

City Administrator's

Weekly Briefing

From: *Damien R. Arrula*

November 29, 2018



"Rich Heritage, Bright Future"

2018 Holiday Tree Lighting Ceremony

The City of Placentia is proud to present the 2018 Holiday Tree Lighting event to be held on **Thursday, December 6th** at the Placentia Civic Center Plaza from 6:00 p.m.– 8:00 p.m. The event will feature free family fun, crafts, light refreshments, and live performances. There will also be a special visit from Santa! For more information, please call the Community Services Department at (714) 993-8232.

Please Join us at our Annual Tamale Festival

The Placita Santa Fe Merchants Association and the City of Placentia are proud to bring you the annual Tamale Festival to be held on **Wednesday, December 5th** in the Historic Old Town Placentia on the 100-200 blocks of Santa Fe Avenue. This year the event is expanding to the 200 block of Bradford Avenue. Hours will be from 4:00 p.m.- 9:30 p.m. The event will include live entertainment by the Grammy Award Winning Mariachi Divas, Darden Sisters Grupo Bella, a visit from Santa, as well as delicious tamales for individual sale. For additional information, visit <https://www.facebook.com/PlacentiaTamaleFest/> or call the Community Services Department at (714) 993-8232.

CITY OF PLACENTIA
2018 HOLIDAY
Tree Lighting CEREMONY
 Thursday, December 6
 6:00-8:00 PM
 Placentia Civic Center Plaza
 401 E. Chapman Ave, Placentia, CA 92870

- Free Family Fun • Crafts for Kids • Light Refreshments
- Pictures with Santa (please bring your own camera)

Performances by Freckled Frog Dance Studio, Art of Dance & Ballet Academy, Placentia Community Chorus, Holiday Sing-a-long, and much more!

UCI Health

For more information, or if you are interested in sponsorship opportunities for this event, please call the Community Services Department at (714) 993-8232.



Upcoming Meetings and Events

- 12/04 City Council Meeting
- 12/05 Tamale Festival
- 12/06 Holiday Tree Lighting
- 12/10 Recreation and Parks Commission-DARK
- 12/11 Cultural Arts Commission - DARK
- 12/12 Heritage Festival Committee - DARK

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ADMINISTRATION

Coyote Awareness

Coyote sightings are common in communities throughout Southern California - including Placentia. According to the [California Department of Fish and Wildlife \(CDFW\)](#), coyotes are highly adaptable and often live in close proximity to populated areas where food and water sources are abundant. They usually fear humans and avoid interactions, however, if they associate humans with food, they lose their natural fear and can become bold.

Below are some steps you can take to make your property unattractive to coyotes and other wild animals:

- Do not feed any wildlife, including coyotes, squirrels and songbirds.
- Do not leave food and water for domestic pets outside.
- Keep small pets inside particularly at dawn and dusk when coyotes are most active.
- Do not leave small children unattended outside.
- Walk your dog on a leash and accompany your pet outside, especially at night.
- Install motion sensitive lighting around the house especially in areas where you might have fruit trees or animals residing outside.
- Trim ground level shrubbery to reduce hiding or nesting places.
- Remove any fruit which has fallen to the ground.
- Put trash in tightly closed containers that cannot tip over.
- Double check fencing to ensure it is secure.

Taking these preventive measures should help in deterring wildlife from visiting your property. Without the lure of food, water, and shelter their visits will be brief and rare.

If you see a coyote and it is behaving abnormally, such as circling, acting disoriented, salivating or shaking, residents are encouraged to call Orange County Animal Care Services at (714) 935-6848. If a coyote becomes aggressive or threatening, residents should dial 911 immediately. For additional information, please visit the City's website at www.placentia.org/index.aspx?nid=466

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.





Placentia's Nomination for the Orange County Business Council's 8th Annual Turning Red Tape into Red Carpet Awards

The City of Placentia was recently nominated at the Orange County Business Council's 8th Annual Turning Red Tape into Red Carpet Awards reception under the category of Public-Private Partnership. Council Member Craig Green, Council Member Ward Smith, City Administrator Damien Arrula, Director of Public Works Luis Estevez, and Assistant to the City Administrator Jeannette Ortega attended the awards reception on **Thursday, November 29th**. The awards reception is designed to recognize and celebrate outstanding public agencies that have implemented innovative polices and programs to proactively cut through governmental red tape by eliminating barriers to economic growth. While the City did not receive the award for the Public-Private Partnership category, the nomination provided an opportunity to highlight the City's recent partnership with Galaxy Oil Company (Galaxy Oil).



The City currently owns real property at 480 S. Placentia Avenue (the "Property"). The Property was acquired by the City for right-of-way needed for the Placentia Avenue Grade Separation Project. The City examined various proposals to provide economic development at the Property. This included selling the Property for approximately \$600,000 and having an established national coffee shop retailer at this location, which would have generated approximately \$16,000 annually in sales tax revenue to the City. Rather than taking this traditional approach, the City developed a unique sustainable funding model that will provide a long-term, ongoing revenue source to the City.

On October 4, 2016 the City Council entered into an agreement for the Property with Galaxy Oil for a period of ten (10) years for the purpose of constructing, installing, operating, and maintaining a self-service gasoline station and electric vehicle charging station (the "Station"). The Station is estimated to generate \$25,000 annually in base rent and between \$200,000 and \$350,000 annually in sustainable general fund revenue to the City. Through this unique partnership with Galaxy Oil, a portion of the revenue generated by the gas station will go directly back to the City for critical services including Police, Fire and Public Works projects. This will greatly assist the City with infrastructure maintenance such as road and facility improvements.



Through the City's active marketing strategy, the City immediately launched a "Pump Up Placentia" campaign in **January 2018**. The City encouraged all of its residents and visitors to fuel their vehicles at the 76 gasoline station and "Pump Up Placentia" by putting money directly back into the City for local services. The City has also encouraged City employees to fuel at the site as well as our public safety personnel, which includes Police and the Orange County Fire Authority personnel. Additionally, the operators at Galaxy Oil strive to competitively maintain lower gasoline prices than other nearby gasoline stations by offering lower "debt" and "cash" prices without a club card.



Residents Can Sign Up to Receive Local Alerts

The City has partnered with Nixle to provide an Emergency Notification System to alert residents in real-time about critical emergency information and relevant community advisories in Placentia. Notifications may be sent for crime alerts, power outages, road closures, construction advisories, and weather-related issues such as flooding. Subscribers have the ability to select how they would like to receive notifications. These alerts can be sent to a home, cell or business phone, email, text message or hearing impaired receiving devices at no cost to the subscriber. To register, residents or business owners in Placentia can simply **text 92870 to 888777 from a mobile phone**. Once registered, residents will receive a confirmation text message. Residents may also customize their alert settings by going to www.nixle.com and creating a user profile. For additional information regarding this emergency communication system, please call (714) 993-8117.

COMMUNITY SERVICES

Placentia Open Spaces and Urban Greening Master Plan

The Placentia Open Spaces and Urban Greening Master Plan (POSUG) is a planning effort that aims to connect parks and open spaces throughout the City. The POSUG needs your feedback to make walking and biking to parks more enjoyable, determine how to improve existing park facilities, and expand the City's urban forest. Please visit the website below or scan the QR code to take our project survey and share your feedback. For more information, please contact the Community Services Department at (714) 993-8232.



Take Our Short Project Survey!

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<http://www.surveymonkey.com/r/POSUG>



Scan this QR Code!



[Click here for survey](#)

Or

Scan this QR Code!

Additional Information:
For additional information, please contact
Veronica Ortiz, Community Services Supervisor,
vortiz@placentia.org



Thanksgiving Turkey and Food Baskets Distribution

On **Tuesday, November 20th**, the Neighborhood Services Office and Friendly Center Placentia distributed 190 Thanksgiving Baskets to low-income families. Thanks to the generous donations from Golden State Water, Suburban Water, and other private donors, over 180 turkeys were given to families for their Thanksgiving meal. For more opportunities to donate during the Holiday's, please contact our Neighborhood Services office at (714) 986-2333.





DEVELOPMENT SERVICES

New Business Update

The City of Placentia is excited to announce the forth coming opening of Golden State Coffee Roasters, a great new coffeehouse that will be located at 109 W. Santa Fe Avenue, in the heart of Old Town. This exciting new business will sell retail coffee drinks and will also roast coffee beans onsite. The plans for this new business are currently in building plan check, and interior improvements should be underway soon. The Golden State Coffee Roasters team brings over 25 years of industry experience, carefully overseeing the roast of each batch of coffee beans to ensure the quality and consistency, for the freshest handcrafted coffees at a reasonable price. Golden State Coffee Roasters is another example of the City's ongoing Economic Development efforts to add a variety of options that will attract residents, as well as other patrons. We welcome Golden State Coffee Roasters to our great City of Placentia. Grand Opening is coming soon!



PUBLIC WORKS

OCTA's Public Hearing on the State Route 91 (SR-91) Improvement Project

On **Tuesday, December 11th** the Orange County Transportation Authority (OCTA) and California Department of Transportation District 12 (Caltrans) will be hosting a public hearing on the State Route 91 (SR-91) Improvement Project, a proposed project to increase capacity, improve operations and help relieve congestion on both westbound and eastbound SR-91 between the SR-57 and SR-55 within the project area. The public hearing will be held at Rio Vista Elementary School, 310 North Rio Vista Street Anaheim, CA 92806 on **Tuesday, December 11th** from 5:30 p.m. - 7:30 p.m.

Join OCTA and Caltrans at the public hearing (open house format) to learn about the project, review the study results, view exhibit boards, receive one-on-one updates and submit comments before an alternative is recommended and approved. For more information, please contact Fernando Chavarria at (714) 560-5306 or fchavarria@octa.net.



Additional Decorative String Lighting in Old Town

As part of the City's ongoing partnership with the Old Town merchants group, the City has recently installed additional decorative festoon string lighting along Santa Fe Avenue and Bradford Avenue. This is an expansion of the existing decorative string lights that are currently on display year-round throughout the Old Town area. The additional lights will continue to showcase Old Town Placentia's unique attributes for residents, visitors, new businesses and others wanting to invest in the area. Please visit Old Town Placentia.



Free Compost Giveaway

Placentia residents can pick up free compost at the City Corporation Yard at 2999 E. La Jolla St. Anaheim, CA 92806, while supplies last. Composting is the recycling of organic materials back into a useful soil product that can be used in gardens or on potted plants. It can save you money and time and reduce your garden's watering and weeding needs. It also benefits the environment by recycling valuable organic resources and extending the life of our landfills. This compost is rich, organic soil amendment that consists of composted, recycled green waste collected as part of the City's residential recycling program. This is self service, please bring a shovel and a container to the City Corporation Yard located at 2999 E.



La Jolla St., Anaheim, CA 92806. Quantities are limited. The compost will be located at the entrance, the right of the driveway. For more information, please call (714) 993-8189.

Sandbags for City Residents

The City of Placentia is providing free sandbags to residents at the City's Corporation Yard at 2999 La Jolla St., Anaheim, CA 92806, Monday through Thursday from 6:00 a.m. to 4:30 p.m. Proof of residency will be required, and residents must bring their own shovel to fill their sandbags with sand. The number of sandbags is limited to 15 sandbags per household. Residents may also pick up sandbags at Fire Station 34 at 1530 N. Valencia Ave., Placentia, CA 92870. Sandbags can be very useful in diverting water, protecting slopes and structures, and assisting in erosion control.

Helpful tips:

- Fill the bag about half full with soil or sand, so they are not too heavy to lift and will stack properly.
- Sandbags will rot in the sun. Placing them out too early in the storm season may cause them to rot.
- Keep plastic sheeting available in case of an emergency.



POLICE DEPARTMENT

Orange County GRIP (Gang Reduction and Intervention Partnership)

On **November 14, 2018**, members of the Placentia Police Department helped promote an Orange County GRIP (Gang Reduction & Intervention Partnership) incentive for student participants at Melrose Elementary. Students who met their achievement goals received a Thanksgiving turkey dinner for their families. This event was part of a countywide effort to reward GRIP participants. Placentia Police Officers and Melrose School Staff partnered in the ceremony, presenting each student's progress in front of their families. Students were presented achievement certificates and provisions for the holiday meal.

Placentia is an active partner of OC GRIP which is a program of the Orange County District Attorney's Office. This program includes 13 cities, and partners include police departments, probation, schools, private businesses and non-profit organizations. The program targets intervention efforts towards students between 8 and 12 years old who are at-risk for gang violence.

Military Banner Recognition Program

On **July 24, 2018** the Placentia City Council approved the Placentia Military Banner Recognition Program. The program, known as Placentia "Hometown Heroes," honors and recognizes Placentia residents currently serving as an active-duty member in a full-time capacity in the United States Armed Forces. Branches of service include Air Force, Army, Coast Guard, Marines, National Guard, and Navy. Honorees must have a current place of residence in Placentia, or have an immediate family member (parent, spouse, son, daughter, grandparents) residing in Placentia.



A total of 18 banners were installed this week along Kraemer Boulevard and will remain on display for two years. Upon the end of the display period, the banner will be given to the person named on the banner application.

Applications will be accepted from **August 1st to September 30th** each year, allowing time for the banners to be ordered and installed during the month of November in the same year. The cost to display each customized banner is \$260 and each serviceperson is allowed one banner.