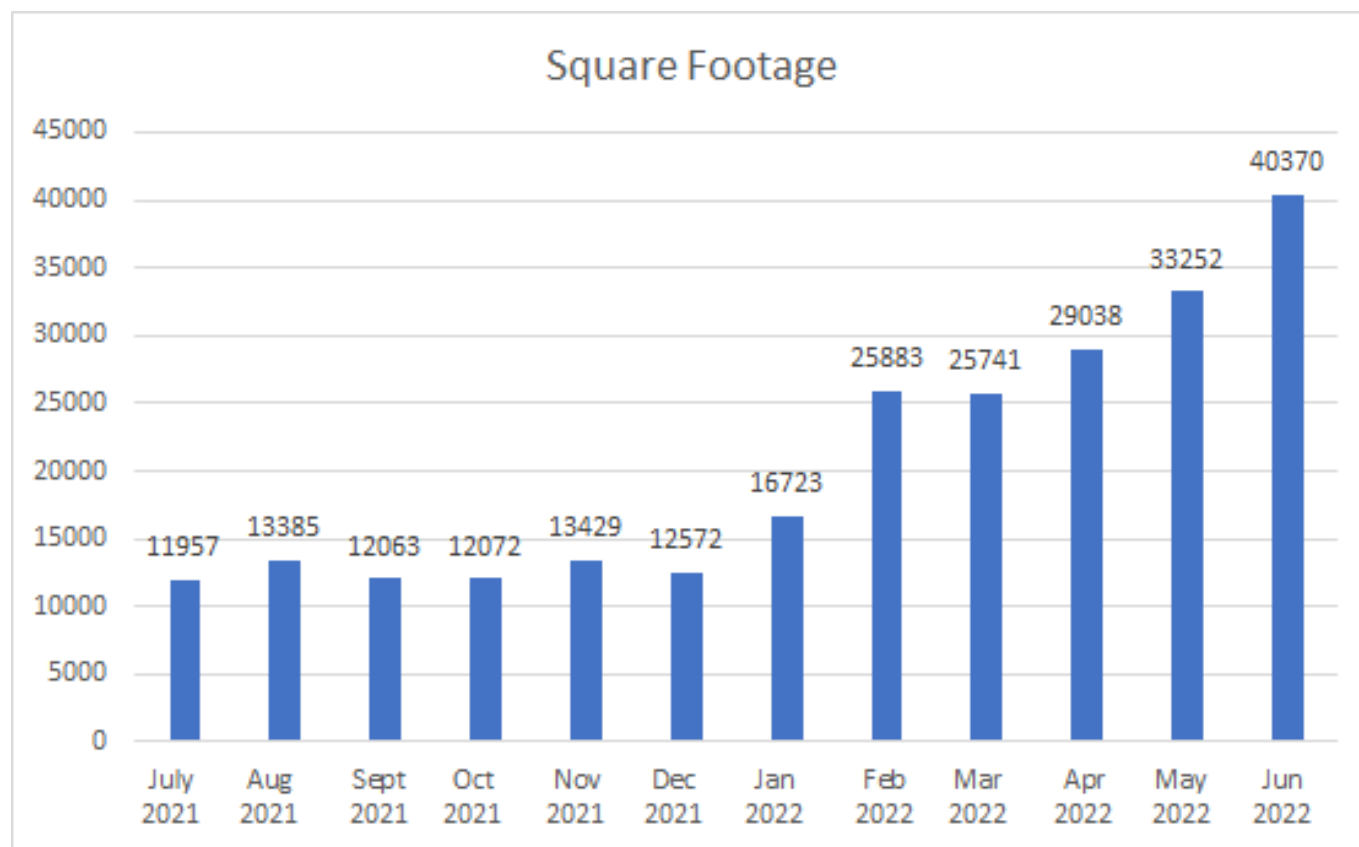
Graffiti Abatement in Action



Before and After

Work Orders by Month





Questions?



951-739-4957



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Proposed Scope of Work for a Performing Arts Center Feasibility Study



Jason Lass
Recreation Services Manager
August 8, 2022

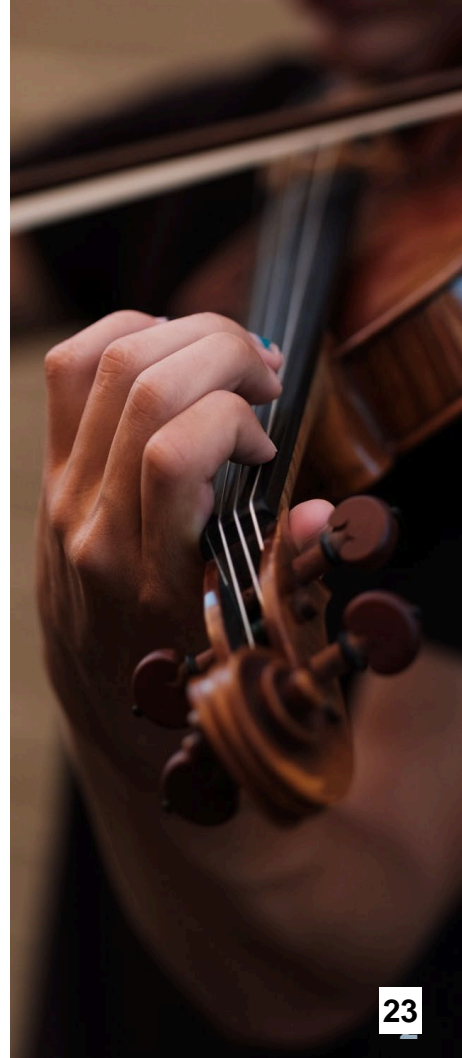
The Ask

That the Committee of the Whole provide feedback on the proposed Scope of Work for a Performing Arts Center Feasibility Study to address the following Strategic Plan Goal:



Strategic Plan: Goal 5 – Sense of Place

Develop an additional performing arts venue within the City and/or renovating the Historic Civic Center to become the City's premier performing and visual arts center.



History and Background

Initial Presentation to Committee of the Whole on
Wednesday, June 8, 2022:

- ▷ The Need for Performing Arts Venues
- ▷ Corona's Historic Civic Center Theatre (1922)
- ▷ The Evolution of Corona's Arts Organizations
- ▷ Downtown Revitalization and Future Growth
- ▷ Desire to keep initial exploration within reasonable financial means



Scope of Work for Feasibility Study

BASE LINE SCOPE

- ▷ **Primary Work – Exploration**
 - ▷ **Data Map/Market Overview:** What is the market and how would a new and/or renovated performing arts center fit with comparable venues? What are the industry trends and how can the City capitalize on them?
 - ▷ **Local Assets/Stakeholders:** Engage potential user groups to better understand and meet venue needs and gather relevant data. Who would utilize a facility and what would they like to see?
 - ▷ **Demand Analysis/Target Audience:** Analyze the demand potential for various performances and events. Evaluate event demand and attendance forecasts. Evaluate opportunity for services and performances within the community.

ALTERNATIVE SCOPE

- ▷ **Alternative Bid Options or Phase II – Implementation**
 - ▷ **Site Analysis/Infrastructure Needs:** What are the key considerations of a performing arts center? Evaluate potential Locations.
 - ▷ **Financing and Implementation Strategies:** What type of funding is available for performing arts facilities? What strategies would work best to start a performing arts program/center.
 - ▷ **Operations:** What is the best operational model for this facility? Forecast financial operations and cost impacts.
 - ▷ **Economic Impact/Permanence:** How will this structure withstand the test of time as needs change and evolve?

Proposed Base Scope of Work

A. Market Analysis and Data Map – Understand national and local trends and market analysis for municipally owned performing arts centers. This data must be informed by the following:

- Establish Service Area
- Local Assets
- Demographics
- Market Factors
- Barriers



Proposed Base Scope of Work

B. Assessment of Historic Civic Center Theatre – Take a critical look at the City's use of its current facility, whether it has kept up with local demand, comparison to other local theaters, and recommendations for sustainable operations.

- Inventory
- Use Trends
- Operation Model
- Case Study Comparison



Proposed Base Scope of Work

C. Stakeholders – Gather information from community members with expectations for entertainment venues. This data will help inform the market analysis, serve as qualitative data, and inform any final recommendations.

- City Council and Leadership Staff
- Performing Arts Groups
- Community Developers
- Residents



Proposed Base Scope of Work

D. Demand Analysis and Target Audiences:

- The purpose of this work is to analyze the demand potential of various performances and other event categories within the community.
- What are the types of entertainment that community members typically leave the City for that could be hosted within the City of Corona?
- What opportunities would be viable within the City?



Proposed Scope of Work

E. Next Steps (Informs Phase II)

- Answer whether developing an additional performing arts venue within the City and/or renovating the Historic Civic Center Theatre to become the City's premier performing and visual arts center are possible, sustainable, within the best interest of the Corona community, and/or a regional asset.
- What are the next steps to determining feasibility for a performing arts center and what specific questions should be asked (Ex. Infrastructure needs, financing, operations, permanence)?



Proposed Scope of Work

PROJECT DELIVERABLES:

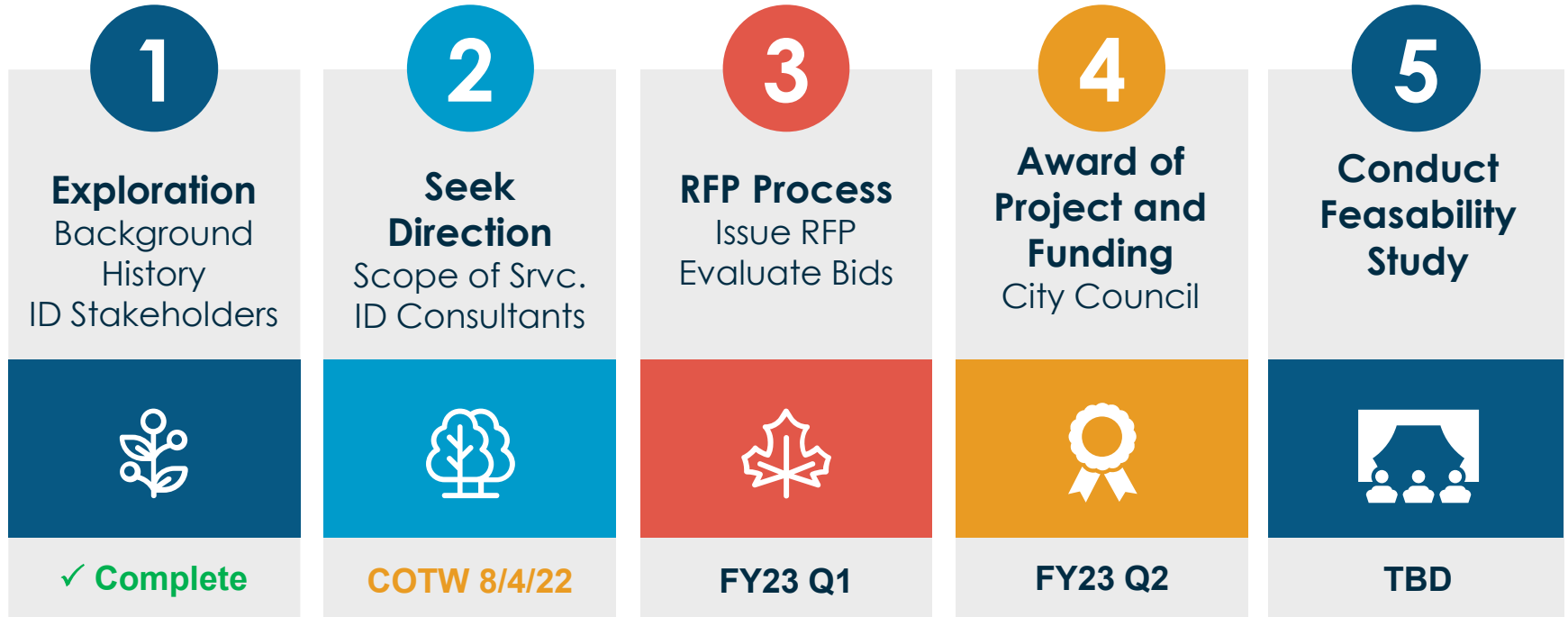
- Consultant shall provide a written report that compiles the findings for each of the above sections
- The report shall include appropriate graphs, illustrations, and infographics as necessary
- The report shall be accompanied by appendices which provide detailed information and analysis.
- Findings and recommendations must reflect the unique attributes of the City of Corona and incorporate the City's Strategic Plan initiatives.

Request For Proposal

FINANCIAL INVESTMENT:

- Consultant will provide a line-item proposal for both phases of the study
- Baseline Services (Phase I) estimated costs \$100,000 to \$150,000
- Additional Services (or potentially Phase II) – cost is to be determined

Proposed Timeline



Future Steps Pending City Council Direction

Options

1. Take No Action – Services Remain “As Is”

Pro: Does not impact current service levels.

Con: Does not address demand or opportunity for growth.

2. Issue an RFP for Feasibility Study (Staff Recommendation)

Pro: Provides a low-risk first step to understanding a more complex project.

Con: Future steps will require additional resources and may require several months to a year to complete.



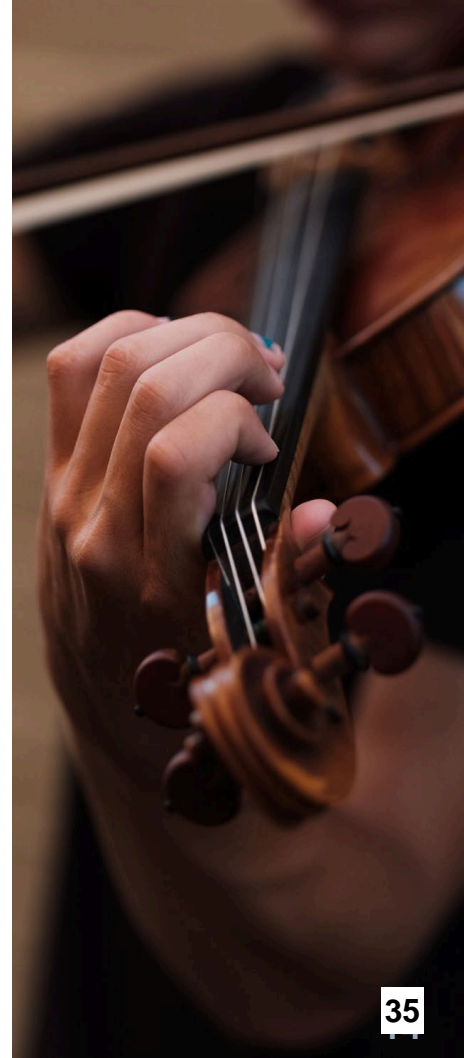
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Strategic Plan: Goal 5 – Sense of Place

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Questions?



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Local Roadway Safety Plan (LRSP)



Rosie Ureno
City Traffic Engineer
Kimley-Horn & Associates
August 10, 2022

Agenda

- Local Roadway Safety Plan Project Overview
- Project Purpose
- Citywide Safety Background and Trends
- Emphasis Areas and Potential Countermeasures
- Next Steps
- Discussion





What is a Local Roadway Safety Plan (LRSP)?

A statewide data-driven traffic safety plan that coordinates the efforts of a wide range of organizations to reduce traffic accident fatalities and serious injuries on all public roads.

What is a Local Roadway Safety Plan (LRSP)?



Program organized and funded by Caltrans.



Creates a framework to systematically identify and analyze safety problems and recommend safety improvements.



Offers a proactive approach to addressing safety needs and demonstrates agency responsiveness to safety challenges.



Necessary to receive Highway Safety Improvement Program (HSIP) funding and makes City competitive for other grant funding opportunities

The Caltrans Strategic Highway Safety Plan address the 4-Es of traffic safety



Engineering

highway design,
traffic, maintenance,
operations, and
planning professionals



Enforcement

State and local law
enforcement
agencies



Education

prevention specialists,
communication
professionals,
educators, and citizen
advocacy groups

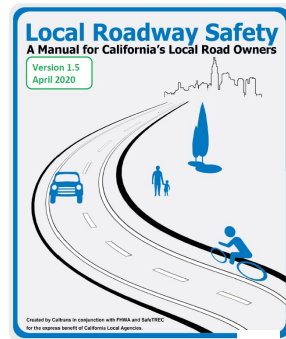
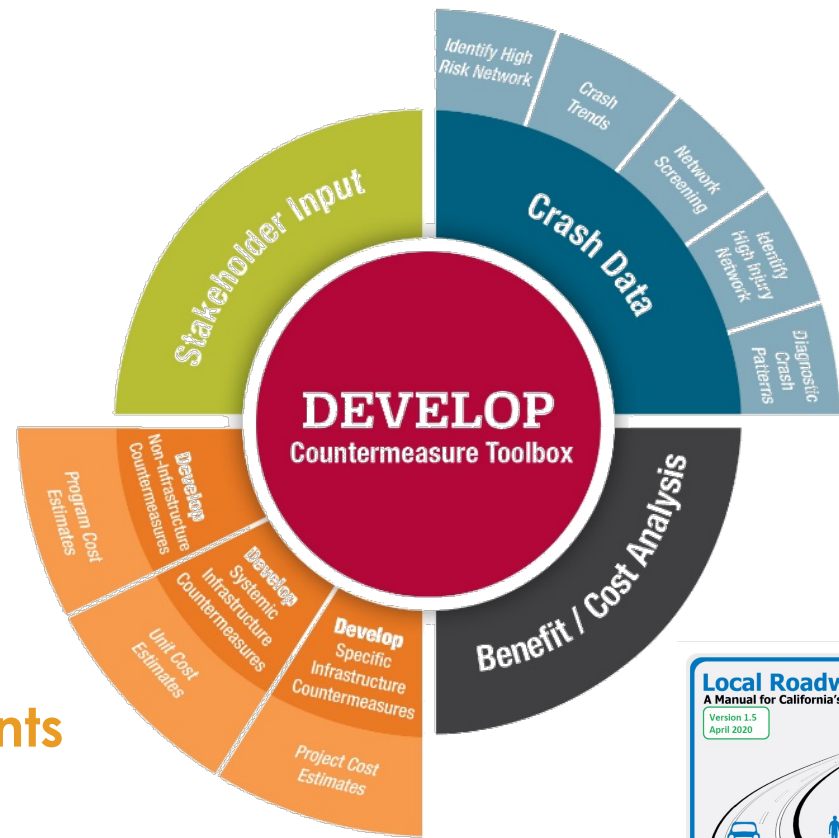


Emergency Services

first responders,
paramedics, fire,
and rescue

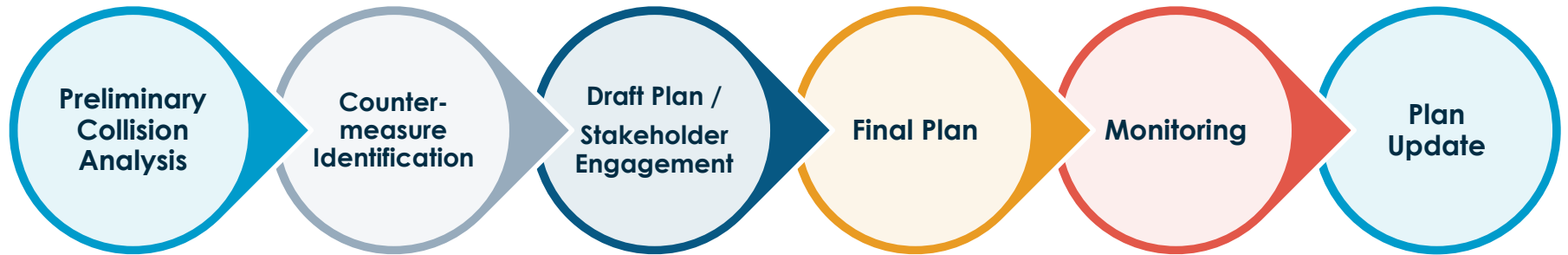
Project Purpose

- ➔ Understand the factors that contribute to collisions
- ➔ Develop strategies to reduce traffic injuries
- ➔ Develop an action plan to prioritize safety improvements
- ➔ Increase the City's competitiveness for safety funding



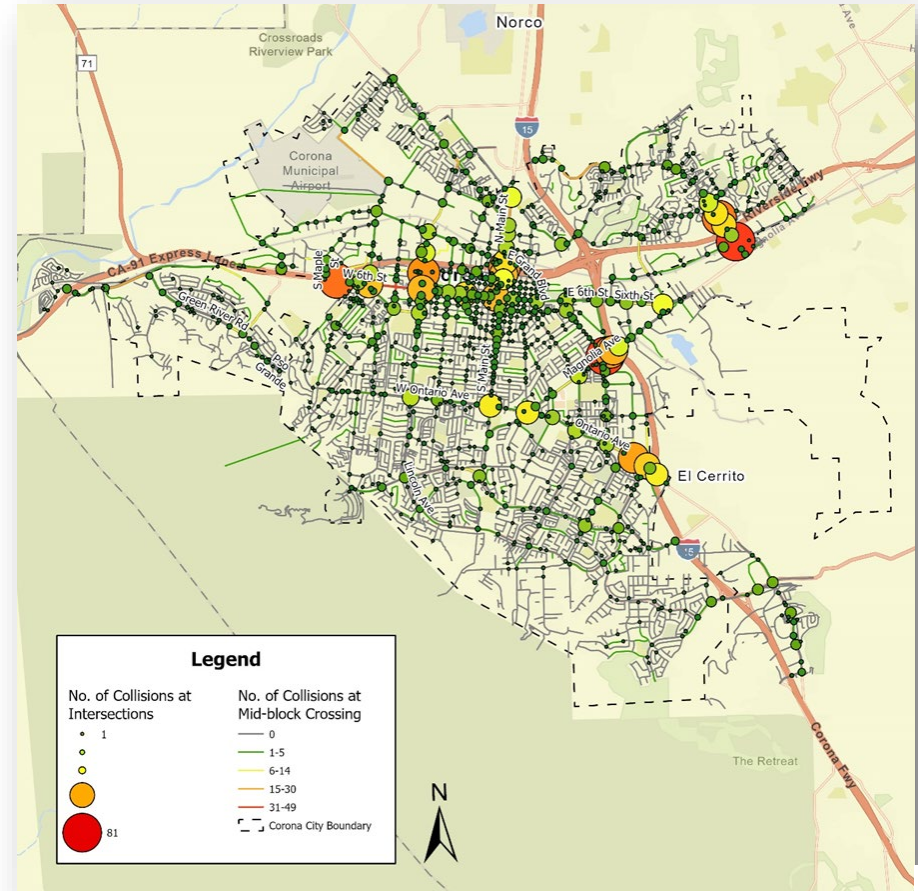
Project Overview

Local Roadway Safety Plan



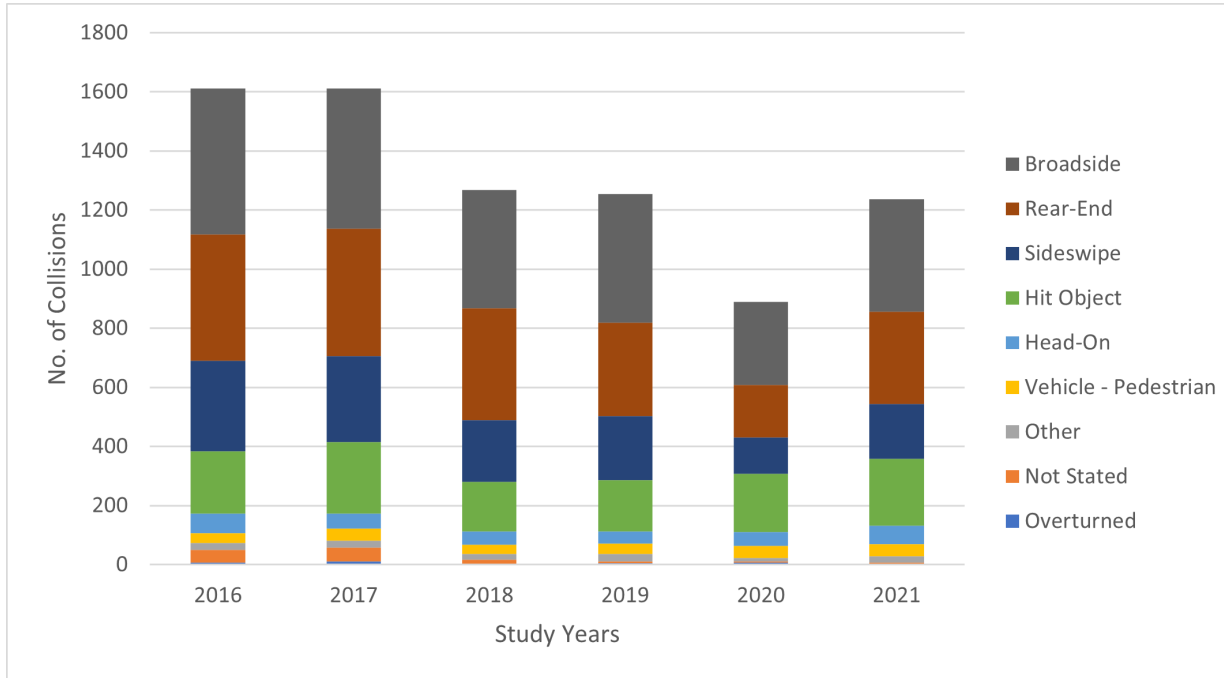
Collision Analysis Results (2016-2021)

- Number of collisions at intersections (250 ft radius)
- Number of collisions along roadway segments between intersections (mid-block)



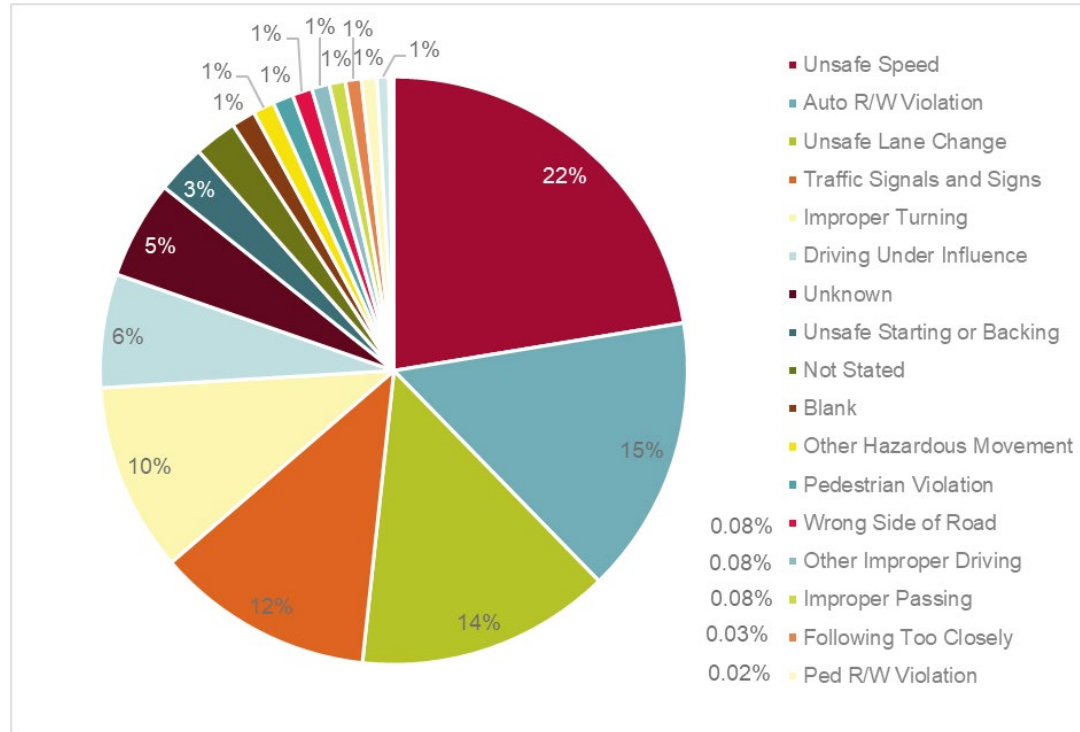
Citywide Safety Background & Trends

Collision Type by Year (2016-2021)

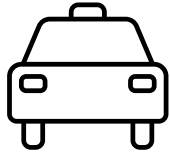


Citywide Safety Background & Trends

Collision Cause (2016-2021)

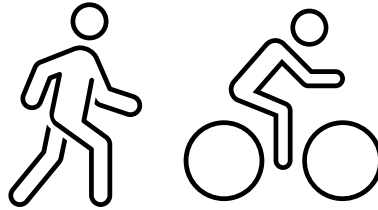


Emphasis Areas and Potential Countermeasures



Speed Management

- Edge line striping
- Speed limit signs and pavement legends
- Signal retiming
- Speed feedback signs



Vulnerable Road Users (Pedestrians and Bicyclists)

- Curb bulb-outs
- Leading Pedestrian Interval timing
- Midblock crosswalks
- Buffered bike lanes
- High visibility crosswalks



Lane Departure

- Curve chevron signs
- Curve chevron beacons
- Median islands
- In-pavement reflectors
- Rumble strips along edge lines and centerlines

Next Steps

- Finalize Local Roadway Safety Plan Report
- Identify Project scopes for grant funding opportunities
- Apply for Highway Safety Improvement Program (HSIP) grant
 - State funded
 - Due September 12, 2022
- Apply for Safe Streets and Roads for All (SS4A) grant
 - Federal funded
 - Due September 15, 2022

Questions?



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www.CoronaCA.gov