

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

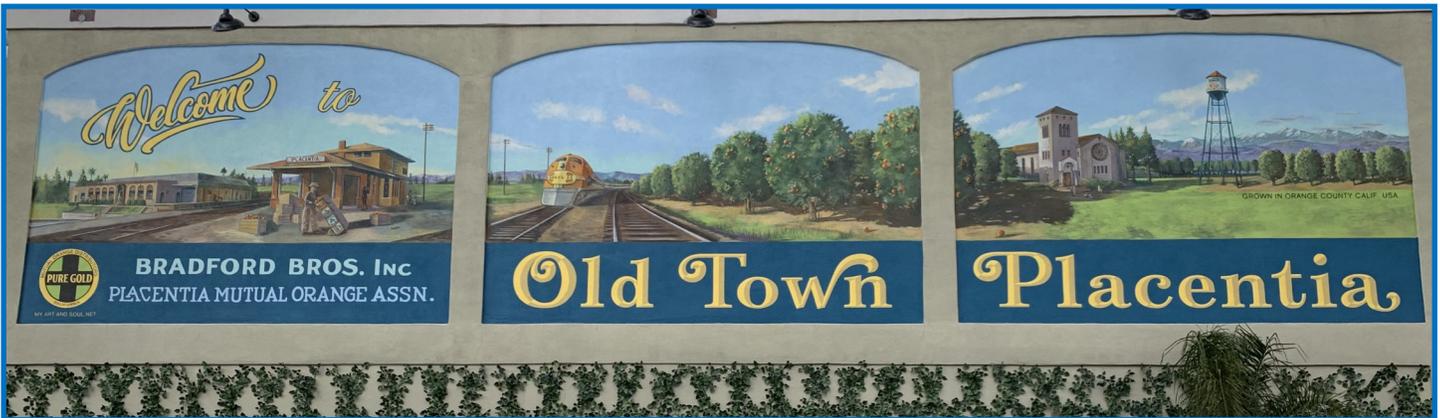
March 21, 2019



“Rich Heritage, Bright Future”

Old Town Façade Improvement Program - First Mural Completed

On December 5, 2017, the Placentia City Council approved the Old Town Façade Improvement Program (Program). The Program provides grants to make facade improvements to the exterior of commercial buildings located within the Old Town Placentia District. The program is designed to enhance economic opportunities in Old Town Placentia, and to encourage additional investment in the City’s historic area. The Program aims to create a pedestrian friendly, aesthetically pleasing environment for residents, visitors and tourists while generating substantial economic benefits for merchants and property owners as a result of increased investment in this area.



This week, the mural project at 116 W. Santa Fe Avenue was completed. Created and painted by [Tracey Moloney](#), the 60-foot mural depicts Old Town Placentia and key City landmarks. It features references to the City’s original train depot, Placentia Presbyterian Church and Placentia Water Tower while paying homage to our citrus heritage. The project also includes new gooseneck lighting and synthetic ivy across the base of the wall facing Bradford Avenue. A special thanks to Edward Garcia, owner of the building, for donating the wall space for the mural and Rosalina and Raul Davis, owners of Tlaquepaque Restaurant who provided access to their parking to accommodate the project. Your partnership is vital in supporting revitalization efforts in Old Town Placentia.

Program funding is derived from the Community Development Block Grant (CDBG) that is administered by the County of Orange. Funding is based on annual allocations provided by the U.S. Department of Housing and Urban Development. Please click [here](#) for more information.

Get the iPlacentia App:



Follow us on Facebook:



Upcoming Meetings and Events

- 03/26/19 Historical Committee Meeting
- 03/26/19 Economic Development Committee Meeting
- 04/01/19 Veterans Advisory Committee Meeting
- 04/02/19 City Council Meeting
- 04/08/19 Recreation and Parks Commission Meeting
- 04/09/19 Cultural Arts Commission Meeting
- 04/09/19 Planning Commission Meeting

For additional information or

questions about this

Weekly Briefing please email: administration@placentia.org



Administration

City Clerk Patrick Melia Retires After 37 Years of Service to Placentia

Patrick J. Melia is a shining example of public service, not only to the City of Placentia, but his community at large. Mr. Melia had a 38-year career in Federal service including 34 years with NASA where he received the NASA Exceptional Service Award and the Outstanding Engineering Merit Award from the Los Angeles Council of Engineers and Scientists. Mr. Melia served on many committees and commissions for the City of Placentia including the Commercial and Industrial Subcommittee of the Placentia 2000 Committee, the Planning Commission for 12 years, the Traffic Safety Commission and the Advisory Committee on the Disabled. He further served his community as a Neighborhood Watch Block Captain and District Leader, as well as serving as Chairman of the Economic Development Committee of the Placentia Chamber of Commerce.



Mr. Melia has served as City Clerk for 16 exemplary years and the City of Placentia is forever grateful for his time, energy, and relentless efforts to serve his community. Thank you Mr. Melia for your dedication and service to the City of Placentia.

Mayor Shader Presents “Do the Right Thing” Award to Miss Placentia, Miss Yorba Linda Pageant Director Karen Urell and Introduces Past and Present Winners

At the March 19th meeting, City Council recognized Karen Urell Executive Director of the Miss Placentia, Miss Yorba Linda Pageant for her service to the outstanding organization. The Miss Placentia, Miss Yorba Linda Scholarship program focuses on community service and personal growth for its participants while promoting academic excellence. Karen was crowned Miss Placentia herself in 1983 and it opened a door to a life-long love for the City of Placentia and service to the community. Thank you Karen for your service to the City of Placentia and the pageant participants.



The presentation also included an introduction to the 2019 winners Ashley Nelson - Miss Placentia and Peyton Heitz - Miss Placentia Outstanding Teen. Karen also extended a special thank you to achievements from the 2018 winners Bella Vino - Miss Placentia 2018 and Paulina Dole - Miss Placentia's Outstanding Teen 2018 for achievements in community service and exceptional participation throughout their term.



Administration

Officer Titus Earns MADD Award for DUI Enforcement Efforts

The Placentia Police Department is honored and proud to announce that Officer Dillon Titus will be receiving the Mothers Against Drunk Driving (MADD) award for making 35 DUI arrests for the 2018 calendar year. Officer Titus' relentless pursuit of DUI drivers made the roadways of Placentia safer for those who live, work and travel through the City of Placentia. These arrests are in addition to Officer Titus' regular duties as a beat officer answering emergency and non-emergency calls for service on a daily basis.



Mothers Against Drunk Driving (MADD) recognizes and honors police officers throughout Orange County who have made 25 or more DUI arrests during the previous calendar year. Officer Titus will receive his MADD award at this year's Law Enforcement Recognition Banquet on Wednesday, April 10th at the Los Coyotes Country Club in Buena Park.

Volunteer to Oversee OC Go (Measure M) and Be a Part of a Legacy

OCTA is seeking qualified volunteers to serve on the OC Go [Taxpayer Oversight Committee](#) (TOC). Applications for the 2019-2022 term will be accepted until May 1st to fill four positions; one each in the First, Third, Fourth, and Fifth Supervisorial Districts. The City of Placentia is within the Fourth District along with Anaheim, Brea, Fullerton, La Habra, and portions of Buena Park.

The TOC is an independent 11-member committee that monitors OCTA's use of revenue collected through OC Go, the County's half-cent sales tax for transportation improvements. The TOC has spent more than a decade ensuring that all OC Go funds are spent on voter-approved transportation projects.

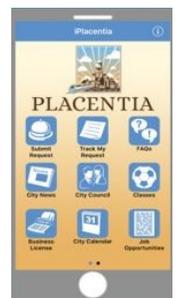
Candidates must be at least 18 years of age and be willing to participate for a three-year term. Potential committee members should also demonstrate a history of participating in community activities and be knowledgeable about transportation.

For additional information or to request an application, visit the [TOC recruitment webpage](#) or contact the GJAOC at (949) 735-9151.



Download City's Mobile App "iPlacentia"

The City's mobile app, iPlacentia, empowers citizens to easily report non-emergency issues located within City limits. In a matter of minutes, the app allows users to submit a description, picture and location of a neighborhood issue, such as a streetlight outage or pothole, directly to the respective department for review. The requester will be notified when the issue has been received and resolved. Additional features include city news and events, registration for recreational classes and activities, renewing business licenses, contacting City Council or Staff, and more! The free mobile app is available for download on all iPhone and Android devices. Simply search "iPlacentia" in the [App Store](#) and [GooglePlay](#). For additional information, please call (714) 993-8171.

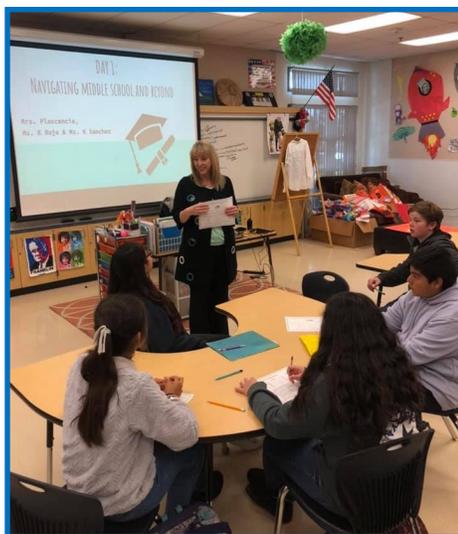




Administration

City Council and Staff Participates in “Principal for a Day” Program

Placentia Mayor Rhonda Shader, Mayor Pro Tem Ward Smith, Police Chief Darin Lenyi, and Community Services Coordinator Felipe Zambrano participated in Placentia Yorba Linda Unified School District (PYLUSD) “Principal for a Day” program. The program is designed to give Placentia community and business leaders a glimpse into the education world by serving alongside a local school principal for a portion of the day. Mayor Rhonda Shader served at Valadez Middle School Academy, Mayor Pro Tem Ward Smith served at Tuffree Middle School, Chief Darin Lenyi served at Morse Elementary School, and Community Services Coordinator Felipe Zambrano served at Topaz Elementary School.



Participating in the “Principal for a Day” program provides community leaders valuable insight into the role of a school principal and builds lasting relationships that bring the community closer together. These strong partnerships present greater opportunities for success to all our students, ensuring they are on a path toward college and career readiness. Thank you to all the educators at PYLUSD who make our education system simply the best.



Administration

7-Eleven Grand Opening April 5th Includes Free Samples and Raffle

A new 7-Eleven, located at 818 W. Orangethorpe Avenue, will be having a Grand Opening Celebration on April 5th with special deals, free samples, raffle prizes and more from 11:00 a.m. - 4:00 p.m. Please join us in welcoming the new 7-11 to the Placentia family and enjoy their Customer Appreciation Celebration and Grand Opening event.



COMMUNITY SERVICES

Summer Job Opportunities

The Community Services Department is looking for energetic people to fill part-time positions as Community Services Leaders and for the summer Aquatics Program. Community Services Leaders participate in a variety of activities including youth sports, arts and crafts, camps, special events and City-sponsored excursions. Lifeguard employees have an opportunity to teach youth swim lessons and lead recreational swim activities. The City of Placentia offers competitive salaries and the flexibility to accommodate school schedules. Seasonal part-time positions include: Lifeguard, Instructor Guard, Senior Instructor Guard, Community Services Leader, Senior Community Services Leader and Community Services Specialist. Please [click here](#) for an employment application or call Human Resources at (714) 993-8141 for more information.



PLACENTIA
COMMUNITY SERVICES

Now Hiring!

Watch our new recruitment video [here!](#)

Placentia Community Foundation Grant Summit

The Placentia Community Foundation (PCF) is pleased to announce the 2019 Community Grants Summit. This free grant workshop will focus on how to successfully apply for the 2019 PCF grant. This event has been organized by the PCF Board Members and will provide local non-profit leaders with information on the grants program. Participants will have the opportunity to interact with Board Members, begin the PCF grant process, and ask questions.



To apply for the 2019 grant program, a representative from your organization must attend one of the mandatory sessions listed below:

Thursday, April 4, 2019

Backs Community Building - 201 N. Bradford Ave., Placentia, 92870

Session 1: 8:30 a.m.-10:00 a.m.

Session 2: 6:00 p.m.-7:30 p.m.

Please RSVP by Monday, April 1st to Veronica Ortiz at vortiz@placentia.org or vortiz@placentiafoundation.com. For more information, please click [here](#) or call (714) 993-8222.



COMMUNITY SERVICES

Spring Fun Day - Help Donate Easter Baskets for the City's Afterschool Program

Each year, the City of Placentia Community Services Department partners with the Friendly Center to coordinate a Spring Fun Day. This event provides children in the afterschool program with baskets of eggs, a small toy/book, candy, and a hygiene item. The success of the program is based on the donations received from the community. The Friendly Center will be collecting baskets at the Whitten Community Center, 900 S. Melrose Street from 8:30 a.m. to 4:30 p.m. Baskets can be dropped off on Friday, April 12th. For more information, please contact the Placentia Neighborhood Services and Friendly Center Office at (714) 986-2333.



Applications Now Available for the City of Placentia Volunteer Program

Teens, 13-16 years of age, are invited to apply for the summer Volunteer Program through the Community Services Department. Participants will have the opportunity to receive on-the-job training, earn volunteer service hours for graduation, and develop friendships. Join the Community Services Department this summer and be a part of the multiple activities and events that will be conducted throughout the City.



Applicants must be 13 years of age by June 1st. The deadline to apply is Thursday, April 25th at 5:30 p.m. Applications are available by visiting the Community Services Department at City Hall during regular business hours, Monday-Thursday from 7:30 a.m. to 6:00 p.m. or online at www.placentia.org/volunteer. For more information on the Volunteer Program, please contact the Community Services Department at (714) 993-8232.



Cultural Arts Commission Hosts Annual Photography Contest

The City of Placentia is hosting its Annual Photography Contest sponsored by the Cultural Arts Commission. The contest is open to Placentia residents only. Photographs may be taken with any type of camera and submissions may not exceed 8" x 10". The contest is open to all ages with separate categories based on age and skill level. All entries must be submitted by 5:00 p.m. on Thursday, April 26th. Winners will be recognized at a future City Council Meeting. Entry forms and further information may be obtained by contacting the Community Services Department at (714) 993-8232 or by visiting www.placentia.org.

Easter Eggcitement and Spring Carnival on Saturday, April 13

On Saturday, April 13th, the Placentia Library District will be hosting an Easter Eggcitement and Spring Carnival. Bring the whole family as children 12 and under are able to take part in the Easter egg hunt games. There will be craft tables, face painting, activities, storytime and much more! The event will be held at Kraemer Memorial Park at 201 N. Bradford Avenue in Placentia from 10:00 a.m. to 1:00 p.m. This event is possible thanks to the generous donations and sponsorship from the Placentia Library Friends Foundation, the Placentia Rotary Club, the Placentia Library, the Kiwanis Club of Placentia, and the Placentia Round Table Women's Club.





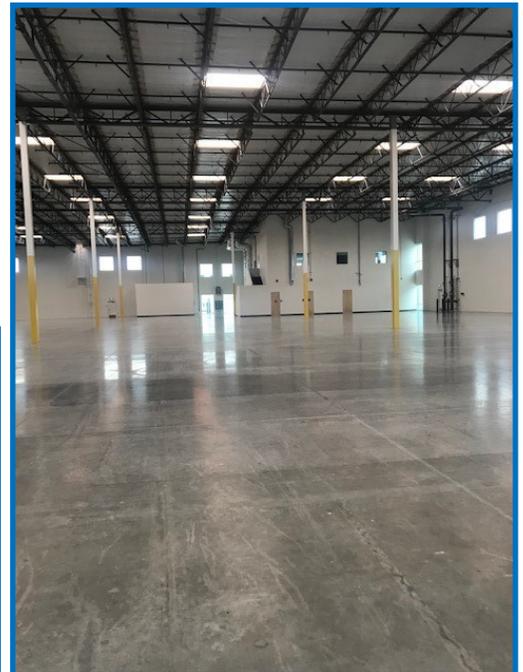
DEVELOPMENT SERVICES

Van Buren Industrial Buildings Nearly Complete

A collaborative effort between the Cities of Placentia and Anaheim has allowed for a new industrial area along Van Buren Street, north of Miraloma. Formerly vacant property, the four-building industrial complex is nearly complete with two buildings that are located within the City limits of Placentia. These buildings measure approximately 48,160 square feet (711 S. Van Buren Street) and 70,250 square feet (721 S. Van Buren Street) in overall floor area. The project exhibits a high-quality design with well-articulated, aesthetically pleasing exterior building finishes and ornamental native landscaping.

The development project, spearheaded by CP Logistics Van Buren, LLC, completed necessary improvements within the public right-of-way that included the installation of new sidewalks, gutters, and driveway approaches as well as new pavement across Van Buren Street. The Van Buren industrial buildings serves as great enhancement to the Van Buren streetscape and affords the City a great opportunity to attract greater economic investment into the City. The buildings will be fully completed and ready for occupancy within the next couple of weeks.

For additional details about the project, please contact the Development Services Department at (714) 993-8124.





PUBLIC WORKS

Updates on City Refuse & Recycling Programs

City Refuse and Recycling Services

The City contracts with Republic Services to provide refuse, recycling, and green waste collection for all City residents and commercial businesses. Residential accounts are billed and collected by the City via an annual property tax assessment. Commercial business accounts are serviced and billed directly by Republic Services on a monthly basis. To establish additional residential services or new commercial services or to report problems with service, please contact Republic Services at (714) 238-2444. To report complaints that could not be resolved with Republic Services, please contact the City at (714) 993-8189.

AB 341 – Mandatory Commercial Recycling

In October 2011, Assembly Bill 341 (AB 341) was signed into law in California to help reduce greenhouse gas emissions. AB 341, also called the “Mandatory Commercial Recycling Law,” requires businesses and multi-family residential dwellings of five (5) units or more, that generate four (4) or more cubic yards of commercial solid waste per week, to implement recycling programs by July 1, 2012. This law is designed to divert waste from landfills to reach California’s recycling goal of 75% waste diversion by the year 2020. As part of AB 341, cities are required to assess whether affected generators (businesses/multifamily residential dwellings) are complying with the requirement to recycle by deploying recycling containers on their properties or utilizing third parties to collect and recycle material on their behalf. They are also required to identify and notify businesses that are not in compliance and inform them of the requirement to recycle and how they can recycle to maximize both environmental benefits and efficiencies.



AB 1826 – Mandatory Commercial Organics Recycling Law

In September 2014, a new law Assembly Bill 1826 (AB 1826) became effective in California. AB 1826, also called the “Mandatory Commercial Recycling Law” requires commercial businesses and multi-family residential dwellings of five (5) units or more to recycle organic waste based on the amount of total waste they generate per week. This law is designed to help California achieve its aggressive recycling and greenhouse gas emission reduction goals. Organic waste includes food scraps, food-soiled paper, green waste, landscape and pruning waste, and nonhazardous wood waste. These organic materials account for nearly one third of the approximately 30 million tons of waste destined for California’s landfills each year. These materials are recyclable through composting, mulching, and anaerobic digestion, which generates renewable energy and fuel. Decomposition of organic materials in landfills produces methane (CH₄), a greenhouse gas with global warming potential approximately 25 times higher than carbon dioxide (CO₂).



PUBLIC WORKS

Cont'd Updates on City Refuse & Recycling Programs

Beginning January 1, 2019, all businesses that generate four (4) cubic yards of commercial solid waste per week, including commercial or public entities like schools, hospitals, stores, restaurants, industrial businesses, and for-profit or nonprofit organizations regardless of type, must arrange for organic waste recycling services. Multifamily buildings with five (5) or more units are required to recycle yard trimmings. (Please note, that multi-family dwellings are not required to have a food waste diversion program at this time). Businesses and multi-family complexes can meet the mandatory organics recycling requirements through any of the following:

- Subscribe to organics recycling services provided by Republic Services.
- Recycle organic waste onsite, or self-haul organic waste for recycling; or,
- Sell or donate the generated organic waste, such as edible food donations to local food pantries.

Restaurants can donate their edible food to local food banks and food rescue organizations including Waste Not OC Coalition and Second Harvest of Orange County. Waste Not OC Coalition is a public/private partnership of the Orange County Health Care Agency, restaurants, food banks, and community leaders working together to facilitate the donation and distribution of surplus food to the needy. For more information, please visit the Waste Not OC website at www.wastenotoc.org. Food donation can also be achieved by contacting the Second Harvest Food Bank at www.feedingoc.org. Additional information on food recycling for restaurants is available at <https://www.calrecycle.ca.gov/Organics/Food/Restaurants/>.

In order to keep track of AB 1826's progress, cities are required to provide information about their organic waste recycling program in an annual report submitted to the State. If by the year 2020, organic waste disposal has not been reduced by 50% from 2014's level, the State will expand AB 1826 to businesses that generate 2 cubic yards or more of commercial waste per week and require them to implement organic recycling programs. Starting a recycling program is not the same for everyone; however, the first step is to assess the materials (or waste) that your business or multifamily residential dwelling generates. To schedule a waste assessment appointment, please contact Republic Services' Recycling Coordinator, Cathy Nguyen at (714) 238-3342. For more information, please visit www.placentia.org/ab341 and www.placentia.org/ab1826.

Compost Giveaway on March 30th

The City of Placentia and Republic Services will hold its annual Free Compost Giveaway for residents of Placentia at Tri-City Park on Saturday, March 30th, from 8:00 a.m. until 10:30 a.m. (or until the compost runs out). This event provides an opportunity to give back and thank residents for their participation in the City's green waste recycling program. Residents must bring in their own containers (no bags please) to receive the loose compost. There is a limit of 60 gallons per household, while supplies last.

Compost creates healthier soil by adding organic matter and improving soil structure. Healthy soil uses water more efficiently, allowing available water to flow toward your plants' roots, storing water in the soil longer, and reducing runoff and erosion. To receive free compost, residents must provide proof of residency (California driver's license or utility bill). For more information, please contact Republic Services at (714) 238-2444 or the City of Placentia at (714) 993-8189.





PUBLIC WORKS

Free Bulky-Item Pick-Up Service

Republic Services offers Placentia residents three (3) FREE curbside bulky item collections per year. They will haul away old appliances and furniture at no cost to you. These special collections are provided by appointment only. For more information and/or to schedule a bulky item pick-up today, call Republic Services' Customer Service at (714) 238-2444 or check their availability [online](#). (Please note: there is an additional charge for pickup of air conditioners and refrigerators due to special handling requirements of Freon).



Electronic Waste Collection

It is unlawful to throw away electronic waste in the garbage in California. To aid with proper disposal, Republic Services provides on-call curbside collection for household electronic waste such as: TVs, CPUs, monitors, desktop copiers, fax machines, keyboards, microwaves, stereos and CD/DVD/VCR players. This service is offered at no-charge to Placentia residents. For more information and/or to schedule this service, call Republic Services' Customer Service at (714) 238-2444.

POLICE DEPARTMENT

Police Trainee Graduates from Police Academy

Placentia Police Department congratulates recruit Nilda Campos on graduating from the Golden West College Police Academy program on March 15th. The Golden West Police Academy is a six month process with over 1,000 hours of instruction. Nilda Campos, who began her career as a Police Explorer, later serving as a Police Cadet, Parking Control Officer, and a Police Academy Trainee, began her field training program with Placentia on March 18th. Officer Campos is a graduate of Valencia High School and Cal State Fullerton. Congratulations Officer Campos.



EXTERNAL COMMUNICATION

Spring Fun Days

Spring Flower Show 2019

Child Abuse Prevention "Blue Ribbon" Month

Photography Contest

Free Physical Activity Coaching

SPRING FUN DAYS

GIVE HOPE and FUN



- Our goal is **1,000 Easter baskets** for needy children in OC
- Please place all contents into a basket, pail, or gift bag

Each basket should contain:

One hygiene item:

i.e. Shampoo, toothbrush/toothpaste, OR bodywash

Chocolate bunny

Easter candy

One gift item:

i.e. Crayons/Coloring book, Cars

stuffed animal, jump rope, OR book

Other fun items welcome of course :)

Note: please wrap baskets in cellophane. baskets for children up to 6th grade.

Drop off April 12th

8:30AM - 4:30PM
Orange Office
147 W Rose Ave
Orange, CA 92867

8:30AM - 4:30PM
Placentia Office
900 S Melrose St
Placentia, CA 92870

Del Norte Garden Club

North Orange County

Presents our



Spring Flower Show

2019



Thursday, April 11th, 11:30 a.m – 3:30 p.m.

Free Admission  Free Refreshments  Free Parking

2050 Valencia Ave., Placentia

Placentia United Methodist Church

Just north of Bastanchury Rd.

A donation is appreciated.

Donations help support our Horticulture Scholarships.

Orange County's Child Abuse Prevention Council, The Raise Foundation, and Our Many Community Partners

Invite You to Attend the

25th Annual Blue Ribbon Month Kick-Off Ceremony

Join together to "Keep Kids Safe, Healthy, and Happy!"

Wednesday, March 27, 2019, 9 a.m.—10:30 a.m.

Bowers Museum (Outdoor Courtyard)

2002 N. Main Street, Santa Ana

Emcee: Michele Gile, CBS2 and KCAL9 News Reporter

*A County Perspective—Anne Bloxom,
County of Orange Social Services Agency*

Impact Speaker and Awards Presentation

Tribute in Memory of Children

Dedication of Pinwheels for Prevention Garden



Kindly Reply by March 18, 2019 to: [ocblueribbonkickoff.eventbrite.com](https://www.eventbrite.com/e/ocblueribbonkickoff)



City of Placentia

Photography Contest



Sponsored by the Cultural Arts Commission

**FREE
ENTRY!**



**\$500
in CASH PRIZES
TO BE AWARDED!**

CONTEST RULES, GUIDELINES, JUDGING AND AWARDS INFORMATION

All entries must be taken within Placentia City Limits. Any format of camera is acceptable. Photos must not exceed 8"x10" in size. Entries are limited to four (4) per person. Master Division participants (professional or experienced photographers) may not enter in the amateur division. Entries are open to residents and non-residents of Placentia. Ribbons will be awarded to 1st Place selections in the Amateur division (2) and Master's Division (1). The judging panel will be the members of the Cultural Arts Commission. All winners will be recognized at a City Council meeting. A cash prize of \$250 will be awarded to the Mayor's Choice and Placentia's Choice winners.

Submissions may be emailed to communityservices@placentia.org with "Photo Contest 2019" as the subject.

Please submit all entry forms and photos together. Submissions may also be hand-delivered or mailed to City of Placentia Community Services at 401 E. Chapman Ave. Placentia, CA 92870.

If you have any further questions please contact Community Services at (714) 993-8232

*****All submissions must be received by April 26, 2019 *****

NAME (PLEASE PRINT): _____

ADDRESS/CITY/ZIP: _____ PHONE: _____

DIVISION (CHECK ONE (1) BOX) : Masters Adult Amateur (18+) Youth Amateur (17 & under)

Categories (CHECK ONE (1) BOX)

- People Nature Programs/Events Architecture Public Servants
- Actions Shots Alternative (photos altered/edited for artistic purposes)

TITLE AND LOCATION OF YOUR PHOTO: _____

In consideration of your accepting this registration, I/We hereby agree to indemnify and hold harmless the City of Placentia and any of it's officers, agents, or employees from any liability claim or action for damages resulting from or in any way arising out of the participation in this program by the person(s) registered. Additionally, the above registered participants give permission to the City of Placentia to be photographed and to use such photographs in the promotion of City sponsored activities.

SIGNATURE _____ DATE _____

This program is not affiliated with the school or Placentia Yorba Linda Unified School District.

The school or school district does not endorse or sponsor this activity.



Kin-ACT
Kinesiology Students Activity
Coaching Today

FREE Physical Activity Coaching

Get help from Kinesiology students from CSUF to set goals, create a plan, introduce you to the exercise equipment at your local park and help you adopt a physically active lifestyle.

Find us dressed in orange at the exercise equipment at your local park.

More information at: <http://hhd.fullerton.edu/knes/ResearchLabs/atepl/schedules.htm>

Follow us on Instagram @kin_act or on Facebook
 Or contact Dr. Wilson at 657-278-8329 to learn more

February 2 – May 10, 2019

Santa Fe Park (550 W. Santa Fe Ave)	Every other Monday Feb 11 & 25; March 11 & 25; April 8 & 22; May 6	8:00-10:0am
McFadden Park (900 S. Melrose)	Every other Thursday Feb 7 & 21; March 7 & 21; April 4 & 18; May 2	8:00-10:00 am
Kramer Park (201 N. Bradford Ave.)	Every Friday	7:00-9:00am



Move More, Eat Healthy



This program is supported by a service-learning grant from the Center for Internships & Community Engagement Student Success Initiative.