

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

May 2, 2019



"Rich Heritage, Bright Future"

Love Placentia Service Day This 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, please visit www.loveplacentia.com.



Love Placentia

Placentia Receives Prestigious Sustainability Award from the Southern California Association of Governments

The City of Placentia was acknowledged as a recipient of the 2019 Southern California Association of Governments (SCAG) Sustainability Award under the Efficient and Sustainable Land Use category. Known as one of the nation's largest planning organizations, SCAG's 12th Annual Sustainability Awards recognizes excellence in coordinating land use and transportation to improve mobility, livability, prosperity and sustainability among the various municipalities and counties in Southern California.



Placentia received the award for its two innovative master plans designed to create the Old Town District and the Transit Oriented Development Packing House District.

"These two master plans took several years to develop and involved over thirty-seven (37) community outreach meetings to create a comprehensive framework that will enhance our historic and vibrant Old Town area while addressing public transportation and infrastructure improvements," said Mayor Rhonda Shader.

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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 Receives Prestigious Sustainability Award

“The City is honored to receive such a prestigious award and will continue this momentum to increase economic stimulus and ensure the highest quality of development takes place in Placentia.”

The Old Town Plan and TOD focuses on developing new housing opportunities, increased sustainable mobility options, and revitalizing the historic district. The two master plans have already attracted high quality housing developers to the area, beginning with The Herald, a state of the art, 215-unit, multi-family residential development. This catalyst site is located at 110 and 132 E. Crowther Avenue and the groundbreaking ceremony is scheduled for July of this year. Additional TOD projects include a 418-unit, mixed-use development at 505 W. Crowther and the upcoming state-of-the-art Metrolink Station and 246-space parking structure. The proposed train station, adjacent to both Old Town Placentia and the TOD, is an integral part of the City’s plan to foster sustainable mobility by increasing pedestrian and bike friendly options throughout this area.

“Placentia is proud of these efforts to continue to improve upon our existing transportation system which promotes active transportation such as bicycling or walking. The two Plans also promote the reduction of greenhouse gas emissions and the development of multimodal transportation in Placentia,” said Mayor Pro Tem Ward Smith. “The City Council is excited to support our residents and businesses, while offering new transit, housing, and sustainability benefits for the entire County.”

Placentia was the only small city to receive this prestigious planning award. Other recipients include the cities of Los Angeles, Long Beach, Santa Ana and Ventura.



“We are proud to have our City recognized among some of the most notable planning efforts in Southern California. This award highlights our City Council’s vision and the community’s commitment in working together to create a vibrant, pedestrian friendly area for residents and visitors to enjoy and experience,” said City Administrator Damien R. Arrula.

Recipients of the Sustainability Awards were formally honored at SCAG’s 2019 Regional Conference and General Assembly at the JW Marriott Desert Springs Resort and Spa in Palm Desert on Thursday, May 2, 2019.

Placentia Chamber Hosts Small Business Expo Tuesday, May 14th

Support local small and home-based businesses at the Placentia Chamber of Commerce Small Business Expo at the Placentia Round Table Women’s Club on Tuesday May 14th from 5:30 - 7:30 p.m. Enjoy this free community event where you can meet close to 20 local businesses and enjoy food, drinks, prizes, shopping and great music by DJ Donny Bran of Modern Affairs. Visit www.placentiachamber.com or call (714) 528-1873 for more information.



ADMINISTRATION

Applications Now Being Accepted for Two Public Members of the Enhanced Infrastructure Financing District Public Financing Authority

Applications are now being accepted for two public members for the Enhanced Infrastructure Financing District (EIFD) Public Financing Authority. The appointees will hold office from June 2019 until June 2023.

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 of Orange recent 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. 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.

Public members of the Public Financing Authority shall be at least one of the following: (1) an owner of real property within the Placentia EIFD; (2) a resident of the Placentia EIFD; or (3) an owner or operator of any business, private or non-profit, that owns or leases real property in Placentia. Public members must be available to attend all meetings of the EIFD Public Financing Authority and will review the comprehensive Infrastructure Financing Plan.

Public members interested in being considered for this position may obtain an application form from the City Clerk's Office at Placentia City Hall, 401 E. Chapman Avenue, Placentia, or [click this link to download an application](#). The application deadline is **Tuesday, May 14th by 5:00 p.m.**

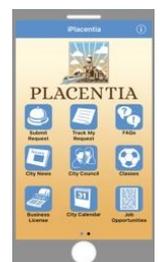
Interested residents should be aware that in accordance with the Political Reform Act of 1974, the City has adopted a Conflict of Interest Code requiring the disclosure of certain personal financial interests by appointees upon assumption of office and annually thereafter. These statements are public records. The Public Financing Authority is a local public agency subject to the Ralph M. Brown Act, the California Public Records Act and the Political Reform Act of 1974. Members of the Public Financing Authority shall not receive compensation. For additional inquiries, please call (714) 993-8264.

Placentia Sales Tax Update

The City of Placentia receives quarterly sales tax updates from 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 the most recent City of Placentia Sales Tax Update, please [click here](#).

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

OC Health Care Agency Press Release - Potential Public Exposure to Measles Case

The OC Health Care Agency (HCA) has confirmed the first case of measles in 2019, a resident of Placentia in her 20s who reported recent international travel to one of many countries currently experiencing widespread measles activity. The individual is considered infectious between April 23 and May 1, 2019 and is currently under voluntary isolation at home.

Orange County residents may have been exposed to measles since the ill person visited public locations while infectious. Community members with questions related to measles or potential exposure to this case may call the HCA Health Referral Line at 1 (800)-564-8448.

The HCA has been working with the facilities listed below to contact people who may have been exposed to this case and who are at increased risk of severe outcomes, such as infants, pregnant women, and those with compromised immune systems.

Potential exposure locations and times:

- 5 Hutton Centre Dr., Santa Ana, CA 92707
 - April 23 – 25 from 7:45 a.m. to 7:15 p.m. daily
- St. Jude Emergency Department, 101 E. Valencia Mesa Dr., Fullerton, CA 92835
 - April 27 from 7 a.m. to 9 a.m.
- AMC Movie Theater, 1001 S. Lemon St., Fullerton, CA 92832
 - April 25 from 11 p.m. – April 26 at 4 a.m.

People who were in the location(s) above around the same time as the individual with measles should:

- Review their vaccination history if they have not previously had measles; people who have not had measles or the measles vaccine are at higher risk after an exposure, so they should talk with a health care provider about receiving Measles, Mumps and Rubella (MMR) vaccination.
- Monitor themselves for illness with fever and/or an unexplained rash from 7 days to 21 days after their exposure (the time period when symptoms may develop); if symptoms develop, stay at home and call a health care provider immediately.

Although this is the first case confirmed in the county this year, an increase in measles cases has been reported throughout the U.S. and globally. Additional cases and exposures may occur here related to returning travelers and Orange County residents are encouraged to be up-to-date with their vaccinations.

“Measles is a highly contagious and potentially severe disease that causes fever, rash, cough, and red, watery eyes,” said Dr. Nichole Quick, Interim County Health Officer. “It spreads very easily by air and by direct contact with an infected person, and is contagious from approximately four days before the rash appears through four days after the rash appears. The MMR vaccine is a simple, inexpensive, and very effective measure to prevent the spread of this serious virus.”

For more information about measles, visit www.cdc.gov/measles or www.ochealthinfo.com/measles.



COMMUNITY SERVICES

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!](#)

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.



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.



DEVELOPMENT SERVICES

Sierra Vista Plaza Façade Upgrade Update: Dollar Tree Joining as New Tenant

The City of Placentia is excited to announce that the Dollar Tree will be joining the Sierra Vista Plaza next to the future Grocery Outlet. Existing tenants will remain in the Plaza, located on the southeast corner of N. Placentia Avenue and W. Bastanchury Road, and Crunch Fitness is expanding their space to offer more services.

Tenant improvements on the entire shopping center are nearing completion. Residents can expect to see enhanced landscaping, new signs, two new outdoor dining areas next to B&C Burgers and K&M Donuts, and LED lighting. The remodel will also include 10 additional handicap spaces, dedicated handicap crossings to the main building and six electric vehicle charging stations. The façade improvement of the entire plaza will revitalize this shopping center, and will also provide added parking to accommodate additional shoppers.

The City is looking forward to the revival of this neighborhood plaza and completion is expected by Summer 2019. Exciting events are scheduled for this Plaza including a Grand Opening event for Grocery Outlet on May 30th from 9:00-11:00 a.m. Activities include “BlissBucks” gift cards available for the first 200 customer in line (amount from \$5-\$200), free reusable bags (while supplies last) and opportunity to win free groceries for a year! Please contact the Development Services Department to receive updates on the status of this project at (714) 993-8124.





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.



New Street Sweeping Contractor

As of May 1, 2019 the City's new street sweeping contractor, R.F. Dickson Co., Inc. began their services in the City of Placentia. The City's street sweeping schedule will remain the same but residents will see new white street sweeping trucks cleaning City streets. To report problems with service or missed sweeps, please contact R.F. Dickson at 1 (800) 573-3222. To report complaints that could not be resolved with R.F. Dickson, please contact the City's Public Works Department at (714) 993-8245.

Please keep the following guidelines in mind for street sweeping service:

- Please move all vehicles off the street during the times/days posted for street sweeping.
- Please ensure all trash containers and recreational items such as basketball hoops are removed from the gutter area on your service day.
- Don't rake or blow leaves/grass into the gutter or streets. Instead place them inside of your brown yard waste container to be picked up on your scheduled collection day.



To find out when your street will be cleaned, please view Placentia's Street Sweeping Schedule and 2019 Calendar at <http://placentia.org/streetsweeping>.



POLICE DEPARTMENT

ATTEMPT TO IDENTIFY



April 14, 2019

April 24, 2019

April 27, 2019

On three different occasions, the above pictured suspect has stolen several packages of Tide laundry detergent from the Stater Brothers located on the 1100 block of E Imperial Hwy.

Suspect description: Male, Hispanic, 6'0", 180 pounds, bald/close shaved head.

If you have information or can identify the suspect, please contact the Placentia Police Department at (714) 993-8164.

EXTERNAL COMMUNICATION

- Placentia Chamber Small Business Expo
- OC Public Works Open House
- Free Physical Activity Coaching

Small Business EXPO

Tuesday May 14, 2019 - 5:30-7:30pm

Live DJ by
Modern Affairs

Beer & Wine Donated by
Craftsman Wood Fired Pizza

Food by
Catering On Time and Sam's Club

Everyone is Welcome

Free Event

Exhibitor Booths

deRose Promos, doTerra,
Finance of America Reverse,
Jennifer Lamb Insurance,
LegalShield & IDShield,
Purple Rose Graphics,
REACH Foundation,
SCORE, The Design Office,
Touchstone Crystals by Swarovski
and many more

Door Prizes ~ Shopping ~ Fun

Placentia Round Table Women's Club
901 Bradford Ave, Placentia
(Behind the Presbyterian Church)



Join the Placentia Chamber as we
showcase some of our best
small and home-based businesses

Visit www.placentiachamber.com or call 714 528-1873 for more information





OC Public Works

OPEN HOUSE

SATURDAY
MAY 18, 2019
10 AM - 2 PM

Come discover the many responsibilities that public works professionals take on to build, maintain and support the infrastructure that helps Orange County thrive!



FREE FAMILY FUN



PUBLIC WORKS BOOTH & EXHIBITS



HEAVY EQUIPMENT DISPLAY



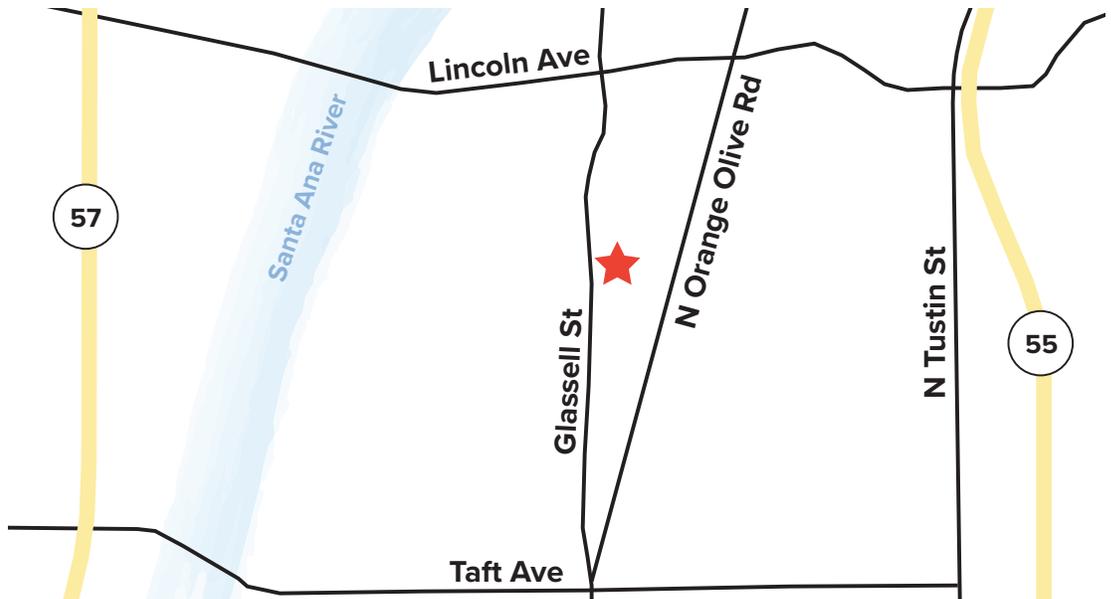
GIVEAWAYS



RAFFLE PRIZES



DRONE DEMO



★ 2301 N Glassell Street, Orange, CA 92865



IN SUPPORT OF NATIONAL PUBLIC WORKS WEEK: MAY 19-25, 2019

OCPublicWorks.com | (714) 667-8800



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.