

City Administrator's

Weekly Briefing



PLACENTIA
California

"The People Are The City"

From: Troy L. Butzlaff, ICMA-CM

September 25, 2014

ADMINISTRATION

◆ Placentia City Council Candidates Forum

The League of Women Voters will be moderating a Candidates Forum on Tuesday, September 30th at 6:30 p.m. at the Placentia City Council Chambers, 401 E. Chapman Avenue. During the Forum, citizens will have the opportunity to meet and ask questions of the candidates running for Placentia City Council. The League of Women Voters is a nonpartisan organization that encourages the informed and active participation of citizens. For additional information, please visit www.lwvnoc.org.

◆ Meet the Mayor Luncheon

The Placentia Chamber of Commerce will be hosting a Meet the Mayor luncheon on Wednesday, October 8th from 11:30 a.m.-1:00 p.m. at the American Legion Hall, 230 S. Bradford Avenue. Mayor Scott Nelson will be sharing exciting news about the revitalization and economic growth currently planned for the City. Tickets for the event are \$20.00 prior to October 2nd and \$25.00 after that date. For additional information, please contact the Placentia Chamber of Commerce at (714) 528-1873.

◆ The Great California ShakeOut

On October 16th at 10:16 a.m., the City will participate in "The Great California ShakeOut", the State's largest earthquake drill. Major earthquakes may happen anywhere you live, work or travel. The earthquake drill is an opportunity for people in homes, schools and organizations to practice what to do during earthquakes and to improve emergency preparedness. For more information, [please click on this link](#).

◆ Community Emergency Response Team (CERT) Begins on October 20th

Register now to join the Community Emergency Response Team (CERT) Program. The CERT program educates citizens about disaster preparedness and the importance of being prepared. Residents are trained in basic disaster response skills such as fire safety, light search and rescue, team organization, and disaster medical operations. For more information and to register for this no-cost training, please [click on this link](#) or contact (714) 993-8117.

Contact Us At:



Facebook



Twitter

Upcoming Meetings and Events

- 9/27 Pharmaceutical Collection Event
- 10/2 Planning Commission – Adjourned
- 10/6 Veterans Advisory Committee
- 10/7 Historical Committee
- 10/7 City Council Meeting

For additional
information or
questions about this
Weekly Briefing,
please contact us at
administration@placentia.org.



COMMUNITY SERVICES

◆ Casino Night Fundraiser

Come join us on Friday, October 3rd at 7:00 p.m. for a fun filled Casino Night hosted by the Placentia Round Table Women's Club in the club house located at 901 N. Bradford Avenue. The event will feature exciting casino games, tasty hors d'oeuvres, and delicious desserts. Tickets are \$30 each or two for \$50. Proceeds from the event will help support the 50th Annual Heritage Festival and Parade. For more information, please visit www.placentiawomensclub.org or call (714) 349-8180.

◆ Placentia Youth Basketball

This co-ed basketball league emphasizes fundamentals of the game, teamwork, fun, and is designed for students who enjoy basketball and friendly competition. Formal basketball experience is not necessary to participate. Open to all students 1st through 8th grades and the \$80 fee includes indoor practices/games, team shirts, and awards. Please see the attached flyer for more information or visit www.placentia.org/classes to register.



◆ Tennis Classes for All Ages Starting in October

Pick up a racquet and come join us on the courts! This is an invigorating and fun way to stay in shape or improve your fitness. We welcome all those who wish to learn or improve their tennis skills. We offer classes for "the sport for a lifetime" to all ages from 3 years old to adults. Classes begin in October and continue through December. For more information on specific class schedules or to register for a class, please visit www.placentia.org/classes.

◆ 50th Anniversary of the Heritage Festival and Parade

The 50th Annual Heritage Festival and Parade will be held on Saturday, October 11th beginning at 6:30 a.m. with a pancake breakfast hosted by the Rotary Club of Placentia. The Band Review and Parade will follow at 9:00 a.m. and 9:30 a.m. respectively, and the Festival will begin at Tri-City Park at 10:00 a.m. There will be over 100 vendors at the Park including nonprofit vendors, craft vendors, food vendors, business vendors and home based business vendors. In addition to the vendors, there will be over 200 classic cars participating in the annual Car Show. The Beer and Wine Garden will also open at 10:00 a.m. with all proceeds benefiting the Friendly Center and the Heritage Festival. The Grand Marshal this year is Chris Buck, Director of the award winning movie "Frozen." The event will also feature a special performance by "Southland Band" from 2:00 p.m. - 4:00 p.m. The Heritage Festival Committee and the Community Services Department are looking forward to a great event for the entire community.





ECONOMIC DEVELOPMENT

◆ General Plan Survey at the Farmers Market on September 30th

The City is currently working on updating its General Plan. The General Plan consists of goals, policies, and maps intended to help guide the future development of the City for the next 20 to 50 years. On Tuesday, September 30th, the City will be seeking public input at the Farmers Market to gather views and opinions on the elements of the plan. The Farmers Market is held every Tuesday night from 4:00 - 8:00 p.m. at the Placentia Town Center (southwest corner of Kraemer and Yorba Linda). The survey will be available online for those that are unable to attend the Farmers Market. Additional information will be forthcoming.

◆ Placentia Partners with SCORE, Placentia Chamber of Commerce, and Orange County One-Stop Center to Offer a Business Workshop at No Cost

Service Corps of Retired Executives (SCORE) offers low-cost workshops for both startup and existing business entrepreneurs nationwide. The City is excited to partner with SCORE, Placentia Chamber of Commerce, and the Orange County One-Stop Center to offer the partnership's first business workshop, "How to Be a Social Media Marketing Rock Star", presented by Mr. Mark Mikelat. The free workshop is scheduled for Thursday, October 9th from 6:00 p.m. to 9:00 p.m. at the Backs Community Building. Space is limited so RSVP today with Maggie Le, Management Analyst, at mle@placentia.org. [Please click here to view the flyer.](#)

ENGINEERING AND CIP PROJECTS

◆ Kraemer Boulevard Traffic Signals

The much anticipated re-opening of Kraemer Boulevard between Orangethorpe Avenue and Chapman Avenue has resulted in some unexpected traffic back-ups along Kraemer Boulevard. The City, after further investigation it was determined that the four traffic signals within the new section of Kraemer Boulevard had not been re-programmed for the new intersection configurations. To expedite implementation of the correct signal timing, OCTA authorized the City to design and implement the new signal timing. The new signal timing, is expected to be completed within two (2) weeks. To further expedite the traffic improvement process, the signal timing will be implemented for each signal as each design is completed, in-lieu of doing them all at once.



◆ Placentia Packing House Demolition

On September 16th, the City Council awarded a contract to Unlimited Environmental, Inc., for demolition of the packing house located on Crowther Avenue (east of Melrose Avenue), home to the future Metrolink Station. The City is currently working with a consultant to prepare historical building documentation that meets the requirements of the Metrolink Environmental Impact Report and records the history of the building. The demolition work is anticipated to begin in late October or early November.



ENGINEERING AND CIP PROJECTS

◆ 235 Bradford Avenue Parking Lot

On September 16th, the City Council awarded a construction contract to CHI Construction for a twelve (12) space parking lot at 235 South Bradford Avenue. The project will increase traffic flow and provide additional parking for visitors of the downtown area. Construction will begin in October.

◆ Richfield Road Widening Completion

The first phase to widen the bridge over the storm channel on Richfield Road, just south of Orangethorpe, was completed in July. The final phase of the project, which will reduce the width of the median and provide two northbound lanes. This phase of the project will be completed by the end of September. Richfield Road Widening Project will be an integral part of a detour route for the Lakeview Grade Separation Project.

◆ Arterial Pavement Management Program Applications

The City is participating in a call for projects from the Orange County Transportation Authority. The call is for Federal funding under the Arterial Pavement Management Program. The City is applying for three projects totaling \$1.5 million in grant funding. The funding is used to prolong the life of the City's major streets through various reconstruction techniques. The projects include reconstruction of Placentia Avenue and Bastanchury Road, as well as a slurry seal for various other major arterial streets.

POLICE DEPARTMENT

◆ Crime Prevention

Drug Take Back Day

On Saturday, September 27th, residents can drop off their unused or expired medication for safe disposal from 10:00 a.m. – 2:00 p.m. at the Placentia Police Department. This program is part of a national event sponsored by the Drug Enforcement Administration (DEA). Please note that no needles or sharps will be collected at the event. For more information, please contact Crime Prevention Specialist Marilyn Anderson at (714) 993-8225.



AB 1371 – Three Feet for Safety Act

The Three Feet for Safety Act went into effect last week. The Act requires motorists to allow three (3) feet of space when passing a bicyclist. If three (3) feet is not available, the driver must slow to a reasonable and prudent speed and pass when it is safe. The previous law required drivers to pass while keeping at a "safe distance", but the new law establishes a minimum distance of three (3) feet. For violations that do not cause injuries, there is a \$230 fine. For violations involving collisions with cyclists, there is a \$960 fine. Please observe these new requirements when driving near bicyclists.



POLICE DEPARTMENT

◆ Crime Prevention

Volunteer Crossing Guard Program

Volunteers are greatly appreciated and serve the Placentia Police Department in a wide range of capacities. The Police Department has established a Volunteer Crossing Guard Program to be implemented in the 2015-16 school year. For residents interested in becoming a crossing guard volunteer, please [click on this link](#) for additional information.

◆ Significant Events

September 19, 2014

Brea Police Department requested mutual aid from the Placentia Police Department for crowd control due to the high number of people at the Brea Mall to purchase Apple's new iPhone 6.

Anaheim Police Department had an armed robbery at Fry's Electronics. The suspects fled in a vehicle and caused a traffic accident. The suspects then fled on foot in the area of Tustin/La Palma. One suspect was quickly located and taken into custody. The second suspect, armed with a handgun, had fled from the scene. Placentia Police assisted with a perimeter that covered Tustin to Jefferson and Orangethorpe to Mira Loma. The second suspect was located within the perimeter and after an extensive standoff, gunfire was exchanged between the suspect and the police. Placentia Police personnel were not involved in the officer involved shooting.

September 23, 2014

Placentia Detectives arrested a man at a business on the 900 Block of S. Lakeview. Over the course of a year, the man had defrauded the business in excess of \$100,000.

September 24, 2014

Investigations conducted probation compliance checks (PCRS) at 8 locations throughout the City. Two subjects were arrested for violating the terms of their release.

EXTERNAL COMMUNICATION

- ◆ Placentia Youth Basketball Flyer
- ◆ Development Services Project List
- ◆ Orange County Fire Authority Weekly Executive Summary

CITY OF PLACENTIA COMMUNITY SERVICES DEPARTMENT

CREATING COMMUNITY THROUGH PEOPLE, PARKS AND PROGRAMS



Placentia Youth Basketball

Registration is currently ongoing!

All boys & girls 1st – 8th GRADE are eligible to register!
\$80.00 League Fee Includes:
Indoor practices, indoor games, team shirt, & trophy.

Games begin January 3, 2015 and are played on Saturdays and some Fridays. Practice times are determined by the coaches and will be twice a week, anytime between 4 p.m.- 8 p.m., Monday - Friday beginning the week of December 15 at Tynes or Oberle gyms.

Proof of grade is required at time of registration (school id or report card).
New program participants are required to show proof of age (Birth Certificate).

Registration Deadline:

THURSDAY, NOVEMBER 13, 2014 BY 5:30 P.M.

WWW.PLACENTIA.ORG/PYB



Mandatory Skills Evaluation Date:
Saturday, November 15, 2014
Oberle Gym, 974 S. Melrose St.
Placentia, CA. 92870

10:00am "C" Division- 1st , 2nd & 3rd grades

11:00am "B" Division- 4th & 5th grades

12:00pm "A" Division- 6th, 7th, & 8th grades

For more information or if you are interested in coaching, please call the Placentia Community Services Department at (714) 993-8232.

*This event is not affiliated with the school district.
The school district does not endorse or sponsor this activity*

OPEN TO
1ST- 8TH GRADE
BOYS & GIRLS



Don't miss out on the fun!

Building Activity

- The gas utilities have been released for phase 4 (8 lots) for Olson Housing. They should be completed in a couple of weeks.
- Building permits for the 10 unit apartment project located at 718 La Jolla which consists of two (2) five-unit buildings were issued by the City on 9/15/14. Construction for these new two (2) 3-story buildings will be completed within the next 4 to 6 months.
- Building plans and structural calculations for storage racks at 743 Dunn Way were approved and issued on 9/15/14.
- Building permit for a 610 sq. ft. room addition on Morse Avenue was issued on 9/16/14.

The following is a list of recent building permits issued within the City.

PERMIT TYPE	# PERMITS
Residential Alteration	11
Solar	6
Block Wall	2
New Residential	2
Patio	1
Commercial Tenant Improvement	1
Sign	1
Swimming Pool replaster	1
Roof	5
Plumbing, Electrical, Mechanical	34
Total	64

Plan Check Activity

The following is a list of the number of recent plan checks issued within the City.

PLAN CHECK TYPE	# SUBMITTED
Commercial Tenant Improvement	
Residential Alterations	1
New Residential	4
Solar	10
Signs	
B & Z (Building & Zoning Application)	4
Home Occupation Permits	2
TOTAL	21



Orange County Fire Authority

Weekly Executive Summary

Prepared by Corporate Communications

Al Murray, Board Chairman

Gene Hernandez, Vice-Chair

Jeff Bowman, Fire Chief

www.ocfa.org

September 25, 2014

News & Events

Orange County Fire Authority has approximately 28 personnel working in conjunction with USFS and CalFire on the King Fire, the Happy Camp Fire and the Boles Fire in Northern California. The personnel include Strike Teams as well as Overhead.

The Orange County Fire Authority will hold its Annual Open House on [October 11](#) at the RFOTC Headquarters as well as select OCFA stations. Station Open House locations can be found [here](#).

*Weekly Media Clips

[OCFA Weekly Media Coverage](#)

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[OCFA Weekly News Coverage](#)

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Board Action

For Board agendas, please visit <http://www.ocfa.org> and click on “Board Agendas/Minutes.”

Weekly Update on Response and Preparedness

Weather Outlook: *Normal to Above Normal Temperatures for September 28 – October 3.* For more information, please visit the [National Weather Service Climate Prediction Center](#).

Fire Outlook – Low/Moderate: Large fire potential will be elevated Thursday and Friday in the desert interface regions such as the Antelope Valley, Apple Valley and the Banning Pass due to strong winds during the afternoon. While relative humidity will generally remain above 20%, rapid rates of spread and wind driven fire behavior can be expected with new starts in these areas. Saturday and Sunday, look for low large fire potential over most of the area due to light winds, cool temperatures and relatively humid conditions. Next week, much hotter and drier weather will return. Light offshore flow may keep relative humidity recovery poor in the valleys and urban interface regions. Initial attack will likely be light through the weekend, but look for moderate initial attack next week due to very high energy release component's and burn index values each afternoon. You can obtain a 7-day forecast, monthly and/or seasonal by clicking [here](#).

National Fire Preparedness Level: 2 (On a scale of 1-5, with Level 5 being the highest level of fire activity). For additional information, please visit the [National Interagency Fire Center's website](#).



Community Events

- Crew from Patrol 30 (A Shift) participated in the Relay for Life event at Lantern Bay Park in **Dana Point**. The event was on September 21 from 5 a.m. – 11 a.m.
- Crew from Engine 4 (A Shift) attended the Team Kids Challenge Carnival in **Irvine**. The event took place on September 19 from 11:45 a.m. – 1:45 p.m.
- Crew from Engine 51 (C Shift) provided a life and fire safety program and station tour to a group of Boy Scouts from **Irvine**. The event took place on September 20 from 10 a.m. – 12 p.m.
- Crew from Engine 51 (C Shift) attended a Safety Fair at the Irvine Spectrum in **Irvine**. The event took place on September 20 from 12 p.m. – 4 p.m.
- Community Education Specialist Christy Watson provided a work place fire safety presentation to a group of employees at the Fieldstead Company in **Irvine**. The program was on September 25 from 10 a.m. – 11 a.m.
- Crew from Engine 58 (B Shift) and Community Education Specialist Tasha Schilling provided a life and fire safety program to a group of students at Montessori School in **Ladera Ranch**. The program was on September 24 from 11 a.m. – 12 p.m.
- Crews from Engine 22 and Truck 22 (C Shift) hosted a station dinner at Station 22 in **Laguna Hills**. The dinner took place on September 20 from 5 p.m. – 8 p.m.
- Crew from Engine 39 (C Shift) attended a Kids Safety Fair at Old Navy in **Laguna Niguel**. The event took place on September 20 from 11 a.m. – 2 p.m.
- Crew from Truck 59 (B Shift) provided a life and fire safety program and station tour to the Talega Mom’s Club in **San Clemente**. The event was on September 24 from 10 a.m. – 11 a.m.
- Crew from Engine 75 (A Shift) attended the Love Santa Ana Event in **Santa Ana**. The event took place on September 21 from 3 p.m. – 5 p.m.
- Crew from Engine 44 (A Shift) participated in a Neighbor 4 Neighbor community disaster preparedness event at Mary Wilson library in **Seal Beach**. The event took place on September 21 from 11:30 a.m. – 12:30 p.m.
- Battalion Chiefs Schroeder and Ferdig and crews from Engine 23, Engine 8, Engine 15 and Reserves from Station 14 and Station 16 (A Shift) attended the Fire Safe Council Firefighter Appreciation Barbecue at the Silverado Community Center in **Silverado Canyon**. The event took place on September 21 from 5 p.m. – 8 p.m.
- Crew from Engine 21 (C Shift) and Community Education Specialist Polly Bowen provided a life and fire safety program and engine visit to students at Nelson Elementary in **Tustin**. The program was on September 25 from 10:30 a.m. – 11:30 a.m.



- Crew from Truck 64 (B Shift) provided a station tour to a group of potential explorers from **Westminster**. The tour took place on September 24 from 11:30 a.m. – 12:30 p.m.
- Crew from Engine 10 (B Shift) and Community Education Specialist Tasha Schilling provided a life and fire safety program and engine visit to students at Village Preschool in **Yorba Linda**. The program took place on September 22 from 9:30 a.m. – 11 a.m.
- Crew from Engine 10 (B Shift) and Community Education Specialist Tasha Schilling provided a life and fire safety program and engine visit to students at Village Preschool in **Yorba Linda**. The program took place on September 23 from 11 a.m. – 12:30 p.m.
- Community Education Specialist Polly Bowen provided a life and fire safety and disaster preparedness program to a group from the Shinnyo Buddhist Temple in **Yorba Linda**. The program was on September 24 from 10 a.m. – 11 a.m.
- Battalion Chief Phoenix attended the Yorba Linda State of the City Lunch at the Nixon Library in **Yorba Linda**. The event took place on September 25 from 11 a.m. – 12 p.m.



Significant Emergency Incidents

Irvine

Structure Fire - September 24 - At 2:20 p.m., a structure response was dispatched to McCormick & Schmick's on Main Street in Irvine. Engine 28 arrived on scene at 2:22 p.m. with a 2-story restaurant charged with smoke and requested a working structure assignment. Heavy smoke was reported to be coming from the vents on the roof. At 2:40 p.m., a second alarm was requested. The fire was reported knocked down at 3:10 p.m. The Health Department, an Irvine Building Inspector and OCFA Inspector also responded. The property was turned over to the property manager and security that was to provide a fire watch.

Incident Commander:

Chief Gomez, B5

Cause:

Accidental

**Incidents By Major Category
for Period: 9/8/2014 - 9/14/2014**

CITY/JURISDICTION	FIRE	OVER - PRESSURE RUPTURE	EMS/ RESCUE CALL	HAZMAT	SERVICE CALL	GOOD INTENT CALL	FALSE CALL	NATURAL	OTHER	TOTAL
ALISO VIEJO	0	0	29	1	2	4	4	0	6	46
BUENA PARK	1	0	84	1	7	5	2	0	35	135
CYPRESS	0	0	25	1	2	3	5	0	17	53
DANA POINT	1	0	51	0	1	7	7	0	5	72
IRVINE	2	0	170	4	11	24	31	0	14	256
IRVINE - UCI	0	1	1	0	2	0	2	0	1	7
LA PALMA	1	0	15	0	1	2	1	0	2	22
LAGUNA HILLS	0	0	34	0	2	2	1	0	2	41
LAGUNA NIGUEL	1	0	45	0	4	3	1	0	6	60
LAGUNA WOODS	1	0	79	0	3	1	0	0	9	93
LAKE FOREST CITY	1	0	46	1	2	12	6	0	12	80
LOS ALAMITOS	0	0	17	0	1	0	1	0	4	23
MISSION VIEJO	0	0	88	0	5	7	5	0	10	115
PLACENTIA	2	0	32	1	8	5	1	0	11	60
RANCHO SANTA MARGARITA	0	0	31	1	4	4	1	0	2	43
SAN CLEMENTE	2	0	53	0	11	9	3	0	6	84
SAN JUAN CAPISTRANO	2	0	45	1	2	3	4	0	6	63
SANTA ANA	7	0	296	0	9	36	12	0	58	418
SEAL BEACH	0	0	60	2	2	5	1	0	2	72
SEAL BEACH - NVW	0	0	0	0	0	1	0	0	0	1
STANTON	1	0	37	0	1	1	5	0	10	55
TUSTIN	3	0	62	1	8	4	3	0	2	83
VILLA PARK	0	0	6	0	1	1	0	0	7	15
WESTMINSTER	0	0	87	0	10	5	7	0	17	126
YORBA LINDA	1	0	42	0	5	3	2	0	24	77
UNINCORPORATED	1	1	69	3	8	12	2	0	26	122
TOTAL	27	2	1504	17	112	159	107	0	294	2222