

City Administrator's Weekly Briefing

From: *Damien R. Arrula*

October 12, 2023



"Rich Heritage, Bright Future"

ADMINISTRATION DEPARTMENT

City Partners with PYLUSD for Fentanyl Awareness Campaign

In an effort to address the growing concern of fentanyl-related incidents in our community, the City, the Placentia-Yorba Linda Unified School District, the Placentia Police Department, and Lynch EMS are partnering together to launch a comprehensive Fentanyl Awareness Campaign. This partnership aims to educate parents/guardians and students about the dangers of fentanyl, encourage prevention, and enhance the safety and well-being of our community.

Fentanyl, a synthetic opioid, is causing a rising epidemic across the United States, and Placentia is not immune to this crisis. This drug is responsible for a significant number of overdose deaths, and it is often found in illicit drugs, making it a particularly dangerous threat. The collaborative effort between the City and our School District is an essential step in addressing this crisis.

Placentia Police Department School Resource Officers will give presentations during student assemblies at all Placentia high schools and middle schools with the goal of educating students on the dangers of drug use and the fatal effects of fentanyl. Partnering with the school district, the Police Department will also hold community meetings for parents and guardians to learn more about the dangers of drug use and fentanyl and what to look out for. These meetings will provide essential information about recognizing fentanyl-related activities, offering advice on personal safety, and explaining the legal consequences of fentanyl-related offenses.

Lynch EMS will also be assisting with onsite school training for teachers and staff on administering NARCAN to students in the event of a suspected fentanyl overdose.

Additional information on these efforts will be forthcoming by the City and the School District.

Resident Vehicle Rebate Program

Placentia residents purchasing or leasing a new vehicle from Fairway Ford or Audi North OC are eligible to receive a \$500 rebate with proof of residency. Vehicle price must exceed \$25,000 or more to qualify. Visit the following participating dealerships for more information on this program:

- Fairway Ford - 1350 E. Yorba Linda Blvd., Placentia, CA 92870 (714) 579-3800
- Audi North OC - 1275 E. Yorba Linda Blvd., Placentia, CA 92870 (657) 452-6940

The Resident Vehicle Rebate Program will expire on April 30, 2025.



Upcoming Meetings and Events

10/14/23	Heritage Festival
10/17/23	City Council Meeting
10/18/23	Blue Ribbon Committee
11/7/23	City Council Meeting
11/9/23	Veterans Day Observed—City Facilities Closed

Get the iPlacentia App:



Follow us on Social Media:



For additional

information or

questions about this

Weekly Briefing, please email:

CAWeekly@placentia.org



FIRE AND LIFE SAFETY DEPARTMENT

Fire Prevention Week

On Monday, October 9th, the Placentia Fire and Life Safety Department was happy to kick off Fire Prevention Week with Storytime at the Library. Engine 1 visited the Library to read stories and demonstrate some of the equipment used to keep our Firefighters safe during a fire. After the demonstration, we invited the participants to sit in the Engine and explore the tools we keep on the rig.

This year, the theme of Fire Prevention Week is “Cooking Safety Starts with YOU.” Tips to stay safe include: Keeping your cooking areas clean and clear; Having a “kid-free zone” at least three feet away from heat and flames; Checking your gas lines for leaks before you start a BBQ grill.

Remember, if you have any doubt, get OUT and call 911. To learn more about Cooking Safety, visit our booth at the Heritage Festival this Saturday and meet our Placentia Fire and Life Safety Department. [Click here](#) to watch a cooking safety PSA from our Fire Marshal.



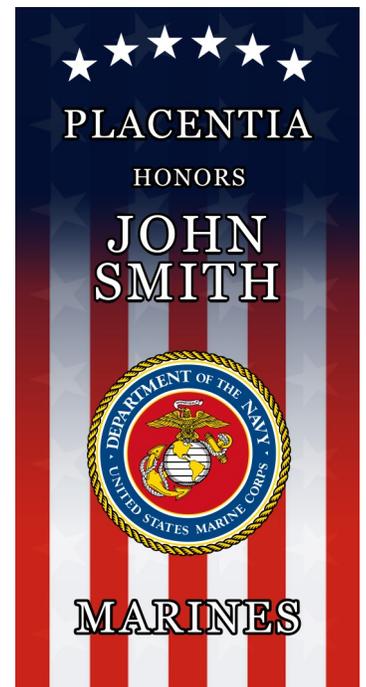
POLICE DEPARTMENT

Military Banner Recognition Program

The Placentia Military Banner Recognition Program is accepting applications for the 2023 installation through October 21st. The program, known as Placentia "Hometown Heroes," honors and recognizes Placentia residents currently serving as active-duty or honorably discharged veterans in the United States Armed Forces. Branches of service include Air Force, Army, Coast Guard, Marines, National Guard, Navy, and Space Force. Honorees must have a current place of residence in Placentia or have an immediate family member (parent, spouse, son, daughter, grandparents) residing in Placentia.

The banner will be installed along Kraemer Boulevard and Yorba Linda Boulevard based on the City's discretion and will remain on display for two years. The City will not be responsible for replacing banners that are stolen, damaged, or destroyed due to sun, weather, vandalism, or any act of nature beyond our control, such as high winds. Upon the end of the display period, the banner will be given to the person named on the banner application.

The banners to be ordered and installed during the month of November. The cost to display each customized banner is \$260, and each service person is allowed one banner. Applications can be submitted to the Placentia Police Department. If you have questions, please contact Senior Administrative Assistant Julie Dupuy at (714) 993-8211 or jdupuy@placentia.org.





POLICE DEPARTMENT

Halloween Trunk or Treat

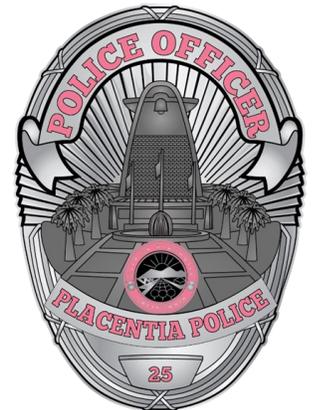
The Police Department is excited to invite all children 12 and under, accompanied by an adult, to our Trunk or Treat event on Thursday, October 26th, from 3:30 pm—6:00 pm in the Civic Center Courtyard in front of the Police Station. Wear your costume and be prepared for candy, tricks, and treats! Placentia Fire and Life Safety, Placentia Public Safety Communications (Dispatch), and Community Services will all be joining us for this haunting spooktacular! Don't miss out, it'll be a scream!



Breast Cancer Awareness Patches

The Placentia Police Department is proud to support breast cancer awareness by helping raise funds for cancer research. We are pleased to offer our official uniform shoulder patch with pink highlights and the breast cancer awareness ribbon, as well as a key chain with a smaller version of the badge, as collector's pieces to show solidarity with cancer survivors and those fighting this horrible disease.

In affiliation with the Pink Patch Project, all proceeds from this program will be donated to the non-profit organization Susan G. Komen of Orange County to support their efforts to save lives by meeting the most critical needs in our communities and investing in breakthrough research to prevent and cure breast cancer.



The pink patches and key chains are available for sale at the front counter of the Placentia Police Department during regular business hours for \$5 and \$10, respectively.

National Prescription Drug Take Back Day

The Placentia Police Department is pleased to be participating in the National Prescription Drug Take Back Day on Saturday, October 28th. This is a drive thru event in the parking lot of the Civic Center between the hours of 10:00 am and 2:00 pm. The DEA and its partners will collect tablets, capsules, patches, and other solid forms of prescription drugs. Drug Take Back Day offers free and anonymous disposal of unneeded medications. Collection sites will not accept syringes, sharps, and illicit drugs. Liquid products, such as cough syrup, should remain sealed in their original container. The cap must be tightly sealed to prevent leakage.

Unused prescription drugs thrown in the trash can be retrieved and abused or illegally sold. Unused drugs that are flushed contaminate the water supply. Take-back programs are the best way to dispose of old drugs. If you cannot make it to the Drug Take Back event, below are some tips on how to safely dispose of prescription medications.

- Take the meds out of their bottles;
- Crush and mix them with something unappealing like used cat litter or coffee grounds;
- Seal them in a bag or disposable container and throw that away.

For more information about prescription drug abuse, go to www.dea.gov or to find year round drug disposal sites near Placentia, [click here](#).





COMMUNITY SERVICES DEPARTMENT

2023 Heritage Festival

The 58th Annual Placentia Heritage Festival will take place this **Saturday, October 14th** and kicks off with a pancake breakfast hosted by the Placentia Rotary Club in the parking lot of Parkview School at 2189 N. Kraemer Boulevard, at 6:30 am. The event will also feature a car show, parade, band review competition, live music, family-fun games, crafts, local vendors, food, beer, a business expo, and military appreciation! The City encourages all residents and community groups to come and enjoy the parade and Festival. The band review competition will begin at 9:15 am and the parade steps off at 9:30 am traveling north from the intersection of Kraemer Boulevard and Bastanchury Road, concluding at Tri-City Park. The parade will also feature the Honor Convoy, a community participation event, with local residents driving their cars in the parade and escorting our Veterans and Active Duty down the parade route. For more information about the event, please contact the Community Services Department or visit www.placentia.org/heritage.



DEVELOPMENT SERVICES DEPARTMENT

Cenza Enters Final Phase of Construction

West Crowther Avenue's Cenza development, located at 501 W. Crowther Avenue, is nearing completion, with the final interior touches being applied to its 418 residences and a ribbon-cutting ceremony slated for November of this year. When completed, the five-story luxury apartment complex will feature 418 units, high-end training facilities, gourmet kitchens, and well-appointed courtyards with resort amenities such as a pool and jacuzzi, firepits, barbecue grills, and dedicated dog-walking areas. Cenza is the City's second development within the Transit Oriented Development (TOD) Packing Housing District.



JPI Development obtained building permits in March 2021. The company has completed the construction of the building's five stories of residences and a seven-level parking structure to serve building residents and retail visitors. Phase 1 of the apartments was granted certification of occupancy this summer, with residents moving in shortly after.



In addition to luxury apartments, the mixed-use development will feature approximately 10,500 square feet of retail/commercial space on the ground floor, accessible from West Crowther Avenue. West Crowther Avenue is also wrapping up construction of several notable streetscape improvements, including new bike lanes, widened sidewalks, new street lighting, and a landscaped median. This vibrant and modern new rental community is slated to complete construction by this summer. For more information on Cenza and other projects in the City, contact the Planning Division at (714) 993-8124.

EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary



WEEKLY SUMMARY

OCTOBER 13-19, 2023

DÍA DE LOS MUERTOS COMMUNITY ALTAR

October 16 – November 2, 2023

Placentia Library Lobby

16 de octubre-24 de noviembre, 2023

Vestibulo de la biblioteca de Placentia

Leave a 4x6" photo or decorate a paper butterfly to share memory in honor of your loved ones.



Day of the Dead is a festive, commemorative holiday that celebrates life and the loved ones who have departed. The Placentia community is invited to engage with our community altar. You are welcome to leave a photo (limited to a 4x6 or smaller image) or decorate your own paper butterfly to share a memory in honor of your loved ones. Photos are required to be picked up by Sunday, November 5.

El Día de los Muertos es una festividad conmemorativa que celebra la vida y los seres queridos que han fallecido. La comunidad de Placentia está invitada a participar en nuestro altar de muertos comunitario. Le invitamos a dejar una foto (limitada a una imagen de 4x6 o más pequeña) o decorar su propia mariposa de papel para compartir un recuerdo en honor a sus seres queridos. Se requiere que las fotos se recojan antes del domingo 5 de noviembre.

Location: 411 E. Chapman Ave. 92870 Placentia, CA. **Contact:** (714) 528-1906
Upcoming Date: Monday, October 16, 2023 - 12:00am to Thursday, November 2, 2023 - 11:45pm

CHILDREN'S PROGRAMS

STORYTIMES

Our storytimes are held in the Virginia and Norman Haussman Storytime Alcove. Visit www.placentialibrary.org for more info and our program schedule!

LUNA, LUNA! BILINGUAL PAJAMA STORYTIME

Wednesday, October 18 @6:30 PM/
Miércoles, Octubre 18 @6:30 PM

MORNING MEET UPS

Mondays, 10:00 AM – 12:00 PM
This Week: October 16
Crossroads Corner



STEAM LABS

Third Tuesday of the Month, 3:30 PM
This Week: October 17

Placentia Library Community Meeting Room
Educational and fun! Children are invited to explore the beauty and practicality of STEAM-related topics through engaging hands-on activities! Space is limited. Open to children 7-12.



Read 5 books or 300 minutes and earn a free hamburger or cheeseburger at In-N-Out.

Award cards are available at the Information Desk, while supplies last. From October 7- November 18, ages 4-12.

Ask the librarian for details.



Looking for a book or library item?
Search our online catalog at
www.placentialibrary.org

HISPANIC HERITAGE MONTH

Celebrate Hispanic Heritage Month! Log your reading and activities to earn badges throughout the challenge.

Event Date: September 15- October 15



PUMPKIN BOOK CHARACTER DECORATING CONTEST

Get ready for Halloween by showing off your favorite book character, in pumpkin form! This fun-filled contest is open to all ages! Decorate a pumpkin with non-perishable items to resemble your favorite book character for a chance to win exciting prizes!

October 21-22: Pumpkin Drop-Off*

October 23-26: Online Voting

October 27-29: Pumpkin Pick-Up

**All entries must be submitted by 5 p.m. on October 22.*

Entries must not be carved in any way to prevent rotting while on display. Visit our website for entry rules and details.

ADULT, TEEN, AND LITERACY



PLACENTIA TEEN ADVISORY COUNCIL – PTAC

First and Third Thursday of Each Month, 6:00 – 7:30 PM

This Week: October 19

Placentia Library Community Meeting Room

The 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.

LITERACY Teach an adult to read. Become a Volunteer Adult Literacy Tutor. **Get started at www.placentialibrary.org/literacy.**

EBOOKS & ONLINE LEARNING

Did you know your Placentia library card provides you free access to some of the best digital resources, apps, and research websites available today? **Learn more and get started at www.placentialibrary.org!**

BRAINFUSE HELP NOW

¡Prepárate a tener éxito en este año escolar! Ofreciendo apoyo personalizado la Tutoría En Línea de Brainfuse te podría ayudar a dominar las materias difíciles y mejorar tus calificaciones. Los tutores de Brainfuse te ayudarán a repasar temas de matemáticas, dominar conceptos difíciles de ciencia y mejorar tus habilidades de redacción para que tengas éxito.

Get ready to succeed this school year! With Brainfuse Online Tutoring, you can conquer tough subjects and boost grades with personalized support. Whether it's brushing up on math, conquering tricky science concepts, or improving your writing skills, Brainfuse tutors are here to help you succeed.

Fall library newsletter and calendar:
www.placentialibrary.org/newsletter



Welcome to our all-ages makerspace! Work on a craft project, play with Legos, learn to stitch with a sewing project, create and print your own stickers on our Cricut machine, and more. So stop by and enjoy new activities each week! **For more information and open hours, visit www.placentialibrary.org/makerspace.**

PLACENTIA LIBRARY DISTRICT

411 E. Chapman Ave., Placentia CA 92870

Phone: (714) 528-1906. Email: information@placentialibrary.org

Follow us on
social media!

 @placentialib

 Placentia Library