



Legislation Text

File #: 2023-0727, Version: 1

Report to Mayor and City Council

Tuesday, October 17, 2023

Consent

SUBJECT:

CONSIDERATION OF RESOLUTION NO. 23-169 ESTABLISHING THE CITY OF CARSON COMMUNITY BEAUTIFICATION INITIATIVE (CITY COUNCIL)

I. SUMMARY

The proposed resolution would establish the City of Carson Community Beautification Initiative. This item was initiated by Mayor Davis-Holmes.

This resolution was presented to the Carson Environmental Commission on October 4, 2023, and it was unanimously recommended for City Council consideration and approval.

II. RECOMMENDATION

ADOPT Resolution No. 23-169, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARSON, CALIFORNIA, ESTABLISHING THE CITY OF CARSON COMMUNITY BEAUTIFICATION INITIATIVE."

III. ALTERNATIVES

TAKE another action the City Council deems appropriate, consistent with the requirements of the law.

IV. BACKGROUND

The proposed resolution would establish the "City of Carson Community Beautification Initiative" (the Initiative) for the purpose of enhancing the quality of life in Carson by promoting the visual appeal, functionality, and sustainability of public spaces and private properties.

The Initiative would encompass various activities, including but not limited to:

1. Public Works Improvements: The City's Public Works Department shall prioritize and undertake projects aimed at sidewalk and road repairs, tree trimming, and other beautification measures to enhance the overall appearance and safety of public areas.

2. Tree Planting: The City shall implement a tree planting program to increase greenery within Carson, improving air quality and contributing to aesthetic enhancements.

3. Resource Identification: The City will collaborate with State, Federal, and County government agencies to identify and encourage grants and other resources that residents can access to improve their properties. Efforts shall be made to facilitate the application processes and provide guidance to residents.

4. Grass Replacement Program: The City shall actively support and promote the grass replacement program administered by the local water company as an environmentally responsible landscaping option for City residents.

City Charter section 302(B) provides that the Mayor shall serve as the primary, though not exclusive, spokesperson of the City. Consistent with section 302(B), by adopting the proposed resolution, the City Council would expressly authorize the Mayor to be the spokesperson for the Initiative, responsible for educating residents about the City's beautification initiatives and working in collaboration with various City departments to improve the beautification and maintenance of Carson communities.

The proposed resolution also provides that members of the City Council shall incorporate discussions of ways residents and the City can partner together to beautify the City into at least one of their town hall events.

The resolution provides that: (i) the City shall comply with all applicable state mass mailing laws and regulations (including California Government Code Sections 89001 through 89003 and Section 18901.1 of Title 2 of the California Code of Regulations) in connection with the Initiative; and (ii) subject to compliance with these laws and regulations, out of respect for districts, only the names of the elected official representing the relevant district shall be placed on such letters.

Adoption of the resolution would also establish a Community Beautification Ad Hoc committee, consisting of Councilwoman Arleen Rojas serving as co-chair with Mayor Lula Davis-Holmes, for the temporary purpose of helping launch the Initiative.

The resolution provides that the following City Commissions shall collectively oversee the Initiative, to the extent of their respective authority consistent with applicable City ordinances:

1. Environmental Commission

2. Parks, Recreation and Cultural Arts Commission

3. Public Works Commission

Adoption of the resolution would demonstrate that the Council recognizes that community beautification efforts can have a positive impact on the City's livability and attractiveness, is dedicated to enhancing the quality of life for the City's residents through community beautification, and is committed to working with residents and government agencies to further these efforts.

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. Resolution No. 23-169. (pgs. 4-7)

1.

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