

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

August 1, 2019



“Rich Heritage, Bright Future”

Placentia Interim Fire Chief Scott Ferguson Began Working for the City This Week

Interim Fire Chief Scott Ferguson began his first day at the City of Placentia on Tuesday, July 30, 2019. With over 37 years of experience in the fire industry, Interim Fire Chief Ferguson will lead the transition to a locally-controlled Fire Department as decided by the Placentia City Council on June 4, 2019.

“One of his first tasks will include building upon the already established agreements to provide mutual and automatic aid to surrounding cities,” said former OCFA Board of Director and Placentia Councilmember Craig Green. “As a former President of two Fire Chiefs Associations, Interim Fire Chief Ferguson is the right person to coordinate the policies and procedures to ensure Placentia is the best mutual/automatic aid partner to our neighboring fire departments.”

“The City Council has been moving decisively forward towards building the Placentia Fire Department,” said Mayor Rhonda Shader. “The City could not be more confident to have Interim Fire Chief Ferguson on-board and we look forward to continuing to update the community on the excellent progress we will continue to make.”

“Chief Ferguson is a proven leader in the fire service,” said Damien R. Arrula, City Administrator. “With decades of experience in the fire industry, as well as building fire departments from the ground up, Chief Ferguson is an asset to the Placentia team and our community.”

“The City of Placentia has already done an excellent job of starting the process to establish its own Fire Department, including taking the first steps to secure quality fire apparatus,” said Scott Ferguson. “The next phase involves building a team of dedicated, highly-qualified fire personnel that will provide the best services to Placentia residents. I am excited to be a part of this team as it begins its journey to create a world-class organization.”

Interim Fire Chief Ferguson’s contract was approved at the June 18, 2019 City Council meeting. Interim Fire Chief Ferguson will help ensure that the City of Placentia successfully transitions from its current contract provider to the Placentia Fire and Life Safety Department on July 1, 2020.

For more information and continual updates, please visit www.placentia.org/fireems.



Get the iPlacentia App:



Follow us on Facebook:



Upcoming Meetings and Events

- 08/01/19 Concerts in the Park
- 08/02/19 Movies in the Park
- 08/06/19 City Council Meeting - CANCELED
- 08/08/19 Concerts in the Park
- 08/09/19 Movies in the Park
- 08/12/19 Recreation and Parks Commission Meeting
- 08/13/19 Planning Commission Meeting

For additional

information or

questions about this

Weekly Briefing please email:

CAWeekly@placentia.org



ADMINISTRATION

Placentia Establishes Enhanced Infrastructure Financing District (EIFD) to Help Fund Infrastructure Improvements

At the July 30, 2019 meeting, the Public Financing Authority (PFA) for the Placentia Enhanced Infrastructure Financing District (Placentia EIFD) approved the Infrastructure Financing Plan (IFP). The PFA is comprised of Mayor Pro Tem Ward Smith, Councilmember Chad Wanke, Orange County Board Supervisor Doug Chaffee, and public members Joe Rasic (President of the Chamber of Commerce) and Rosalina Davis (President of the Placita Santa Fe Merchants Association). The IFP includes a comprehensive plan for public infrastructure improvements to be made in Old Town Placentia and the financial analysis needed to fund these improvements.



The City of Placentia, County of Orange and the Southern California Association of Governments (SCAG), in partnership with Kosmont Companies, worked on a comprehensive plan for the establishment of the EIFD in Placentia. With the County's partnership, the Placentia EIFD will help finance public infrastructure improvements, including streets, sidewalks and bike lanes near the upcoming Metrolink Station, Placentia Old Town area, and Transit-Oriented Development Packing House District near the 57 and 91 freeways.



This is one of four EIFDs established in California, and the first EIFD in the entire State of California to involve a partnership between a City and County for improved infrastructure. Tax increment financing programs, such as EIFDs allow cities to use anticipated increases in future property tax revenues to pay for infrastructure projects, with no increase in residents' property taxes.

"Creative partnerships are necessary as we face aging infrastructure, changes in transportation preferences, and limited federal and state funding," said Mayor Pro Tem Ward Smith. "With the establishment of a City-County EIFD,

the City will be able to allocate funding towards infrastructure that will help revitalize and improve our community, while creating a destination for residents and visitors."

"I am proud that Placentia and the County of Orange were able to unite and establish the first City-County EIFD partnership in the State," said Councilmember and Chair of the PFA Chad Wanke. "This type of partnership will encourage and support our local business community while attracting high-quality private development in our City."

"I have nothing but compliments for how the City of Placentia has handled this and the way the City has come forward to do something that is very special," said Orange County Supervisor and Vice Chair of the PFA Doug Chaffee. "This partnership will help the County and the City work together to invest in infrastructure projects to improve our community and promote continued economic development. It is a model for other cities and counties in the State to follow."



ADMINISTRATION

(Cont'd) Placentia Establishes Enhanced Infrastructure Financing District (EIFD) to Help Fund Infrastructure Improvements

“Given the high needs and priorities of infrastructure investment, and our limited public resources available, new approaches are needed,” said City Administrator Damien R. Arrula. “EIFDs create an innovated financial tool towards public investment while also maintaining fiscal responsibility to the tax payers.”

“This project is a fine example of the kind of strong collaborative partnership needed to support the region’s transportation goals and overall sustainability,” said Kome Ajise, Executive Director of SCAG. “This kind of creative problem-solving moves all of Southern California forward and SCAG is proud to be a partner in this process.”



“The EIFD district will enable private investment tied to transit amenities and housing for constituents and commuters,” said Larry Kosmont, Chairman and CEO of Kosmont Companies. “The State needs more of these cooperatively-funded districts like EIFDs if we are to achieve true sustainability and economic vitality in the form of better jobs and a variety of affordable and market rate housing.”

Placentia, Orange County, SCAG and Kosmont Companies are proud to partner together to facilitate the first of its kind EIFD in California and hope that other cities in the State follow the City’s leadership in this area.

City Council Meeting Schedule

It is anticipated that due to a lack of business and the summer recess, City Council Meetings will be dark in the month of August and will resume on Tuesday, September 10th. If you have any questions, please contact the City Clerk’s Office at (714) 993-8244.



Reminder to Check Your Citrus

The California Citrus Pest & Disease Prevention Program would like to remind residents of the importance of the California citrus. The deadly citrus tree disease, Huanglongbing (HLB), has been spreading in Los Angeles, Orange and Riverside counties where, as of July 2019, over 1,500 infected trees have been detected and removed. The Citrus Pest & Disease Prevention Program (CPDPP) is continuing to ask all California residents - 60 percent of whom own citrus trees - to protect California citrus and their backyard citrus trees by searching for signs of HLB and the pest that can carry and spread HLB, the Asian citrus psyllid. In California, citrus is part of our

lives every day. But what if it all just disappeared? It’s a critical time to protect our citrus heritage. Both the pest and disease have been found in Southern California. Learn more from www.CaliforniaCitrusThreat.org.



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 a 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.

COMMUNITY SERVICES

Movies in the Park on Friday, August 2nd - Lego Movie 2

The Movies in the Park series continues on Friday, August 2nd at **Placentia Champions Sports Complex, 505 N. Jefferson Street** with *Lego Movie 2*. Movies in the Park will be held every Friday this summer through August 16th. Movies begin at dusk. Please arrive early for the best seats. Limited snack options will be offered for a nominal fee. Moviegoers are encouraged to bring a picnic dinner. For more information, please call the Placentia Community Services Department at (714) 993-8232 or visit us at www.placentia.org/movies.



Concerts in the Park

The Concerts in the Park series continues tonight, Thursday, August 1st featuring Mark Easterday, Country Music Cover singer. Concerts begin at 6:30 p.m. at Tri City Park, 2301 N. Kraemer Blvd. A variety of refreshments and light dinner options will be available from local food trucks. Beer and wine will be available for sale by the Placentia Community Foundation. In addition, tickets will be sold for opportunity drawings to benefit the C.A.P.E.S. Program (Cultural Arts Projects for Every Student). Inclement weather will cancel the event. For more information, please contact the Community Services Department at (714) 993-8232 or visit www.placentia.org/concerts for a list of future performers.



Senior Center OC Fair Excursion

The Placentia Senior Center was invited by Mayor Shader to join her at the Flag Raising Ceremony to represent the City of Placentia at the Orange County Fair on Thursday, July 25th. A total of 14 seniors attended in representation of the City alongside Mayor Shader and City Administrator, Arrula. After the ceremony, the Seniors enjoyed visiting the exhibits, the craft area, the fair games and trying delicious new food. For more information on events and excursions at the Placentia Senior Center, please call (714) 986-2332.





COMMUNITY SERVICES

Teen Center Now Open!

The City of Placentia is excited to offer the Placentia Teen Center this summer at Kraemer Memorial Park - 116 N. Walnut Avenue. Improvements were made possible through grant funding provided by the North Orange County Public Safety Task Force and through a partnership with the Placentia Community Foundation. The grant funding provided a number of upgrades including: new furnishings, a variety of exciting technology, and instructional classes to include, art, music, and cooking. For participants who are interested in computer design, Mac computers and 3D printers will be available. All teens are welcome. Summer hours are Monday-Thursday 12:00 p.m. - 6:00 p.m. For more information, please contact the Placentia Community Services Department at (714) 993-8232 or visit www.placentia.org.

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 nonprofit displays. The event will also feature the 33rd Annual Heritage Festival Car Show.

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

Concert in the Park Pack Walk

On Thursday, July 25th, Mayor Rhonda Shader and Dog Trainer George Kittridge were joined by fellow dog lovers for a special Pack Walk at the Concert in the Park event. The walk began at 6:00 p.m. and those in attendance walked around the lake as they enjoyed musical entertainment provided by Scot Bruce, an Elvis Tribute. The City extends a sincere thank you to Mayor Shader and Mr. Kittridge for leading this fun event. For more information on the Concerts in the Park, contact the Community Services Department at (714) 993-8232.



Backpack Drive and Distribution

The Neighborhood Services Office is currently accepting donations of school supplies until Wednesday, August 21st in preparation for the annual Backpack Distribution. All donations will be accepted at the Whitten Community Center, 900 S. Melrose Street, Monday through Friday from 8:30 a.m. to 5:30 p.m. Students who live in Placentia or attend the Placentia-Yorba Linda School District can register to receive a new backpack filled with notebooks, pencils, crayons, and other school supplies. For more information, please contact the Neighborhood Services office at (714) 986-2333.



COMMUNITY SERVICES

Request for Proposals for Navigation Center/Emergency Shelter Operator Now Available

The City of Placentia is issuing a Request for Proposal (RFP) for a year-round Navigation Center/Emergency Center Operator. Please [click here](#) to obtain the full RFP and Notice of Inviting Proposals. Proposers are encouraged to check the website frequently for addendums before submitting a final proposal. Sealed proposals must be submitted to the City Clerk's Office at 401 E. Chapman Ave., Placentia, CA 92870. **Proposals will be received until 3:00 p.m., August 8, 2019.** Proposals will not be opened at that time, but will be submitted to the Community Services Department for verification and compliance with specification and subsequent recommendations to City Council for award of contract. For more information on the proposal process, please contact the Community Services Department at (714) 993-8232.

DEVELOPMENT SERVICES

We are excited to announce that Starbucks is officially open for business in the City of Placentia. The new location is at the former "El Torito" restaurant building located at the Village Plaza shopping center at the southeast corner of Yorba Linda Boulevard and Kraemer Boulevard. Their new address is 1404 N. Kraemer Boulevard. On Wednesday evening, the entire City Council, City Administrator Arrula and City Staff attended a "Family and Friends" event at the new Starbucks to commemorate their opening. A large grand opening event will be held late August.



The Starbucks is one of three new fast casual restaurants, which also includes Chipotle and PizzaRev.

The new building is enhanced by incorporating a Spanish style architecture which feature clay tile, smooth stucco finishes, and decorative metal-work along each of the building's facades. The building will facilitate a strong pedestrian connection between the public right-of-way and the proposed pad building. These pedestrian areas are enhanced with decorative paving that provide a continuous border around the building. Seating areas are enhanced with decorative fencing/walls, metal shade structures, decorative landscaping, and a decorative water feature within the main patio area. This new building is intended to serve as the first phase of a two-phase plan to revitalize the rest of the Village Plaza shopping center. Construction for the second phase, is expected to begin soon.





DEVELOPMENT SERVICES

Rich Heritage, Bright Future: The Placentia General Plan Update

The City of Placentia is excited to announce that after a long, collaborative effort, the draft of the Placentia General Plan Update has been completed. This document, titled Rich Heritage, Bright Future: The Placentia General Plan, is a document that serves as a long-term blueprint for the community's vision of future growth. Goals and policies set forth in the document will set the framework needed to shape the City for the next 20-30 years. There are eleven elements in the document which include: Introduction, Land Use, Mobility, Housing, Conservation, Open Space, Safety, Noise, Economic Development, Health, Wellness and Economic Justice, and Sustainability. Each element examines the current state of the City and sets goals and policies that will help guide development and shape the direction our great City takes in the coming decades.

The City would like to thank the Placentia residents who have donated their time and offered input by attending public meetings and to those who serve on the various committees and commissions that reviewed the General Plan. The next step of the General Plan Update process is completing the circulation of the Environmental Impact Report, which is available for review [here](#) and can be viewed at City Hall. The 45-day public comment period regarding the Draft Environment Impact Report (EIR) continues through August 26, 2019. The City will await further comments from reviewing agencies, and ultimately hold a public meeting for the anticipated adoption of Rich Heritage, Bright Future: The Placentia General Plan.

The City is looking forward to the adoption of the General Plan, which is tentatively scheduled for City Council consideration in Fall 2019. If you would like any further information, we invite you to visit the website www.placentia.org/generalplan, call Development Services at (714) 993-8124, or stop by City Hall.





POLICE DEPARTMENT

Placentia Police Department Receives “Guardian of the Week” Award

On Tuesday, July 30th, the Placentia Police Department was honored by 5.11 Tactical for being the first recipients of the “Guardian Of The Week” program. This program is a new initiative where 5.11 can recognize the efforts and service of law enforcement, Fire, EMS, and first-responders from all over. The Police Department recently ran in the Special Olympics Law Enforcement Torch Run, where they and 3,500 other Southern California officers championed for those with special needs. Along the way, Placentia PD stopped by special needs schools, passing out 5.11 swag to children at each stop. These extra efforts by our personnel to engage with our community, especially with children, is what really resonated with 5.11 staff as they participated in the run with us.



Placentia Police Department’s CERT Community Outreach Initiative

Last week, the Police Department’s Emergency Services Division kicked off the #ReadyPlacentia Neighborhood CERT Initiative (Community Emergency Response Team). Collaborating with the Woodfield Homeowners Association, the Emergency Services Division attended the community’s neighborhood event to connect neighbors with each other to proactively prepare the community for various emergencies and disasters.

The #ReadyPlacentia CERT Neighborhood Initiative is a city-wide campaign developed to connect 2,000 members of the Placentia community to the CERT program and enhance disaster preparedness throughout the City. By connecting members of the community, the City is striving to develop a culture of preparedness within individual communities and enhance the overall resistance and resilience of our community.



To start the collaboration, the Woodfield community reached out to the Emergency Services Division to bring CERT information to the neighborhood and grow the program within their homeowner’s association.

If you would like to bring the #ReadyPlacentia Neighborhood CERT Initiative to your community, please contact Steven Torrence with the Placentia Police Department’s Emergency Services Division Storrence@placentia.org or (714) 993-8176.



PUBLIC WORKS

Streetlight Pole Replacement Project

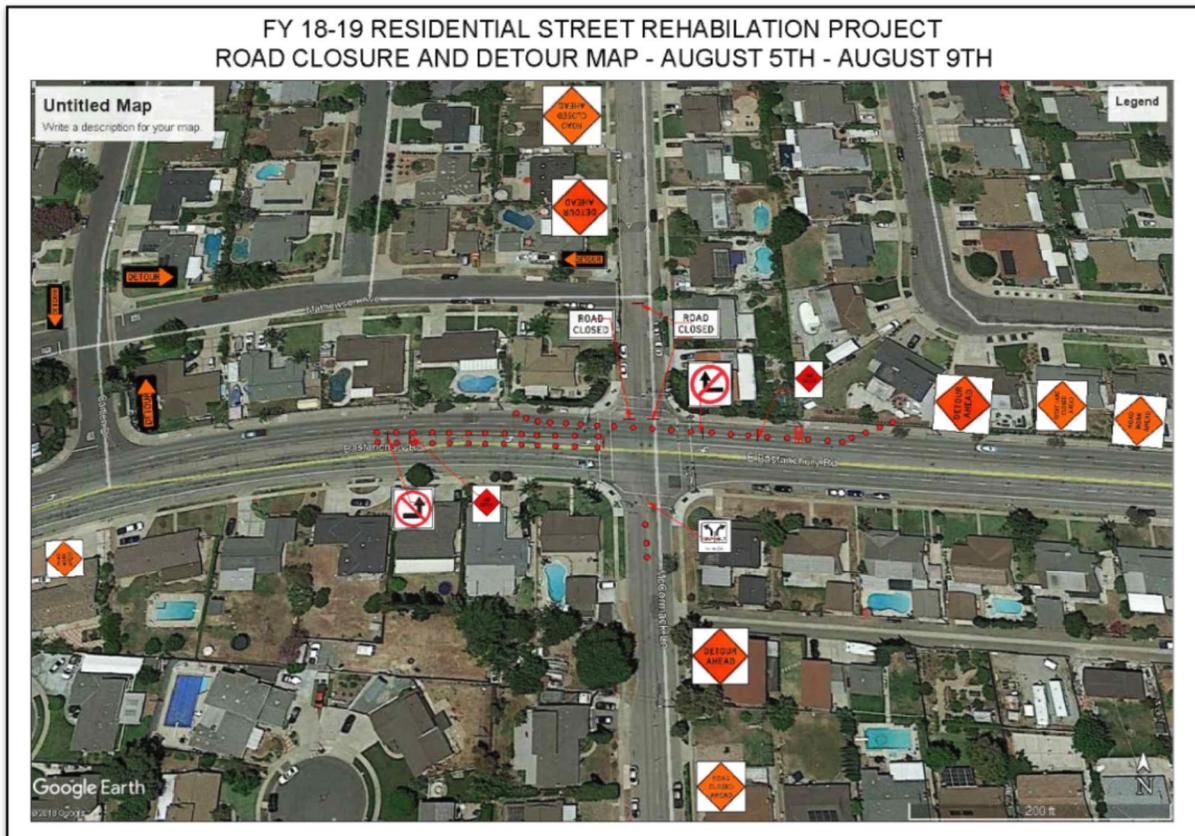
Southern California Edison (SCE) work crews and approved contractors are replacing old steel streetlights with new concrete poles and light fixtures in several neighborhoods throughout the City. A total of 571 steel poles are scheduled for upgrade beginning at the end of July/early August.

Although SCE does not anticipate power loss as a result of its work, it will be notifying impacted residents and business owners in advance of work commencing in their area. New pole locations will be designated by an "S/L" marking on the curb. If you have any questions regarding this project, please call SCE's representative at (714) 796-9869.



Upcoming City Street Closure

Beginning August 5th through August 9th, McCormack Lane between Bastanchury Road and Mathewson Avenue (1 block north of Bastanchury) will be closed for residential street improvements. The work will consist of removing and replacing two (2) ADA ramps including the concrete spandrel and cross gutter at Bastanchury Road. The concrete spandrel requires several days for curing before traffic loads can be placed on it. The westbound #2 (curb) lane on Bastanchury will also be closed at this intersection during that time. Detours will be in place while this work is taking place. Please utilize Cartlen Drive, Spahn Lane, or Golden Avenue as alternate routes through these dates (see map below).





PUBLIC WORKS

(Cont'd) Upcoming City Street Closure

This closure is part of the Fiscal Year 2018-19 Residential Street Rehabilitation Project. This project will repave approximately 198,000 square feet of residential streets as well as remove and replace broken concrete sidewalk panels, curbs and gutters as well as reconstruct the existing ADA curb ramps to ensure they are fully compliant with current ADA standards. The condition of the pavement on these streets is among the worst in the City and each street will be repaved with new rubberized asphalt. The project is funded almost entirely with SB1 Gas Tax revenues that California voters decided not to repeal last November. Work on this project began on July 8th and is estimated to be completed by mid-September 2019. Click [here](#) to view the project map.

For more information about the City's current capital improvement projects, please click [here](#). We appreciate your patience and cooperation through this inconvenience as we set out to improve your streets.

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary

Friends of Placentia Gala Invitation

CERT Fall 2019 Class



PLACENTIA LIBRARY DISTRICT

WEEKLY SUMMARY – August 2-8, 2019

LIBRARY CLOSURE AND GRAND RE-OPENING

BLACK TIES & TALES GALA – **SOLD OUT!**

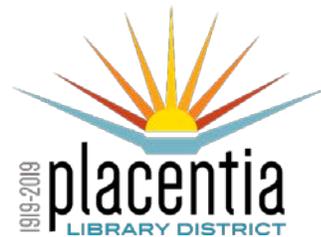
To celebrate 100 years at the Placentia Library District, the Placentia Library Friends Foundation will be hosting the Black Ties & Tales Gala at the Richard Nixon Library on Friday, August 9th. Please share with your friends, family, and colleagues and we hope to see you at this beautiful, Gatsby-inspired evening event! Contact Alyssa Stolze at (714) 528-1906, ext. 200, or astolze@placentialibrary.org for info.

LIBRARY RENOVATION CLOSURE

Friday, August 2 – Friday, September 13

LIBRARY GRAND RE-OPENING & CENTENNIAL RIBBON-CUTTING CEREMONY

Saturday, September 14, 10:00 a.m. – 1:00 p.m.



ADULT & LITERACY SERVICES

All Adult & Literacy Services programs are on break. Programs will resume after the library's grand re-opening Saturday, September 14!

TEEN SERVICES

PTAC – PLACENTIA TEEN ADVISORY COUNCIL

August meeting: Thursday, August 15, 6:00 – 7:30 p.m.
City of Placentia, City Community Room

CHILDREN'S SERVICES

All Children's Services programs and storytimes are on break. Programs will resume after the library's grand re-opening Saturday, September 14!

LIBRARY RENOVATION UPDATE

SNEAK PEEK

Here are a few pictures showing our library renovation progress! See you Saturday, September 14, 10 a.m. – 1 p.m.!



PLACENTIA LIBRARY DISTRICT AND
PLACENTIA LIBRARY FRIENDS FOUNDATION
CORDIALLY INVITE YOU TO THE



BLACK TIES & TALES GALA



BUILDING INSPIRATION, IMAGINATION AND
INNOVATION FOR THE NEXT 100 YEARS

AUGUST

9

6:00 PM

● DINNER ● DANCING ● AUCTIONS

Richard Nixon Library & Museum
18001 Yorba Linda Blvd,
Yorba Linda, CA 92886

\$125.00 PER PERSON
TO PURCHASE TICKETS, PLEASE VISIT
WWW.PLACENTIALIBRARYFRIENDS.COM
OR CALL (714) 528-1906 X 200
DRESS CODE: GATSBY FORMAL ATTIRE



COMMUNITY EMERGENCY RESPONSE TEAM

Disaster Preparedness Course



PREPARE NOW

LEARN HOW

Fall 2019 Course Schedule

<u>Class 1</u>	Friday 10/18/2019 6:30 – 10:00 p.m.	Placentia City Hall Council Chambers and EOC 401 E. Chapman Placentia, CA 92870
<u>Class 2</u>	Saturday 10/19/2019 9:00 – 4:00 p.m.	Placentia City Hall Council Chambers and EOC 401 E. Chapman Placentia, CA 92870
<u>Class 3</u>	Friday 10/25/2019 6:30 – 10:00 p.m.	Placentia City Hall Council Chambers and EOC 401 E. Chapman Placentia, CA 92870
<u>Class 4</u>	Saturday 10/26/2019 9:00 – 2:00 p.m.	Placentia City Yard 2999 La Jolla Ave Anaheim, CA 92821

Contact Information
 Placentia Police Department
 Steven Torrence
 (714) 993-8176
 Storrence@Placentia.org

OR
 Sign-up at
www.Placentia.org/CERT



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.