



From: Damien R. Arrula

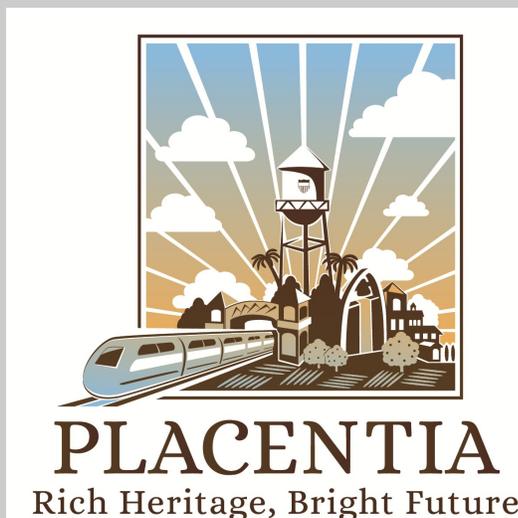
February 19, 2015

ADMINISTRATION

◆ Economic Development's "New" Brand Logo and Tagline

Placentia City Council unanimously approved the "new" Economic Development logo and tagline at the February 3rd City Council meeting. The Economic Development logo contains the Civic Center monument, downtown bridge, businesses, and Palm trees which represents where it all started in 1926. The tagline describes Placentia as a community who respects its history and cultural diversity. With the downtown transformation project and future Metrolink station, the City has a bright future.

Staff worked with Allegra Consulting Inc. who was awarded a professional services agreement in October 2014 to provide a comprehensive and strategic marketing package designed to assist the City in attracting retailers and to increase sales tax revenues. Allegra Consulting Inc. worked collaboratively with key stakeholders, committee members, businesses, and residents to produce this approved branding logo and tagline.



◆ Bradford House Concert Series

The Placentia Founders Society will continue their annual Chamber Music Concert Series on Sunday, February 22nd at 3:00 p.m. in the Historic Bradford House, 136 Palm Circle. The performance for the day is Santiago String Quartet. The concert is free to the public. For additional information about this Concert Series, please visit www.thebradfordhouse.info.

◆ State of the City Address

The Placentia Chamber of Commerce will host Mayor Chad Wanke's State of the City Address on Thursday, February 26th at 11:15 a.m. at the Alta Vista Country Club, 777 E. Alta Vista Street. 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

- 2/24 Historical Committee
- 2/24 Economic Development Committee
- 2/25 Workshop for the General Plan Update
- 3/3 City Council Meeting
- 3/9 Recreation and Parks Commission

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



FINANCE

◆ Mid-Year Budget Review for Fiscal Year 2014/15

At the February 17th City Council meeting, Staff presented the Mid-Year Budget Review for Fiscal Year 2014/15 which included an amendment to the City's FY 2014/15 Adopted Budget. When the Adopted Budget was approved in June, 2014 it was estimated that the City would end the Fiscal Year with a slight general fund surplus of \$48. After careful review, City Council and Staff worked together to make various budget changes, including changes to the City's Special Funds. As a result, the City's General Fund now has an estimated surplus of \$181,344 for the end of the current fiscal year. Below is a link to the PowerPoint Presentation which summarizes the report and approved adjustments. The link to the City Council Staff Report Agenda is also found below.

[Mid Year Budget Review - PowerPoint Presentation](#)

[Mid Year Budget Review - City Council Staff Report Agenda](#)

◆ City Property Tax Update

According to the City's Property Tax consultant, HDL Coren & Cone, the City experienced a net taxable value increase of 5.9% for the 2014/15 tax roll. This is slightly less than the 6.3% increase experienced countywide. The housing market has continued to improve and median sale prices for real estate have continued to increase steadily. Below is a link to the 2014/15 Property Tax Summary which was prepared by HDL Coren & Cone.

[2014/15 Property Tax Summary](#)

COMMUNITY SERVICES

◆ Family and Communities Together (FaCT) Grant Program

The County of Orange has a Family and Communities Together (FaCT) grant program which funds public private partnerships designed to support and develop Family Resource Centers (FRCs). FRC sites are funded throughout the County to provide communities with essential family support services, education, and resources. The Friendly Center informed City Staff about an opportunity to apply for this funding. The Friendly Center has great experience with grants and partnership programs and have been providing social service programs for over ninety (90) years and have worked collaboratively with the City of Placentia since 2009.

City Staff worked in collaboration with the Friendly Center, Western Youth Services, and Interval House to submit a proposal to the County to establish a FaCT funded FRC in Placentia. During the County Board of Supervisors meeting held on February 10th the County awarded the Placentia collaborative \$300,000 in FaCT funding for a five year period beginning July 1, 2015. The FaCT grant will provide \$76,511 to the City and will serve as a direct offset and/or supplement to the General Fund for Neighborhood Services and Community Services programs at the Whitten Community Center. Additionally, \$223,488 will be provided to the other Partnership members to fund family support services, emergency assistance, academic tutoring, community outreach, food programs, and counseling. We look forward to working with the Friendly Center, Western Youth Services, and Interval House to implement these much needed services to our community.



ECONOMIC DEVELOPMENT

◆ Free Shuttle Service to the Farmers Market

A free shuttle bus to and from the Placentia Certified Farmers Market is now available. There are five different locations where the shuttle will be picking up and dropping off. Please note the pick up and drop off locations as shown on the flyer. If you have any questions, please call the Farmers Market hotline at (714) 993-8204. The Farmers Market is open every Tuesday evening from 4:00 p.m. to 8:00 p.m. at the Placentia Town Center, 130 E. Yorba Linda Boulevard.

PLACENTIA
FARMERS MARKET
CERTIFIED

FREE SHUTTLE SERVICE

Emerald Isle Senior Apartment Homes (661 N. Rose Dr.)	Bradford Square Vintage Senior Living (1180 N. Bradford Ave.)
Whiffen Center (900 S. Melrose Ave.)	Valencia High School (500 N. Bradford Ave.)
Bradford Terrace Senior Apartments (1112 N. Bradford Ave.)	

INSPIRING HEALTHY, WHOLESOME AND ABUNDANT LIVING

Placentia Town Center
130 E YORBA LINDA BLVD.

EVERY TUESDAY
4:00pm to 8:00pm
Artisan - Fresh - Local
WWW.PLACENTIA.ORG/FARMERSMARKET

Placentia FARMERS MARKET

ENGINEERING AND CIP PROJECTS

◆ OC Bridges Project Update at Lakeview Avenue

Full street closure of Lakeview Avenue both north and south bound of Orangethorpe Avenue is scheduled to start February 23rd and reopen in September of 2016. Orangethorpe Avenue will remain open both east and west bound during the closure. Highland Avenue at Orangethorpe Avenue is now signalized and will be operational on February 23rd. The entire project is scheduled for completion in December 2016.

◆ 235 S. Bradford Avenue Parking Lot

On February 17th, the City Council approved a Notice of Completion to CHI Construction for a twelve (12) space parking lot at 235 South Bradford Avenue. The project increases traffic flow and provides additional parking for visitors of the downtown area. Southern California Edison is scheduled to energize the parking lot lights within the next two weeks. As a result of all other items being completed on the project, the City has now opened the parking lot for public use. Parking stalls are limited to two hours allowing visitors to enjoy the many restaurants and shopping opportunities of the downtown area.





POLICE DEPARTMENT

◆ Significant Events

February 12, 2015

A Police Officer had a bicyclist flee from him on an attempt bike stop. The cyclist fled to the rear of Circle K at Nutwood and Placentia Avenue, then discarded his bike at the adjacent apartments in the same parking lot. He was located about 10 minutes later walking and found to have an arrest warrant. He was arrested for resisting/delaying a Police Officer and the warrant.

February 14, 2015

Police Officers were busy with self-initiated activity and radio calls. All Police Officers had at least one arrest for the night, with a total of seven (7) for the shift, which included three DUIs, two domestic violence arrests, a felony warrant, and possession of methamphetamines.

February 15, 2015

Police Officers arrested a 17 year old male for trespassing and possession of drug paraphernalia. The boy was encroaching upon the Terraza Development construction site at Kraemer and Morse.

EXTERNAL COMMUNICATION

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

Development Services Project List

1. Building plans for a new community recreational building for the Las Palmas HOA located at 100 Curie Lane were approved by Planning and Building Divisions on 2/9/15. Scope of work includes a new 1,218 sq. ft. of new recreation/pool building, new outdoor patio area and security fence for the existing pool.
2. Eight (8) solar panel installation plans and structural calculations were approved by the Building Division on 2/10/15. All plans are for single family homes.
3. Building plans for two (2) new homes were submitted on 2/11/15 by Habitat for Humanity. Each building will have 1,407 sq. ft. of living area and 508 sq. ft. of garage area.

PLAN CHECK TYPE	# SUBMITTED
Commercial Tenant Improvement	
Residential Alterations	1
Solar	10
Signs	
Misc. Plan Check	1
B & Z (Building & Zoning Application)	1
Home Occupation Permits	1
TOTAL	14

PERMIT TYPE	# PERMITS
Residential Alteration	
Solar	11
Block Wall	1
Storage Racks	1
Patio	1
Commercial Tenant Improvement	
Sign	1
Roof	5
Pool Re Plaster	1
Plumbing, Electrical, Mechanical	24
Total	45



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 19, 2015

News & Events

In the wake of the devastating fire in San Juan Capistrano and in an effort to reduce the risk of deaths related to home fires, volunteers will go door-to-door on February 21 and offer the installation of free smoke alarms to residents in the La Zanja area. Volunteers from the Orange County Fire Authority (OCFA), Orange County Sheriff Department, the American Red Cross and Mission Basilica in partnership with the City of San Juan Capistrano and other community partners will install free smoke alarms in homes in the La Zanja neighborhood in the City of San Juan Capistrano. Residents will also receive information on fire safety and preparedness and learn how to create a home evacuation plan. You can read more details regarding the event in the [news release](#).

*Weekly Media Clips

[OCFA Weekly Media Coverage](#)

This report is for internal and research purposes only. All other uses are prohibited.

[OCFA Weekly News Coverage](#)

This report is for internal and research purposes only. All other uses are prohibited.

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 Temperatures for February 21 – February 28.* 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

- Division Chief McKeown provided a PowerPoint presentation on OCFA to the Public Policy Making Academy at the UCI Student Center in **Irvine**. The program was on February 13 from 11:30 a.m. – 12:30 p.m.
- Crew from Engine 47 (B Shift) provided a life and fire safety program and engine visit to students at Alderwood Elementary in **Irvine**. The program was on February 13 from 11:30 a.m. – 1:30 p.m.
- Crew from Truck 47 (B Shift) provided a life and fire safety program and station tour to a group of parents and kids from Quail Hill in **Irvine**. The program was on February 14 from 11:30 a.m. – 12:30 p.m.
- Crew from Engine 26 (A Shift) provided a life and fire safety program and engine visit to a group of students from Northwood Park Elementary in **Irvine**. The program was on February 17 from 10 a.m. – 11 a.m.
- Community Education Specialist Christy Watson provided an Evacuation Drill and Fire Extinguisher presentation to a group of employees at the Mazda Corporation in **Irvine**. The program was on February 19 from 9:30 a.m. – 11 a.m.
- Crew from Engine 58 (C Shift) provided a life and fire safety program and station tour to a group of Boy Scouts from **Ladera Ranch**. The program was on February 15 from 2 p.m. – 3 p.m.
- Crew from Engine 39 (B Shift) provided a life and fire safety program and station tour to a group of students from a local child care center in **Laguna Niguel**. The program was on February 19 from 10 a.m. – 10:30 a.m.
- Crew from Engine 59 (B Shift) provided a life and fire safety program and station tour to a group of Daisy Scouts from **San Clemente**. The program was on February 19 from 3:15 p.m. – 4:15 p.m.
- Community Education Specialist Polly Bowen provided a life and fire safety program to a group of parents from **San Juan Capistrano**. The program was on February 19 from 7 p.m. – 8 p.m.
- Crew from Engine 7 (B Shift) provided a life and fire safety program and engine visit to a group of students from San Juan Elementary School in **San Juan Capistrano**. The program was on February 19 from 1 p.m. – 1:30 p.m.
- Crew from Engine 79 (A Shift) provided a life and fire safety program and station tour to a group of students from Ricca Children’s Learning Center in **Santa Ana**. The program was on February 17 from 9:30 a.m. – 10:30 a.m.
- Crew from Engine 75 (A Shift) provided a life and fire safety program and engine visit to students at Garfield Elementary in **Santa Ana**. The program was on February 18 from 9 a.m. – 10 a.m.
- Crew from Engine 75 (B Shift) provided a life and fire safety program and engine visit to students at Garfield Elementary in **Santa Ana**. The program was on February 19 from 9 a.m. – 10 a.m.



- Crew from Truck 43 (C Shift) provided a life and fire safety program and station tour to a group of local residents from **Tustin**. The program was on February 16 from 10 a.m. – 10:45 a.m.
- Crew from Truck 43 (C Shift) provided a life and fire safety program and station tour to a group of local residents from **Tustin**. The program was on February 18 from 10 a.m. – 11:30 a.m.
- Crew from Engine 21 (A Shift) provided a life and fire safety program and station tour to a group of students from Foothill Preschool in **Tustin**. The program was on February 18 from 10 a.m. – 11 a.m.
- Crew from Engine 53 (B Shift) provided an engine visit to students at Bryant Ranch Elementary School in **Yorba Linda** for the PTA Jog-A-Thon. The event was on February 13 from 8 a.m. – 11:30 a.m.



Significant Emergency Incidents

Aliso Viejo

Structure Fire – February 12 - At 9:38 p.m. a Structure Fire response was dispatched to Los Grandes Street in Aliso Viejo. First arriving units found a single story multi-family dwelling with smoke showing, asked for the balance of the Working Structure Fire response and began to investigate. The fire was declared Under Control at 9:51 p.m. and the All Clear was given at 9:55 p.m. Red Cross, Edison and Aliso Viejo building officials were all requested to assist at the scene.

Incident Commander:

Engine 222

Cause:

Under Investigation

Garden Grove

Structure Fire – February 12 - At 10:04 p.m. Garden Grove Fire requested assistance with a single family dwelling fire in their city. The incident went to a Third Alarm and damaged two homes. OCFA responded with a total of 1 Battalion Chief, 3 Engines, 2 Trucks and 1 Medic Unit to assist with the incident.

Incident Commander:

Garden Grove B1

Orange

Remote Rescue – February 14 - At 9:53 a.m., Helicopter 2 was dispatched to assist Metro Net with a remote rescue in Santiago Oaks Park in Orange. Ground units had already made access to the patient and had determined that the patient needed transport to Western Medical Center. Helicopter 2 was able to flat pitch a short distance away. The patient was carried by ground personnel to the aircraft. Anaheim Engine 9 paramedics transported the patient in Helicopter 2 to Western Medical Center.

Orange

Remote Rescue - February 14 - At 12:26 p.m., Helicopter 2 was dispatched to assist Metro Net with a remote rescue in Santiago Oaks Park in Orange. Helicopter 2 was enroute to Irvine Lake with Truck 9 personnel for training when requested. The patient was in cardiac arrest with CPR in progress. Helicopter 2 was able to flat pitch a short distance away. The patient was transported by air to Western Medical Center. Engine 23 continued with patient care in Helicopter 2 while enroute.

Irvine

Structure Fire – February 16 - At 8:16 a.m., ECC dispatched a working structure response to Culver Drive in Irvine. At 8:21 a.m., an alarm company also reported sprinkler activation at the same location, for the strip mall/plaza. At 8:21 a.m., Truck 4 arrived on scene and reported, "Smoke showing from the top of the building." At 8:23 a.m., Battalion 5 assumed the Culver Incident Command. The Incident Command Post was established on the A-side of the parking lot. At 8:28 a.m., Battalion 5 reported the fire knocked down. At 8:30 a.m., Truck 4 declared a primary all clear.

Incident Commander:

Chief Schultz, B5

Cause:

Overheated grease fire



Santa Ana

Structure Fire – February 16 - At 11:07 a.m., ECC dispatched a structure response to South Main Street in Santa Ana. Initial reports stated a possible water heater fire. At 11:17 a.m., Battalion 9 arrived on scene and assumed the Columbine Incident Command. At 11:26 a.m., Battalion 9 requested a working structure response upgrade for possible extensions to additional apartments. At 11:40 a.m., Battalion 9 reported all utilities off and requested representatives from Gas and Edison Company. The fire was placed under control at 11:50 a.m. The First alarm assignment was committed for salvage and overhaul of three occupancies.

Incident Commander:

Chief Spencer, B9

Cause:

Accidental / Plumber

Santa Ana

Structure Fire - February 17 - At 9:40 a.m. a Structure Fire response was dispatched to West 1st Street in Santa Ana. First arriving units found an abandon and boarded up two story single family dwelling that was fully involved in fire and asked for the balance of the Working Structure Fire response. The Primary All Clear was given at 10:00 a.m. and the fire was brought Under Control at approximately 11:00 a.m. City building officials were requested to assist at the scene.

Incident Commander:

Engine 75

Cause:

Under Investigation

Costa Mesa

Vegetation Fire – February 17 - At 5:11 p.m., Costa Mesa Fire requested our Battalion 5 (Perkins) respond to Talbert Regional Park off the west end of 19th St near Whittier Ave. Their units were on scene of an approximate 1 acre vegetation fire and were in possible need of the assistance of ORC Crew 1. Battalion 5 responded and evaluated the fire and did request the response of Crew 1 who arrived at 8:15 p.m.

Incident Command:

COS Fire

**Incidents By Major Category
for Period: 1/26/2015 - 2/1/2015**

CITY/JURISDICTION	FIRE	OVER - PRESSURE RUPTURE	EMS/ RESCUE CALL	HAZMAT	SERVICE CALL	GOOD INTENT CALL	FALSE CALL	NATURAL	OTHER	TOTAL
ALISO VIEJO	0	0	36	0	3	2	2	0	3	46
BUENA PARK	1	0	70	0	2	10	1	0	52	136
CYPRESS	1	1	47	0	5	4	2	0	1	61
DANA POINT	2	1	42	0	0	8	3	0	7	63
IRVINE	1	0	175	1	11	18	25	0	13	244
IRVINE - UCI	0	0	11	0	1	0	3	0	4	19
LA PALMA	1	0	19	0	2	1	1	0	2	26
LAGUNA HILLS	0	0	44	0	0	4	3	0	1	52
LAGUNA NIGUEL	0	0	51	0	2	7	6	0	8	74
LAGUNA WOODS	1	0	87	0	5	3	2	0	18	116
LAKE FOREST CITY	0	0	61	2	5	4	5	0	5	82
LOS ALAMITOS	0	0	19	0	0	2	0	0	4	25
MISSION VIEJO	3	1	132	1	10	11	3	0	0	161
PLACENTIA	0	0	26	0	5	6	4	0	20	61
RANCHO SANTA MARGARITA	0	1	29	0	4	3	1	0	7	45
SAN CLEMENTE	1	0	56	0	5	8	5	0	7	82
SAN JUAN CAPISTRANO	0	2	49	1	0	3	2	0	4	61
SANTA ANA	7	0	336	0	10	38	16	0	60	467
SEAL BEACH	1	0	60	1	2	3	1	0	1	69
SEAL BEACH - NVW	0	0	1	0	0	0	0	0	0	1
STANTON	0	1	41	0	2	6	0	0	9	59
TUSTIN	6	0	89	1	8	15	5	0	8	132
VILLA PARK	0	0	5	0	0	0	1	0	2	8
WESTMINSTER	2	0	117	2	5	7	4	0	11	148
YORBA LINDA	0	0	44	0	1	9	3	0	15	72
UNINCORPORATED	0	0	68	1	6	11	9	0	19	114
TOTAL	27	7	1715	10	94	183	107	0	281	2424