

City Administrator's

Weekly Briefing

From: *Damien R. Arrula*

November 1, 2018



“Rich Heritage, Bright Future”

Groundbreaking Celebration Held for the Placentia Veterans Village

The City of Placentia, in partnership with the County of Orange, Mercy Housing California, and New Directions for Veterans celebrated the groundbreaking of the Placentia Veterans Village today. The celebration marks the official start of construction for a permanent supportive housing development in Orange County designed to serve military veterans who are homeless or disabled.

“Placentia remains dedicated to ensuring that all veterans who have served our country have access to quality housing,” said Placentia Mayor Chad Wanke. “The Placentia Veterans village is a testament to our commitment to ending homelessness and providing support to our Veterans. I was humbled to take part in this monumental groundbreaking ceremony today with our community to celebrate the beginning of this noteworthy development.”

The development is located within a 3.65-acre unimproved site comprised of two parcels; one is owned by the Orange County Flood Control District and the adjacent parcel is privately owned. The development is located adjacent to a newly constructed street near the intersection of Orangethorpe Avenue and Lakeview Avenue; north of the Atwood Flood Control Channel. The current property is vacant and has frequently been used for illegal dumping. The new development’s future address will be 1945 Veterans Way.

The Placentia Veterans Village will include fifty (50) furnished apartment homes forty-nine(49) for veterans and one (1) for one site management unit, a courtyard, community garden, recreation room, energy efficient design and appliances, computer room, and resident services offices. The state-of-the-art development will be LEED Gold, utilizing energy efficient design principals and building materials. The 360-degree design will be high-quality craftsman style architecture.

Once constructed, veterans will have access to comprehensive on-site supportive services including case management, physical and mental health services, employment services, life skills training, and counseling.

Upcoming Meetings and Events

- 11/05 Veterans Advisory Committee
- 11/06 City Council-CANCELLED
- 11/12 Recreation and Parks Commission
- 11/13 City Council
- 11/14 Heritage Festival Committee
- 11/19 Traffic Safety Commission
- 11/20 City Council-CANCELLED

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For additional information or questions about this



“It truly takes a vision, capacity and dedication to make this possible. The City’s partnership with the County of Orange, Mercy Housing, New Directions for Veterans, and several State and Federal organizations have been instrumental in our efforts to plan, design and fund this state-of-art development,” said Placentia City Administrator Damien R. Arrula. “We are proud to deliver one of Orange County’s largest homeless housing development for veterans. They have proudly served this great Country and now it’s our turn to serve them.”

“I’m proud that my fellow County Supervisors and I have been able to commit \$2.754 million in funding and the use of 49 Project-Based Department of Housing and Urban Development Veterans Affairs Supportive Housing (HUD-VASH) vouchers toward this project on OC Flood Control District property,” said Supervisor Shawn Nelson, Fourth District. “The Placentia Veterans Village will contribute to the overall system of care being developed in Orange County and, in particular, will help address the needs of veterans experiencing homelessness. This project shows what can be accomplished through partnerships, and it serves as a template for future developments across Orange County for our American veterans.”

“Mercy Housing is proud to partner with the City of Placentia, County of Orange and New Directions for Veterans to create 50 much needed homes for veterans experiencing homelessness. All of our partners have shown unwavering commitment to building a community that will stabilize and transform lives. At the same time, we know that with over 3,500 homeless veterans in Orange County, there is much more work to be done” said Ed Holder, Regional Vice President of Mercy Housing California.

“It’s an unfortunate reality that veterans are more likely than civilians to experience homelessness in their lifetime due to factors like Post-Traumatic Stress Disorder (PTSD) and other traumas,” said U.S. Marine Corps Capt. (Ret) Leo Cuadrado, Chief Operating Officer of New Directions for Veterans. “Placentia Veterans Village will give 49 veterans a place to call home, where they will have on-site supportive services and resources available to them to ensure their success. This will be a community of veterans where they can find their way forward with our continued support.”

For additional information on this unique partnership, please visit www.placentia.org/veteransvillage or call the City of Placentia at (714) 993-8264.





Dear Community Members,

I have been asked by members of the community about the various propositions and measures on the upcoming Election and how they may or may not affect Placentia's programs and services. Please note, this information is not intended to change or influence your decision. It is simply to provide you with factual information on how any measure or propositions could potentially impact the City and its services. Based upon these inquiries, I believe it is important for our residents to have factual information as it relates to our City.

[Proposition 6 \(SB1 Repeal\)](#)

Eliminates Recently Enacted Road Repair and Transportation Funding by Repealing Revenues Dedicated for Those Purposes.

Based upon the State Legislative Analyst's Office, if enacted, Proposition 6 will reduce ongoing state revenues of \$5.1 billion from the elimination of fuel and vehicle taxes passed by the Legislature in 2017. These revenues would have paid for highway and road maintenance and repairs, as well as transit programs. It is also important to note that the state revenues are earmarked for cities and counties' infrastructure, in addition to state infrastructure.

Local City Impact

If Proposition 6 passes, the City would lose \$14 million in revenue to fund road pavement and repair over a 10-year period.

According to the City's 2018 Pavement Management Plan Report (see attached), the City's Pavement Condition Index (PCI) for 2018 is 67, which represents a full five (5) point drop from 2016. PCI is a score that is used to rate the condition of city streets. The County's average PCI is 76. The Orange County Transportation Authority (OCTA) has rated the City of Placentia as having the 2nd worst roads in the entire County. The City's current unfunded deferred street maintenance has now grown to \$29 million (backlog). Upon the review of the City's 2016 Pavement Management Report, the Citizens Fiscal Sustainability Task Force determined that the City has significant fiscal challenges with road repair funding and the City needed to reduce the backlog. Originally the City needed approximately \$4.1 million in annual revenue over 7 years to address this concern. According to the recent 2018 Pavement Management Plan Report, a total of \$4.6 million is now needed over 11 years in order to improve the current PCI of 67 to the County's average of 76.

In summary, if Proposition 6 is repealed, the City would lose this important source of road pavement and repair funding of \$14 million over a 10-year period. The overall backlog is likely to increase several million per year over the next several years.

For additional information about Proposition 6, please visit the State Legislative Analyst's Office at <https://lao.ca.gov/BallotAnalysis/Proposition?number=6&year=2018> or visit the California Official Voter Information Guide at <http://voterguide.sos.ca.gov/propositions/6/>.



Proposition 5

Changes Requirements for Certain Property Owners to Transfer Their Property Tax Base to Replacement Property.

Based upon the State Legislative Analyst's Office, if Proposition 6 is enacted, local governments and school districts each would probably lose over \$100 million in annual property tax revenue in the first few years, growing over time to about \$1 billion per year (in today's dollars). This initiative would expand Proposition 13, a state constitutional amendment that has kept homeowners' property taxes low for decades. California homeowners' property tax bills are based on the assessed value of their homes. Under Proposition 13, a home is assessed at its purchase price when it is sold. In between the purchase and the next sale, the assessed value can go up by no more than 2 percent per year (the value of additions or major improvements can be added into the assessment). As a result, property taxes of many people who have owned homes for a long time are far below what they would pay if they bought a new house in today's market.

Local City Impact

The City relies heavily on property tax to fund police, fire and other core services and programs. This is primarily due to Placentia being a bedroom community and not having a large commercial retail area or major consumer destination, such as the Brea Mall, Irvine Spectrum and Southcoast Plaza. In fact, property tax revenue represents 45%-50% of the City's general operating budget. Placentia residents pay property tax annually to help fund the City's programs and services. However, the City only receives approximately 14-16 cents of each property tax dollar paid by our residents. The remaining funding, goes to the state, county and special districts. For the 14-16 cents the City receives, it provides a large amount of programs and services that our residents use daily.

If Proposition 5 passes, the City of Placentia and the Placentia Yorba Linda School District's revenue received from property taxes would decrease over time. As properties are sold, property taxes are reassessed to today's value. While difficult to estimate the impact of the City, based on the aforementioned legal summary, local governments and school districts statewide would lose over \$100 million in annual property tax revenue in the first few years, growing over time to about \$1 billion per year (in today's dollars).

For additional information about Proposition 5, please visit the State Legislative Analyst's Office at <https://lao.ca.gov/BallotAnalysis/Proposition?number=5&year=2018> or visit the California Official Voter Information Guide at <https://lao.ca.gov/BallotAnalysis/Proposition?number=5&year=2018>.

Measure U: Placentia 911/Essential Services Measure

As many residents may know, in 2015 the City Council appointed seven (7) members to the Citizens Fiscal Sustainability Task Force (Task Force) to study Placentia's fiscal challenges and identify potential long-term solutions toward fiscal sustainability. The Task Force spent 2 ½ years reviewing various budgets, financial documents, reports and studies. They produced several reports to the City Council including a Final Report (click here to view all of their reports and findings www.placentia.org/taskforce). Upon completion of their Final Report in late 2017, the City Council directed the Task Force to share their findings with Placentia residents. The Task Force and the City held three community meetings throughout the City. A summarized version of their final report was shared with the community. Upon receiving a presentation of the Final Report and learning about the extent of the City's fiscal problem, residents had the opportunity to vote, in real time, on potential revenue generating options for the City to further examine.



Based on these meeting, residents overwhelming requested the City to examine the one-cent Transactions and Use Tax (one-cent sales tax). After receiving additional positive polling results from our community on seeing this type of tax measure on the ballot for voters' consideration, the City Council voted unanimously (5-0) to place Measure U, a local one-cent sales tax measure, on the November 6, 2018 ballot. If approved by local voters, Measure U would provide local funds for Placentia's 911 emergencies and essential city services.

For additional information and Frequently Asked Questions on Measure U, please click on the following link: www.placentia.org/measureu. To view the Orange County Registrar of Voters information on Measure U, please click on the following link: https://www.ocvote.com/fileadmin/user_upload/elections/gen2018/measures/8514.pdf

In addition, while this local one cent sales tax measure is a general tax measure, the City Council at their June 5, 2018 meeting, unanimously approved the City's General Fund Reserve Policy (Policy No. 460). This landmark policy defined what is constituted as "New Ongoing Revenues" and "New One-Time Revenues" to ensure that certain types of revenues that are one-time in nature aren't applied to things that will have ongoing costs, such as labor costs. It also defined how new revenue would be spent in each category with the highest priority given to infrastructure since that is what was identified as the largest contributing factor (by the Task Force) to the City's fiscal sustainability. Please [click here](#) to review the policy and view how all funds, including Measure U (if approved) would be applied.

To ensure fiscal protections for our residents, this policy requires a 4/5ths vote of the Council to amend, a higher standard than any other requirement in our City's Municipal Code, which only requires simple majority (3/5ths) to change policy. In addition, there are several financial reporting requirements associated for adherence with the policy and a separate Oversight Committee will be established to review and monitor these funds annually.

I am hopeful that you have found this information to be useful as you cast your vote. Should you have any questions regarding this information, please feel free to call (714) 993-8264.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Arrula", with a long horizontal line extending to the right.

Damien R. Arrula
City Administrator



Information on General Municipal Election

Remember Election Day is **Tuesday, November 6th**. Vote-by-mail voters should have received their ballots. If you have not received your ballot or to request a vote-by-mail ballot, please visit www.ocvote.net. In addition to statewide and local candidates election, Placentia's Measure U is also on the **November 6th** ballot. For more information on Measure U, please visit: www.placentia.org/measureu.



For the Troops

For the troops is an all-volunteer, non-profit organization dedicated to providing members of the American military with "We Care" packages containing basic necessities, goodies, games, and most of all a show of support. All donations will be used to send packages to American Freedom Fighters and to cover the associated operational costs. Any contribution is helpful and cherished. Donation boxes are located at City Hall and in the Placentia Police Department lobby.

30th Annual Veterans Day Observance Ceremony

The 30th Annual Veterans Day Observance Ceremony will be held on **Saturday, November 10th at 10:00 a.m.** at the Placentia Civic Center, 401 E. Chapman Avenue. The City of Placentia is grateful for the many sacrifices made by the men and women who have served our Country. In their honor, we invite all residents, veterans, and their families to celebrate this Veterans Day with us. For more information, please contact (714) 993-8211.



Quarterly Sales Tax Update

The City of Placentia receives quarterly sales tax updates from the HdL companies, a well-known company that tracks sales tax receipts. While information on specific businesses is confidential and proprietary, HdL provides an update with information that is available to the public. To view this latest quarterly update, please [click here](#).

Placentia Community Prayer Breakfast

On **Thursday, November 15th**, the Placentia Round Table Women's Club will be hosting their annual Community Prayer Breakfast from 7:00 a.m.- 8:30 a.m. at the Round Table Facility, 901 N. Bradford Avenue, Placentia, Ca. The cost to attend the event is \$25.00. For additional information, please contact Karen Mangold (714) 993-2267 or Carol Kennedy at carol@travel-in-style.net.

SAVE THE DATE

Placentia's Community Prayer Breakfast
Thursday, November 15, 2018

Hosted by
Placentia's Round Table
Women's Club &
Placentia Rotary

For information & reservations, please contact
Karen Mangold ~ 714-993-2267 or
Carol Kennedy ~ carol@travel-in-style.net





DEVELOPMENT SERVICES

Rich Heritage, Bright Future: The Placentia General Plan

The City of Placentia is well underway in updating its General Plan; the first comprehensive update of the General Plan in the City's history. Although this process has started several times in the past 10 years, the current update is anticipated to be completed in January 2019. Our General Plan is the City's long-term blueprint for the preservation, growth, development, and operation of a community. The General Plan is the City's most important long-term planning document in that it attempts to project 20 years or further into the future. The General Plan is intended to reflect and implement the long-term vision of the community with supporting goals and policies, which the City Council will evaluate and consider adopting. Staff, the Planning Commission, and City Council will utilize the updated General Plan when considering land use decisions for the foreseeable future. The General Plan directly impacts short and long-term decisions, budgeting, and programs to support that vision.

Being a comprehensive document, the General Plan covers the entire area within a city's boundaries and areas outside the city limits deemed to be within a city's sphere of influence. It is also comprehensive in the issues it addresses. The General Plan is presented as a collection of "topical elements," of which seven are mandatory. The seven State-mandated elements are: Land Use, Circulation, Housing, Conservation, Open Space, Noise, and Safety. Each of the seven mandatory elements are required to be addressed by the General Plan; however, State law allows local governments to organize and format their General Plans however they desire if the required topics or elements are addressed.

The City of Placentia's current General Plan was adopted in 1977. Since that time, the City has grown and changed. New laws have passed that affect General Plans and new planning strategies have been developed. In the past 41 years, a wholesale update of the Placentia General Plan has never occurred. However, some individual elements have been updated over time. Pursuant to State law, the Housing Element must be updated every five to seven years. However, the General Plan has never been comprehensively updated to reflect the last 40 years and to adequately plan for the future of the City. All of the changes that have occurred over the last 41 years require a reevaluation of the existing General Plan and confirmation of the vision for Placentia.

The General Plan Update is titled "*Rich Heritage, Bright Future: The Placentia General Plan*" and will address the seven core elements, along with three additional elements; the Sustainability Element and two optional elements: Economic Development Element, and the Health, Wellness, and Environmental Justice Element. These optional elements will assist in identifying key areas in the City that present opportunities for economic development while at the same time ensuring that the City is promoting healthy lifestyles in all areas of the City. This comprehensive update will provide us a look ahead to the year 2040, not only updating policies and programs, but also to provide a strong foundation for the quality of life enjoyed by residents, businesses, and visitors.



Cont'd of The Placentia General Plan

To involve stakeholders and provide community input for the General Plan update process, the City Council established the General Plan Advisory Committee (GPAC) in 2014. The GPAC is tasked with reviewing and making recommendations to the Planning Commission and City Council regarding the draft General Plan documents including changes to the City's land use plan. The GPAC consists of community members and representatives from Commissions and Committees. The last GPAC meeting took place in May of 2018 and the next scheduled meeting will be posted soon on the City's website. All GPAC meetings are open to the public. "*Rich Heritage, Bright Future: The Placentia General Plan*" is slated to be considered for adoption in early 2019.



If you would like to get involved and obtain more information about the General Plan Update, please may contact Director of Development Services Joe Lambert at (714) 993-8124 or visit the City Website www.Placentia.org, and click on the "General Plan Update" link on the Development Services Department page.

COMMUNITY SERVICES

Turkey Distribution Pre-Registration

This year the City of Placentia and Friendly Center, will hold a pre-registration for the Turkey Distribution event to be held on **November 20th**. Pre-registration began on **October 15th** and will continue through **November 9th**. In order to register, please bring your photo ID and proof of address to the Whitten Community Center, located at 900 S. Melrose St. Placentia, CA 92870. For more information, please contact the Neighborhood Services Office at (714) 986-2333.

City of Placentia Excursions

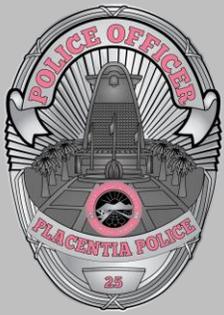
The City of Placentia is happy to expand on the tours that are being offered by partnering with Good Times travel. All tours depart/return from Placentia City Hall parking lot. Return times are approximate and seat assignments are subject to change. Full payment for Single-Day tours is required at the time of registration. For Multi-day tours your initial payment at the time of registration will consist of the deposit; you will be billed for the remainder of the multi-day tour fees by Good Times Travel. For more information, please call (714) 993-8232 or visit www.placentia.org/excursions.

Senior Center celebrates Halloween

The Placentia Senior Center celebrated Halloween on **Wednesday, October 31st**. The City of Placentia's Community Services Department provided a delicious lunch for over 30 seniors. The Seniors in attendance participated in a costume and pumpkin decorating contest, winners received a \$15 gift card donated by SeniorServ. For more information on events and programming, please contact the Senior Center at (714) 986-2332.

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary

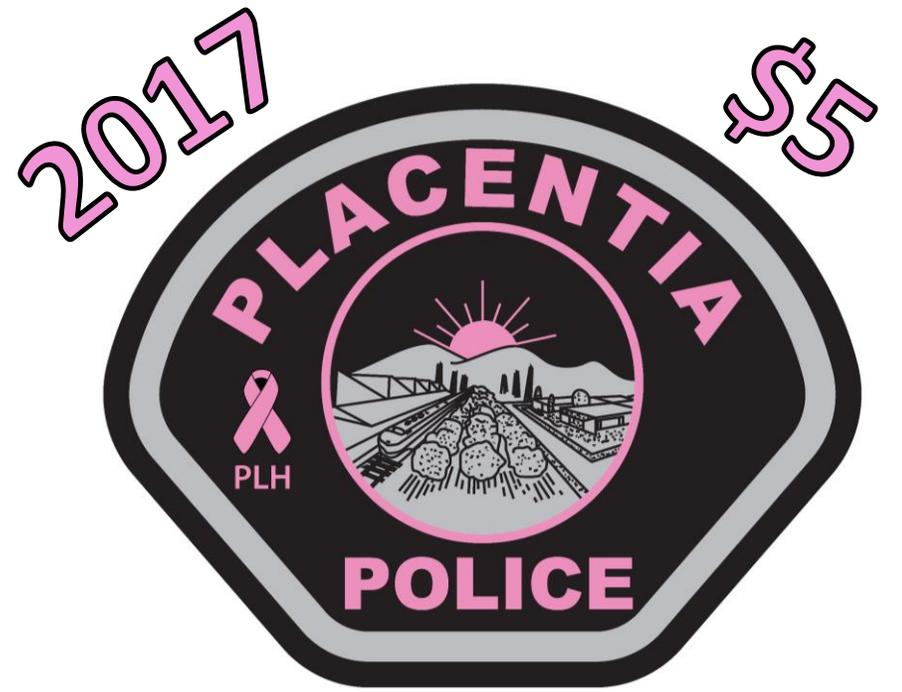


PLACENTIA

POLICE DEPARTMENT

The Placentia Police Department has partnered with the Placentia Rotary Club in supporting Breast Cancer Awareness by helping raise funds for breast cancer research. All proceeds from this fundraiser will be donated to Susan G. Komen of Orange County in their efforts to prevent and cure breast cancer. The 2018 Pink Patch is available for purchase at the front counter of the Police Department and at various City sponsored events for a \$10 donation (you can also purchase a 2017 patch for a \$5 donation).

Please contact Julie Kennicutt with any questions, comments or concerns at: jkennicutt@placentia.org or (714) 993-8200





PLACENTIA LIBRARY DISTRICT

WEEKLY SUMMARY – November 2 - 8, 2018

ADULT SERVICES

SAVE THE DATE: WINTER READING CHALLENGE

November 16 – January 11

How many books do you think you can read this winter? For each eligible item you checkout or download from the Placentia or Anaheim libraries, we will give you a drawing ticket for a chance to win one of four fabulous prizes:

1. Tickets to Segerstorm Center for the Arts
2. Trip for two to Knott's Berry Farm
3. Dinner for two at Orange Hill Restaurant
4. Mission Escape Room game for four



CONVERSATION CLUB

Friday, November 2, 9:30 – 11:00 a.m.

Placentia Library Local History Room

Conversation Club is a great opportunity to chat with other English language learners in a relaxed and comfortable environment. You will pick up new vocabulary, improve your English literacy, and sharpen your pronunciation skills. No registration is required.



UPCOMING LIBRARY CLOSURE

Sunday, November 11 for Veterans Day

TEEN SERVICES

SAVE THE DATE: DAY OF THE DEAD

Thursday, November 15, 5:00 p.m.

Placentia Teen Center

Learn more about Dia de los Muertos. Eat traditional Day of the Dead bread, and learn how to paint the perfect Muerto face from an expert artist.

PTAC—PLACENTIA TEEN ADVISORY COUNCIL

Thursday, November 15, 6:00 – 7:30 p.m.

Placentia Teen Center

Placentia Teen Advisory Council is open to all high school students interested in gaining community service experience, volunteer hours, and leadership skills, through planning and supporting library events. Contact the Placentia Teen Center for details.



PLACENTIA TEEN CENTER

116 N. Walnut - (714) 577-9459

School Year Hours: Monday - Friday, 3 p.m. – 6 p.m.

CHILDREN'S SERVICES

**Designates programs are outdoor programs and will not be held in the event of inclement weather including rain and/or extreme temperatures.*

COVER TO COVER READING PROGRAM

Tuesday, October 16 – Saturday, November 17

Placentia Library proudly offers Cover to Cover, an In-N-Out sponsored reading program for children 4-12 years old. Participants will earn a voucher for a free hamburger or cheeseburger for every five books ready, or read to them (maximum for 15 books/3 vouchers). Join the fun!



HOMEWORK CLUB*

Monday – Thursday, 3:00 p.m. – 5:00 p.m.

Civic Center Plaza

Having troubles with homework? We're here to help! Students in Kindergarten-12th grade are invited to join us at Homework Club each week for homework help! New attendees must submit a parent/guardian consent form before attending.

PUPPETS ON THE PATIO*

Saturday, November 3, 10:00 – 10:45 a.m.

Civic Center Plaza

Join us for sunshine and stories on Saturday mornings! Your kiddos can start the weekend right with a song in their heart and a hop in their step! We read amusing stories, learn fun songs and rhymes, and we even dance or pretend to be dinosaurs! Join us after storytime for a craft or creative time with Legos! All ages are invited!



SUNSHINE BABY STORYTIME*

Thursday, November 1 and 8, 9:30 – 10:00 a.m.

or 10:30 – 11:00 a.m.

Civic Center Plaza

Bouncing Babies are moving out into the sunshine! Get ready to clap and sing along, as we lead you and your baby through a sweet time of engaging songs, delightful stories and bouncing baby rhymes. Class is open to all caregivers and their babies ages 0-2 years.

DID YOU KNOW?

PTAC HELD THEIR HAUNTED MAZE ON SATURDAY, OCTOBER 27TH!



The Teen Center and Kraemer Memorial Park were briefly taken over by a haunted asylum last Saturday night. Those brave enough to venture into the spooky structure told tales of ghostly nurses and doctors, possessed nuns, and even a few psychotic patients still roaming the halls. Thankfully everyone who entered came out alive (well we're pretty sure everyone came out alive). Despite the haunted asylum lurking in the background, those in attendance enjoyed the night. Scary movies, candy, fun lawn games, spooky music and food for sale to support the Placentia Teen Advisory Council (PTAC) were enjoyed by everyone. Will the haunted asylum return again? We'll have to wait until next October to see if the haunting continues...



For more information on fun teen programs, please visit our website at www.placentialibrary.org.

Get your **PASSPORT** at Placentia Library District

