

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

April 25, 2019



“Rich Heritage, Bright Future”

Placentia Partners with the County of Orange on the Establishment of an Enhanced Infrastructure Financing District (EIFD) to Help Fund Infrastructure Improvements

At the April 23rd meeting for the Orange County Board of Supervisors, the Board Members approved a partnership to participate in an Enhanced Infrastructure Financing District (EIFD) with the City of Placentia. This is one of four EIFDs established in California, and the first EIFD in the State to involve a partnership between a city and county for improved infrastructure.

The City of Placentia and the Southern California Association of Governments (SCAG) have been working on a comprehensive plan for the establishment of an EIFD in Placentia. With the County’s support, Placentia’s EIFD will help finance public infrastructure improvements near the upcoming Metrolink Station, Placentia Old Town area, and Transit-Oriented Development District near the 57 and 91 freeways.



Championed by Mayor Rhonda Shader, Mayor Pro Tem Ward Smith, and Councilmember Chad P. Wanke, the Placentia City Council approved a resolution supporting the establishment of the EIFD on February 19, 2019. “With this County partnership, the City will be able to produce over 1,600 new units of housing, create 3,900 construction jobs, and over 1,100 permanent jobs at full build out,” said Mayor Rhonda Shader.

“Infrastructure improvements remain a top priority for Placentia citizens,” said Mayor Pro Tem Ward Smith. “With the establishment of an EIFD, we will be able to allocate funding towards infrastructure projects that will help revitalize and improve our community.”

“I am proud that Placentia and the County of Orange were able to unite in forming the first City-County EIFD in the State which will spur regional economic development,” said Councilmember Chad Wanke.

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Upcoming Meetings and Events

- 05/07/19 City Council Meeting
- 05/08/19 Heritage Festival Committee
- 05/13/19 Recreation and Parks Commission Meeting
- 05/14/19 Cultural Arts Commission Meeting
- 05/14/19 Planning Commission Meeting
- 05/20/19 Traffic Safety Commission Meeting
- 05/21/19 City Council Meeting

For additional information or

questions about this

Weekly Briefing please email:

CAWeekly@placentia.org



ADMINISTRATION

Cont'd Placentia Partners with County of Orange on EIFD

“The EIFD is a unique partnership that prioritizes infrastructure projects in the Old Town area while also maintaining fiscal responsibility to the tax payers,” said City Administrator Damien R. Arrula.

Municipalities throughout California have been hamstrung in their ability to finance infrastructure improvements, economic development and affordable housing since the elimination of redevelopment agencies in 2011. Tax-increment financing programs such as EIFDs allow communities to utilize anticipated increases in future property tax revenues to pay for infrastructure projects, with no increase in residents’ property taxes. For this reason, Governor Newsom emphasized in his recent budget proposal that EIFDs should be made easier to establish by communities throughout California. Placentia, Orange County and SCAG are proud to partner to facilitate the first of its kind EIFD in California and hope that other cities in the State follow the City’s lead in the area.

Yorba Linda Water District Open House Saturday, May 18th



Register for this fun, free, family event [here](#).

“Pump Up” Placentia!

The City of Placentia has partnered with Galaxy Oil Company to operate the Placentia Gas Station, also known as “Best 4 Less 76” gasoline station at 480 S. Placentia Avenue (northeast corner of Placentia and Crowther Avenue). Through this 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 roads and facility improvements. The City encourages all residents and visitors to fuel their vehicles at the 76 Gasoline Station and “Pump Up Placentia” by putting money directly back into your local services. For additional information about this partnership or questions regarding the 76 Gasoline Station, call (714) 993-8264.





ADMINISTRATION

California Mosquito Awareness Week April 21st - 27th

After the significant rainfall received this winter, vector control experts stress the need for Californians to take an active role in mosquito control by checking their property for any standing water. The Orange County Mosquito and Vector Control District (OCMVCD / District) joins health officials and cities across the state to promote California Mosquito Awareness Week, April 21st-27th.

“California Mosquito Awareness Week is an opportunity for the community to become more aware about the public health threats mosquitoes pose to our communities, and to take early preventative action against mosquitoes,” said Mary-Joy Coburn, OCMVCD public information officer.

In addition to being a nuisance, mosquitoes pose a serious public health risk as infected mosquitoes can spread West Nile virus, which can cause serious illness, or even death. In the past five years, there have been 461 human cases reported in Orange County, including 23 deaths.

Orange County is also home to invasive *Aedes* mosquitoes, which can transmit Zika, dengue, chikungunya, and yellow fever. There have been no local outbreaks of these viruses in the county, however the presence of *Aedes* mosquitoes increases the risk. These mosquitoes are now established in 28 cities and unincorporated areas around the county.

As part of the state’s Mosquito Week activities, the OCMVCD will be launching the “Mosquito Minute” video series to discuss relevant mosquito topics and upcoming outreach events throughout the summer. The District is also rolling out three videos in multiple languages to help residents protect their homes from mosquitoes. Visit the OCMVCD booth at the Family Pet Expo in Costa Mesa, Home & Garden Show in Anaheim, and the Spring Jubilee in Fountain Valley this weekend. Follow the District’s [Facebook](#), [Twitter](#), and [Instagram](#) pages to participate in quizzes, polls, prizes, and to learn more.



Residents should take the following precautions to help reduce the chances of being bit by mosquitoes:

- Dump and drain any containers filled with water at least once a week
- Clean and scrub bird baths and pet water bowls weekly
- Dump water from potted plant saucers
- Do not transport or share plant clippings rooted in water
- Drill a hole or puncture containers to eliminate standing water

To prevent mosquito bites, the District offers the following tips:

- Apply mosquito repellents to exposed skin before going outdoors; reapply as recommended
- Wear repellent containing DEET®, Picaridin, IR3535, or oil of lemon eucalyptus
- Close all unscreened doors and windows to prevent mosquitoes from entering your home or space; repair broken or damaged screens
- Wear long-sleeved shirts and long pants, and opt for lighter-colored clothing

Residents are encouraged to sign-up for District email notifications. For more information, visit www.ocvector.org.



COMMUNITY SERVICES

Love Placentia Service Day Saturday, May 4th

Love Placentia is a Service Day opportunity for anyone willing to serve in various service projects. This is a great event where churches, local government, businesses, non-profits, and residents partner together for the betterment of the community. Love Placentia is scheduled for Saturday, May 4th. The event will kick off with a rally at El Dorado High School. Following the morning rally, participants will depart to different service projects throughout the City. For more information or to sign up to volunteer, please visit www.loveplacentia.com.



Love Placentia

Heritage Festival Vendor Applications Now Available

The 55th annual Placentia Heritage Festival and Parade will be held on Saturday, October 12th. The event begins at 7:00 a.m. with a pancake breakfast. The festivities at Tri-City Park begin at 10:00 a.m. and include family games, inflatables, food booths, crafters, homebased businesses, a business expo, and a variety of non-profit displays. The event will also feature the 33rd Annual Heritage Festival Car Show.



Vendor applications are now available on the City's website. Please [click here](#) to view the applications. For more information, please call the Placentia Community Services Department at (714) 993-8232.

Community Services Summer Job Opportunities Still Available

The Community Services Department is looking for energetic people to fill part-time positions as Senior 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 and Senior Community Services Leader. Please [click here](#) for an employment application or call Human Resources at (714) 993-8141 for more information.

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



COMMUNITY SERVICES

Summer 2019 Class Registration Event Saturday, May 18th

The Summer Recreation Program Kick-off event is scheduled on **Saturday, May 18th** at City Hall from 9:00 a.m. to 12:00 p.m. Registration numbers will be handed out on a first-come, first-serve basis beginning at 7:00 a.m. Only Placentia residents will be permitted to register on this day and proof of residency will be required. Online registration will start at 12:01 a.m. for all classes by visiting www.placentia.org/classes. Learn to Swim classes are not available to register online, only in person. Non-residents will be able to register starting on **Monday, May 20th** at City Hall during regular business hours, Monday-Thursday from 7:30 a.m. to 6:00 p.m. or online starting at 12:01 a.m. For more information, please call the Community Services Department at (714) 993-8232.



Senior Grocery Program

The Placentia Senior Center and Second Harvest Food Bank offers a bi-monthly Senior Grocery Program. Seniors are welcome to stop by and “shop” for a variety of foods. The free food distribution takes place the 1st and 3rd Thursday of every month at 11:45 a.m. at the Placentia Senior Center located at 143 S. Bradford Ave. For additional information, please call (714) 986-2332.

DEVELOPMENT SERVICES

Village Plaza Center Update 3: Building Shell Nearly Complete



The Village Plaza shopping center is undergoing phase one of a two phase development and façade enhancement project. The project began with demolition of the former 8,370-square foot space in late December 2018, and has completed all grading, underground utilities, foundation forms, and is nearing completion of the building’s shell. The

owner hopes to have construction completed by the end of May with tenant spaces opening by this summer. When completed, the building will be approximately 7,000 square feet and designed to accommodate three fast-casual restaurants with one tenant space designated for a 2,500-square foot Starbucks with a drive-through and another for a Chipotle restaurant. The third tenant space will be determined within the coming weeks. Please contact the Development Services Department at (714) 993-8124 for project status updates.





PUBLIC WORKS

Free Shred & E-Waste Recycling Event on Saturday, May 18th

The City of Placentia and the Placentia Police Department invite you to participate in a free shredding and e-waste disposal event on Saturday, May 18th from 8:00 a.m. to 11:00 a.m. at the Placentia Civic Center, 401 E. Chapman Ave. Shredding documents can help prevent fraud and identity theft. Placentia residents are invited to have their confidential documents destroyed on-site for free by Shred-It. A maximum of two banker box size containers will be accepted from each household or business location in Placentia. E-waste from residents will also be collected by Extreme Recycling. Items such as televisions, computer monitors, game consoles, stereos, cell phones, microwaves, and items containing circuit boards will be collected. Hazardous materials or business e-waste will not be accepted. Residents will be required to provide proof of residency in order to participate. For further information or questions, please call (714) 993-8189.

POLICE DEPARTMENT

Officer Irvine Receives Placentia Auto Theft Recovery Officer of the Year

On Wednesday, April 17th, Placentia Police Officers attended the 29th Annual Orange County Vehicle Theft Recovery Officer of the Year Awards Brunch at the Marconi Automotive Museum in Tustin. The event is sponsored by the Orange County Auto Theft Advisory Committee (A.T.A.C.), a partnership between law enforcement, insurance, and other auto related companies to reduce auto theft. Each year, A.T.A.C. recognizes the top auto theft recovery officer from each department in the county. This year's award winner for the Placentia Police Department was Officer Jeffrey Irvine. A four-year Placentia Police Department veteran, Officer Irvine currently works patrol and is also a member of the North County SWAT team. Congratulations to Officer Irvine and thank you for helping to return stolen cars to their rightful owners.



Placentia Participates in Drug Take-Back Program on April 27th and All Year Round

National Prescription Drug Take Back Day addresses a crucial public safety and public health issue. According to the 2017 National Survey on Drug Use and Health, 6 million Americans misused controlled prescription drugs. The study shows that a majority of abused prescription drugs were obtained from family and friends, often from the home medicine cabinet. The Placentia Police Department believes that providing a safe disposal point is important year-round. A



A prescription drug take-back box is located at the Placentia Civic Center parking lot at 401 E. Chapman Avenue and is available 24 hours a day, 365 days a year. This drop-off location has yielded just over 300 pounds of prescription drugs within a six-month period. Thank you Placentia residents for participating in this program and making Placentia homes safer.

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary

CERT Spring 2019 Schedule

Free Physical Activity Coaching



PLACENTIA LIBRARY DISTRICT

WEEKLY SUMMARY - April 26 - May 2, 2019

ADULT & LITERACY SERVICES



CONVERSATION CLUB

Friday, April 26,
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. No registration is required.

LITERACY PROMOTION AND RECOGNITION CELEBRATION

Thursday, May 2, 6:00 – 8:00 p.m.

*Placentia Presbyterian Church Trinity Center
849 N. Bradford Ave., Placentia, CA 92870*

Come celebrate with us! An evening of desserts to congratulate our adult literacy students who have been promoted from our literacy program as well as celebrating our wonderful literacy tutors who support their adult learner's reading and writing skills.

TEEN SERVICES

PTAC – PLACENTIA TEEN ADVISORY COUNCIL

Thursday, May 2, 6:00 – 7:30 p.m.

Placentia Library District

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. All applicants must pass an interview. Space is limited. A 6-month commitment is a must. Contact the library for details.



Help out at library events with PTAC!

CHILDREN'S SERVICES

**Designates programs are outdoor programs and are weather-permitting.*

EL DIA DE LOS NIÑOS / EL DIA DE LOS LIBROS CHILDREN'S DAY / BOOK DAY

Tuesday, April 30, 3:00 – 4:30 p.m.

Placentia Civic Center Plaza

Join us in celebrating El Día de los Niños/El Día de los Libros (Children's Day/Book Day). We will share a special bilingual story, make crafts and enjoy music and refreshments for the whole family. Every child who attends will receive a book and a special treat. This event is for children of all ages and their families.



PUPPETS ON THE PATIO*

Saturday, April 27, 10:00 – 10:45 a.m.

Civic Center Plaza

Join us for sunshine and stories on Saturday mornings! All ages are invited!



SUNSHINE BABY STORYTIME*

Thursday, May 2,

9:30 – 10:00 a.m. or 10:30 – 11:00 a.m.

Civic Center Plaza

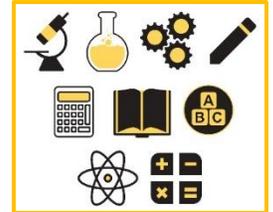
Get ready to clap and sing along, as we lead you and your baby through a sweet time of engaging songs, delightful stories and bouncing baby rhymes. Class is open to all caregivers and their babies ages 0-2 years.

HOMEWORK CLUB*

Monday – Thursdays, 3:00 p.m. – 5:30 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.



DID YOU KNOW?

SAVE THE DATE: PAWFEST MICROCHIP EVENT

Saturday, May 11, 10:00 a.m. – 1:00 p.m.

Placentia Library District

Get your pets microchipped and check existing microchips for free! Join us for storytime and crafts. This service is provided in partnership with Senator Ling Ling Chang, Michelson Found Animals Registry, Social Compassion in Legislation and the Placentia Library District.

Register here: <https://bit.ly/2Tm2MEen>

PAWFEST MICROCHIP EVENT

MAY 11, 2019 🐾 10AM - 1PM

PLACENTIA LIBRARY DISTRICT
411 E. CHAPMAN AVE., PLACENTIA

RSVP: <https://bit.ly/2Tm2MEen>

Sponsors:
Senator LING LING CHANG
placentia
Michelson Found Animals Registry
SCIL Social Compassion in Legislation

SAVE THE DATE: SUMMER READING CELEBRATION!

Saturday, June 22, 10:00 a.m. – 1:00 p.m.

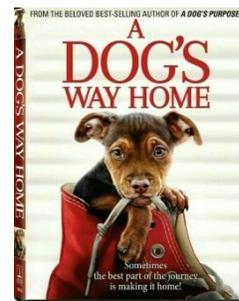
Civic Center Plaza

Join us as we celebrate the beginning of summer and the start of our Summer Reading Program at our Summer Reading Celebration! Our celebration features free entertainment, pony and train rides, food and much more! Register for the Summer Reading Program and qualify to win a \$50 Amazon gift card just for signing up on this special day! To register visit the library by 4:00 p.m. to qualify for the Amazon gift card drawing.



NEW DVDs AVAILABLE:

Vice, On the Basis of Sex, Welcome to Marwen, Bumblebee, A Dog's Way Home, Homes & Watson, The Mule, Free Solo, Stan & Ollie, The Kid Who Would be King, Glass, Escape Room



Get your **PASSPORT** at Placentia Library District



PLACENTIA C.E.R.T.

COMMUNITY EMERGENCY RESPONSE TEAM



Disasters Happen

PREPARE NOW

LEARN HOW

SPRING 2019

Class 1 Unit 1, 6	Orientation Disaster Preparedness CERT Organization/ICS	Friday 5/31/2019 6:30 – 10:00 p.m.	Placentia City Hall Council Chambers 401 E. Chapman Placentia, CA 92870
Class 2 Unit 2-4	Disaster Medical Operations Part I & 2 Fire Suppression	Saturday 6/1/2019 9:00 – 4:00 p.m.	Brea City Yard 545 Berry St Brea, CA 92821
Class 3 Unit 7-8	Communications Disaster Psychology Terrorism Awareness	Friday 6/7/2019 6:30 – 10:00 p.m.	Placentia City Hall Council Chambers 401 E. Chapman Placentia, CA 92870
Class 4 Unit 5, 9	Light Search and Rescue Disaster Simulation Exercises CERT Final Graduation	Saturday 6/8/2019 9:00 – 2:00 p.m.	Brea City Yard 545 Berry St Brea, CA 92821

This course will be held on the dates/locations listed above. Please note that locations are subject to change. They will be confirmed via email to all registrants prior to the first class. The course is 20+ hours in length and is provided free of charge; pre-registration is required. All classes/units must be completed to be considered a graduate of the program. For additional information, contact one of the City representatives.

**Contact your City
or visit the website to
learn more**

City of Placentia
Steven Torrence
(714) 993-8176

storrence@placentia.org
<https://placentia.org/cert>

 Scan me





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.