

City Administrator's

Weekly Briefing



PLACENTIA
California

"The People Are The City"

From: Troy L. Butzlaff, ICMA-CM

February 5, 2015

ADMINISTRATION

◆ City Administrator - Troy L. Butzlaff

Our City Administrator Troy Butzlaff has announced his resignation from the City of Placentia. He has accepted the City Manager position for the City of Azusa. His last day with us is on Thursday, February 12th. Mr. Butzlaff has worked for the cities of Palm Springs, Indian Wells, and Diamond Bar prior to his arrival here in Placentia. Over the course of his six and ½ years in Placentia, he has assisted the City with our budgetary challenges and has developed strategic methods and various one-time solutions to alleviate our structural deficit. We appreciate his time, hard work, dedication, and leadership to the City and wish him well in his new endeavor.



◆ Free Compost Giveaway

The City and Placentia Disposal will hold a FREE Compost Giveaway for residents of Placentia at Tri-City Park. The special one-day event will be held on Saturday, February 7th from 8:00 a.m. until 10:30 a.m. (or until the compost runs out). Residents must bring in their own containers (no bags please) to receive the loose compost. For more information, please contact Placentia Disposal's Customer Service Department at (714) 238-3300.

◆ State of the City Address

The Placentia Chamber of Commerce will host Mayor Chad Wanke's State of the City Address on Thursday, February 26, 2015, at 11:15 a.m. at the Alta Vista Country Club, 777 E. Alta Vista St. For more information or to purchase tickets for this event, please contact the Placentia Chamber of Commerce at (714) 528-1873 or visit their website at www.placentiachamber.com.



Contact Us At:



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Upcoming Meetings and Events

- 2/9 Recreation and Parks Commission
- 2/10 Cultural Arts Commission
- 2/10 Planning Commission
- 2/11 Oversight Board to the Successor Agency
- 2/11 Heritage Festival Committee

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



ADMINISTRATION

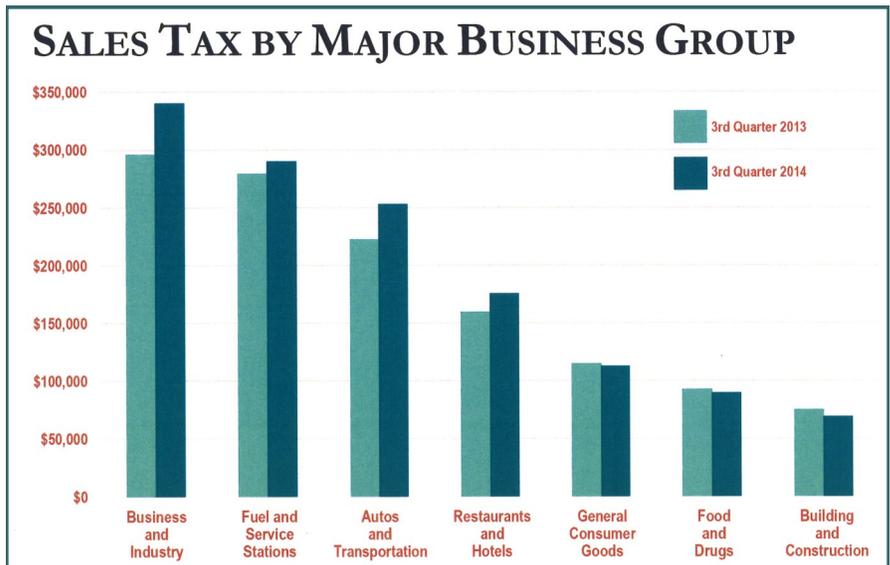
◆ Citizens Fiscal Sustainability Task Force

To assist the City in identifying long-term solutions toward fiscal stability, the City Council is appointing a Citizens Fiscal Sustainability Task Force. The Task Force will be comprised of seven at-large members, being sought through an application process. This seven-member Task Force will examine the City's structural deficit and assist the City in identifying potential cost reduction and revenue enhancement solutions. Citizens interested in being part of the solution should contact the City Clerk's Office at (714) 993-8217. The closing period for applications will be Wednesday, February 25th, with interviews and appointments to take place in early March.

[Application for the Citizens Fiscal Sustainability Task Force](#)

◆ Placentia's Sales Tax Update

The City recently received the 3rd Quarter Sales Tax Update by HdL Companies. Receipts for Placentia's July, 2014 to September, 2014 sales were 8.5% higher than the same quarter one year ago. Actual sales activity was up 7.2% in this quarter. A new business addition and brisk sales boosted several business and industry categories. The City experienced a strong sales quarter in autos and transportation. A new restaurant opened and net higher sales lifted most restaurant segments while improved fuel sales raised fuel and service stations revenues. Taxable sales for all of Orange County increased 3.9% over the comparable time period, while the Southern California region as a whole was up 5.1%.



Below are the top 25 producers, listed in alphabetical order, during the reportable sales tax quarter.

Arco	Harlan Teklad Distribution Center	Roofing Wholesale
Arco AM PM	Harry A. Lowry & Associates	Ross
Bejac	Lennox Industries	Stater Bros
Best 4 Less	Marshalls	Suburban Propane
Chevron	Mason West	TMG
Circle K/76	Nickey Petroleum	Valero Corner Store
CVS Pharmacy	Petroleum Marketing Equipment	Yorba Linda Rose Arco AM PM
Facility Solutions Group	Premiers Don A Vee Chrysler Jeep	
Fairway Ford Sales	Ralphs	



COMMUNITY SERVICES

◆ Spring Registration

Registration for all Spring programs and classes begins Tuesday, February 17th for Placentia residents and Monday, February 23rd for non-residents. You can reach the City of Placentia Community Services Department, Monday through Thursday, between 7:30 AM and 6:00 PM. City Hall is closed on Fridays. To view a list of Spring programs and classes, please click on the Spring Quarterly Newsletter link below. For additional information, please (714) 993-8232 or visit www.placentia.org/classes to register online.

[2015 Placentia Quarterly Newsletter](#)

◆ Volunteering Program

Do you need Volunteer Service Hours? Be a Placentia Volunteer. High School and Jr. High School students ages 13-16 that need volunteer service hours for graduation are encouraged to assist our Community Services staff with multiple activities conducted throughout the City during the summer. Participants will have the opportunity to receive on the job training and develop friendships. Come help out with Community Services Department youth sports and P.A.R.K.'S programs. Applicants must be 13 years of age by June 1, 2015 and reside within the city limits of Placentia. Applications are available at the City of Placentia Community Services Department located in City Hall. The application deadline is Thursday, April 2nd at 5:30 PM.

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 newly designed lot will provide additional parking for visitors of the downtown area. The parking lot is paved and the final lighting and landscaping elements are being added. The parking lot is now open for use.

◆ Multi-family Apartments Nearing Completion on La Jolla Street

Scheduled for completion in August, 2015, a new multi-family apartment development is under construction at 918 & 926 W. La Jolla Street. These 2,200 square foot three story units will have amenities such as individual patio decks; master bedroom/bath, private 2-car garages, private yard area and an HOA managed tot lot. A construction photo and sample rendering is provided below.





POLICE DEPARTMENT

♦ Crime Prevention

Can Food Drive Challenge

Placentia Police Department participated in Medical Network Devoted to Service (MiNDS) canned food drive challenge against other local Police Departments. The Placentia Police Department came in second place behind the Buena Park Police Department. The food was distributed at the Martin Luther King Jr. Service day in Buena Park on Saturday, January 17th. Over 500 participants received free flu shots, blood pressure testing, sugar level testing, blood pressure testing, medical referrals, books, hygiene kits, clothing, and of course canned food.

Police Station Tour

Cub Scouts from Sierra Vista toured the Police station on Thursday, January 29th. The guests included 6 scouts and 4 adults. The children enjoyed learning about the Police Department's operations and how they can access help when needed. Of course the tour of the jail was the highlight of the tour and the boys received gift bags that included bike safety guidelines.

St. Joseph Catholic School Community Day

Chief Smith attended Community Day at St. Joseph Catholic School on Friday, January 30th. The event included student projects where they had reached out to members of the community to see how they can make a difference in the City. Also the children expressed gratitude to all who serve our community.

K9 Visit at Sierra Vista Elementary School

K9 Officer Anderson and his partner Habo visited with 1st – 3rd graders at Sierra Vista Elementary School on Friday, January 30th. The students read a story about a canine officer. Officer Anderson took time to explain his role as a canine officer and answer the children's questions. All of the children were amazed when Habo was able to locate an object that was hidden in the multipurpose room. At the end of the presentation every child, who wanted to, was able to meet and pet Habo.

♦ Code Enforcement

	YTD 2015	JAN 2014	JAN 2015
Courtesy Notices	51	23	51
Administrative Citations	24	25	24
Administrative Citation Fines	\$7,200	\$2,700	\$7,200
Business License Fees	\$0	\$2,100	\$0
Building Permit Violations	3	1	3
Building Permit Recovery Fees	\$431.31	\$0	\$431.31

♦ Significant Events

January 30, 2015

Assisted Orange County Mental Health and the United States Secret Service in the 1700 block of Roanoke. An adult male was taken into custody for 5150, who had made threats to kill the Police and the President of the United States. An improvised explosive device was located inside of the residence and the Orange County Sheriffs Department Bomb Squad was notified.



POLICE DEPARTMENT

◆ Significant Events

January 30, 2015

A Police Officer arrested a female adult for possession of a controlled substance and possession of drug paraphernalia and a male adult for driving on a suspended license and a DUI warrant. Another Police Officer arrested a male adult for DUI and a DUI warrant.

January 31, 2015

Two female juveniles got in a fight at Tuffree Park, with one of them getting slashed with a sharp object. The female who inflicted the injury was arrested for assault with a deadly weapon and booked into Juvenile Hall. A Police Officer arrested a female adult for DUI.

EXTERNAL COMMUNICATION

- ◆ Development Services Project List
- ◆ Orange County Fire Authority Weekly Executive Summary

Development Services Project List

1. Cell site (AT&T) modification plans and structural reports located at 401 E. Chapman Avenue were submitted to Planning and Building Divisions for review and approval on 1/26/15. Scope of work includes adding additional antennas and cell site electronic devices onto the existing mono-palm structure.
2. Monument sign and front gate wall and fence building plans for Beazer Homes (Tract 17145) were reviewed and approved by Planning and Building Divisions on 1/28/15. This wall and wrought iron gate/fence along with the monument sign will be located at the front entrance along Kraemer Boulevard.
3. Six (6) solar panel installation plans and structural calculations were reviewed and approved for single family homes on 1/27/15.
4. Architectural and structural plans for the new Verizon wireless cell site located at 600 Loyola Drive were submitted on 1/22/15. Scope of work includes new mono-eucalyptus steel frame tower, new masonry equipment building and other new electrical/cable trenching work.

PLAN CHECK TYPE	# SUBMITTED
Commercial Tenant Improvement	2
Residential Alterations	3
Solar	9
Signs	2
Cell Site	2
B & Z (Building & Zoning Application)	4
Home Occupation Permits	1
TOTAL	23

PERMIT TYPE	# PERMITS
Residential Alteration	4
Solar	4
Commercial Tenant Improvement	1
Sign	1
Roof	1
Commercial Cell Tower Mod.	1
Plumbing, Electrical, Mechanical	23
Total	35



Orange County Fire Authority

Weekly Executive Summary

Prepared by Communications and Public Affairs

Al Murray, Board Chairman

Gene Hernandez, Vice-Chair

Jeff Bowman, Fire Chief

www.ocfa.org

February 5, 2015

News & Events

More than 400 people, including Board members, OCFA staff, family members and other city staff attended the Orange County Fire Authority's "Best and Bravest" Annual Awards Ceremony honoring our firefighters and staff employees for their bravery and merits on Thursday, January 29. Board Chair Al Murray and Orange County Board of Supervisors Chair and OCFA Board Member, Todd Spitzer joined Executive Management on stage to congratulate and present awards to each nominee. Michele Gile, of KCAL 9 and CBS 2, served as the Master of Ceremonies

Engineer / Paramedic Dan Brown was selected **Career Firefighter of the Year**, Bruce Newell was named **Reserve Firefighter of the Year**, Todd Muilenburg was chosen **Manager of the Year**, and Jason Caya was awarded **Staff Employee of the Year**. Captain/Paramedic Paul Holaday received the esteemed **Lifesaving Medal** for his heroic actions by a pool in Palm Desert when he was vacationing with his family. **The Medal of Merit** was awarded to Michele Hernandez who is currently assigned to Strategic Services. **The Unit Citation** was presented to OCFA firefighters who helped save four people from a burning home on January 8, 2014. **The Unsung Hero** was awarded to the OCFA Benevolent Association. You can view a [copy of the program](#) for more details about the Best and Bravest mentioned above. Additionally, you can view the [photos](#) from the event as well as the [highlight video](#).

*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 February 8 – February 14.* For more information, please visit the [National Weather Service Climate Prediction Center](#).

Fire Outlook – Little/No Risk: No fire activity is expected through the period. You can obtain a 7-day forecast, monthly and/or seasonal by clicking [here](#).



Community Events

- Crew from Engine 30 (A Shift) and Community Education Specialist Christy Watson provided a life and fire safety program and engine visit to students at Broderick Elementary in **Dana Point**. The program was on February 5 from 9:30 a.m. – 11 a.m.
- Crew from Engine 26 (A Shift) provided a life and fire safety program and station tour to students from Lakeside Middle School in **Irvine**. The program was on January 30 from 10 a.m. – 11 a.m.
- Crew from Truck 49 (C Shift) provided a life and fire safety program and engine visit to students at Hidden Hills Elementary in **Laguna Niguel**. The program was on February 4 from 9:30 a.m. – 10:30 a.m.
- Crew from Truck 49 (A Shift) provided a life and fire safety program and station tour to a Brownie Troop from **Laguna Niguel**. The program was on February 5 from 1:15 p.m. – 3:15 p.m.
- Crew from Engine 35 (A Shift) provided a life and fire safety program and engine visit to students at Saint Joseph's Elementary in **Placentia**. The program was on January 30 from 8 a.m. – 10 a.m.
- Crew from Truck 45 (A Shift) provided a life and fire safety program and truck visit to students at Saddleback Children's Center in **Rancho Santa Margarita**. The program was on February 5 from 10 a.m. – 11 a.m.
- Crew from Engine 48 and Medic 48 (C Shift) coordinated a smoke alarm installation event at Rossmoor Park Condo's in **Seal Beach**. The installation began on February 4.



Significant Emergency Incidents

Tustin

Structure Fire – January 29 - At 2:56 p.m., ECC dispatched a structure fire response to Prospect Park in Tustin. At 3:02 p.m., Medic 21 arrived on scene and reported, “On scene with 2, heavy smoke single story multi-family residence,” and then requested a working structure assignment. At 3:02 p.m. Engine 72 assumed the Prospect Incident Command. At 3:04 p.m., Engine 72 reported possible garage fire checking for extensions. At 3:06 p.m., a primary all clear was declared. At 3:10 p.m., the fire was placed under control. A Building Official was requested. All units were released with the exception of Truck 43 and Engine 72.

Incident Commander:

Engine 72

Cause:

Under Investigation

Lake Forest

Remote Rescue – January 31 - At 10:03 a.m., a remote rescue response including Helicopter 1 was dispatched to Whiting Ranch in Lake Forest near Gate 1. Initial reports indicated a female down with an ankle injury on the trail. The patient was located, refused treatment and signed AMA. All resources were released.

Newport Beach

Remote Rescue – January 31 - At 11:15 a.m., OCFA assisted the Newport Beach Fire Department with a remote rescue in the mutual threat zone of Crystal Cove State Park. A 51-year-old male was experiencing a cardiac episode while hiking. The patient was located and transported via Helicopter 1 to Mission Community Hospital for treatment.

Santa Ana

Structure Fire- February 4 - At 10:42 a.m. a structure fire response was dispatched to the area of South Bear Street and West MacArthur Boulevard in Santa Ana for the report of smoke coming from a structure. Units arrived in the area and determined the fire was in the residence on West Deerefield Road and requested the balance of the working structure fire response. The primary and secondary all clears were given at 10:59 a.m. and the fire was declared under control at approximately 12 p.m. One civilian with burn injuries was treated and released at the scene. Red Cross was requested to assist.

Incident Commander:

Chief Phillips, B9

Cause:

Under Investigation

Santa Ana

Structure Fire – February 4 - At 4:52 p.m., a structure fire response was dispatched to West Stevens Avenue in Santa Ana. First arriving units found light smoke in the area and began investigating. A fire was found in the bathroom of the downstairs apartment. The primary all clear was given at 5:03 p.m. and the fire contained at 5:13 p.m. to a water heater closet. One civilian with smoke inhalation was treated and released at the scene. Red Cross was requested to assist.

Incident Commander:

Chief Phillips, B9

Cause:

Under Investigation

**Incidents By Major Category
for Period: 1/19/2015 - 1/25/2015**

CITY/JURISDICTION	FIRE	OVER - PRESSURE RUPTURE	EMS/ RESCUE CALL	HAZMAT	SERVICE CALL	GOOD INTENT CALL	FALSE CALL	NATURAL	OTHER	TOTAL
ALISO VIEJO	0	0	37	0	1	3	5	0	0	46
BUENA PARK	2	0	82	1	3	8	2	0	38	136
CYPRESS	2	0	43	1	2	7	0	0	4	59
DANA POINT	1	0	48	1	4	2	4	0	1	61
IRVINE	3	0	157	2	16	10	12	0	21	221
IRVINE - UCI	0	0	10	0	0	1	5	0	2	18
LA PALMA	1	0	21	0	2	1	3	0	0	28
LAGUNA HILLS	1	0	54	0	4	3	2	0	0	64
LAGUNA NIGUEL	1	1	48	0	6	2	2	0	4	64
LAGUNA WOODS	0	0	65	1	3	7	1	0	19	96
LAKE FOREST CITY	0	0	78	2	6	8	5	0	5	104
LOS ALAMITOS	0	0	19	0	3	2	2	0	2	28
MISSION VIEJO	4	0	121	1	11	11	6	0	3	157
PLACENTIA	0	0	52	1	6	4	4	0	3	70
RANCHO SANTA MARGARITA	0	0	20	0	4	2	0	0	6	32
SAN CLEMENTE	1	0	61	1	8	6	3	0	11	91
SAN JUAN CAPISTRANO	1	0	49	1	2	3	6	0	1	63
SANTA ANA	4	2	321	4	16	36	13	0	40	436
SEAL BEACH	1	0	63	1	4	4	1	0	1	75
STANTON	1	0	46	2	2	9	1	0	6	67
TUSTIN	1	0	89	2	8	8	3	0	6	117
VILLA PARK	0	0	3	0	1	0	0	0	0	4
WESTMINSTER	3	0	119	2	11	7	6	0	13	161
YORBA LINDA	0	0	42	1	5	9	5	0	7	69
UNINCORPORATED	2	0	81	7	4	13	8	0	17	132
TOTAL	29	3	1729	31	132	166	99	0	210	2399