

# City Administrator's Weekly Briefing

From: *Damien R. Arrula*

September 26, 2024



“Rich Heritage, Bright Future”

## ADMINISTRATION DEPARTMENT

### Free COVID-19 Test Kits

All households and persons are now able to order free COVID-19 test kits from the federal government to be delivered to their homes. The program, offered through the Department of Health and Human Services (HHS), will offer up to four nasal swab test per U.S. household at [www.COVIDTest.gov](http://www.COVIDTest.gov). HHS is reopening the program at a time of year when cases of COVID-19 and other respiratory illnesses are expected to make their yearly surges. The test will detect current virus strains and will be available through the end of the year. Once ordered, the at-home test will be shipped to homes at no cost. The at-home test provides results within 30 minutes or less and can be administered to vaccinated and unvaccinated people. Though positive results are accurate, the HHS warns that negative results don't necessarily rule out a COVID-19 infection. The U.S. Food and Drug Administration recommends two negative antigen tests for people with symptoms or three antigen tests for people without symptoms, each performed 48 hours apart.

### Old Town LIVE! Autumn Series—Tonight Featuring Groovis Maximus



Join us tonight for some soul and funk with Groovis Maximus! The City of Placentia, in partnership with the Placita Santa Fe Merchants Association and the Placentia Chamber of Commerce, is hosting this exciting six-week live music series. The event takes place on Thursday evenings from 6:00 p.m. to 8:00 p.m. through October 17th. Come by the 100 Block of Santa Fe Avenue to enjoy a variety of music genres. The second half of our series will feature Zavala Jazz & Soul Posse, Darden, and One Last Shot. We hope to see you there!

### 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.

Get the iPlacentia App:



Follow us on Social Media:



#### Upcoming Meetings and Events

- 9/26/24 Old Town LIVE! - Groovis Maximus
- 10/1/24 City Council Meeting
- 10/3/24 Old Town LIVE! - Zavala Jazz & Soul Posse
- 10/7/24 Veterans Advisory Committee
- 10/8/24 Planning Commission

For additional information or

questions about this

Weekly Briefing, please email:

[CAWeekly@placentia.org](mailto:CAWeekly@placentia.org)



## ADMINISTRATION DEPARTMENT

### Social Media Corner

Are you following the City on social media? The City encourages you to follow us on our social media platforms to enhance communication and inform the community about the latest happenings, news, events, public safety alerts, and more. The City is active on Facebook, X, LinkedIn, YouTube, and Instagram, offering a variety of channels to stay engaged with your city. Recent Instagram videos include:

- [Placentia Welcomes Crafted Cone](#)
- [Military Banner Recognition Program Video](#)
- And many more!

Click the following links to follow us on [Instagram](#), [X](#), [Facebook](#), [YouTube](#), and [LinkedIn](#).

### Apply for City Committees

Get involved in your community! The City is currently accepting applications for the following City Committees and Commissions: **Financial Audit Oversight Committee and Streetscape and Transportation Commission**. The Financial Audit Oversight Committee Serves as an advisory body to the City Council, primarily overseeing internal audits. The responsibilities include issuing a Request for Proposals (RFP) for qualified audit firms, interviewing candidates, negotiating costs, and recommending a firm for selection. The committee also helps set goals for the annual audit plan and submits written and verbal audit reports to the City Council. The Streetscape and Transportation Advisory Commission advises the City Council on traffic safety, active transportation programs, and transportation management, including parking, speed humps, and vehicle, bicycle, and pedestrian regulations per Title 13 of the Placentia Municipal Code. It also oversees public tree management, including removal and planting in public spaces, and reviews appeals of tree removal decisions. For more information and to apply, [click here](#).



## FIRE AND LIFE SAFETY DEPARTMENT

**THE FIRE AND LIFE SAFETY DEPARTMENT INVITES YOU TO AN**  
**Open House!**

**WHAT:**  
To kick off Fire Prevention Week, join us at Fire Station 1 or 2 for our first-ever Open House! We'll have tours of the Station, demonstrations, and fun for the whole family!

**WHEN:**  
Saturday, October 5th  
10:00 a.m. - 1:00 p.m.

**WHERE:**  
Placentia Fire Station 1 - 110 S. Bradford Ave  
Placentia Fire Station 2 - 1530 Valencia Ave

**FOR MORE INFORMATION:**  
EMAIL [FIRE@PLACENTIA.ORG](mailto:FIRE@PLACENTIA.ORG) OR  
CALL (714) 993-8135

The logo of the Placentia Fire Department, featuring a shield with a fire hydrant, a fire truck, and the text 'PLACENTIA FIRE DEPARTMENT'.

### Fire and Life Safety Department Open House!

Join Placentia Fire and Life Safety as we kick off Fire Prevention Week with our first ever Open House!

The community is invited out to visit our Fire Station's on Saturday, October 5th from 10:00 a.m. to 1:00 p.m. to learn more about this year's theme: "Smoke Alarms: Make Them WORK For You."

Meet your Placentia Firefighters at both of our Stations, ask questions, tour the Stations, and see the equipment and apparatus that we use when we respond to calls.

**Station 1:** 110 S. Bradford Avenue

**Station 2:** 1530 Valencia Avenue

For more information, email [fire@placentia.org](mailto:fire@placentia.org). We hope to see you there!



## COMMUNITY SERVICES DEPARTMENT

### 2024 Heritage Festival and Parade



The 59th Annual Placentia Heritage Festival will take place on Saturday, October 19th, and includes a car show, parade, 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 enter the parade and showcase their group/neighborhood. Gather with friends, family, and neighbors, and get creative! Enter your own float or walking group or ride your bikes down the parade route! All are invited to showcase your community pride! Lastly, if you want to participate

in the event as a vendor at the festival or be in the Car Show, call (714) 993-8232 or visit [www.placentia.org/heritage](http://www.placentia.org/heritage).

### Thanksgiving Basket Drive

The Neighborhood Services Office will be holding a Thanksgiving Basket Drive on Wednesday, November 20th from 9:00 a.m. to 5:00 p.m. The donated baskets will be given to families in need in Placentia at the annual Thanksgiving Food Distribution Event. Donations can be dropped off at the Whitten Community Center. For more information on programming, please contact the Neighborhood Services Office at (714) 986-2333.

## POLICE DEPARTMENT

### Pink Patch Project

The Police Department is proud to support breast cancer awareness by helping raise funds for cancer research. We are now offering 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, with 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 for \$5 and \$10, respectively.



### 2024 Military Banner Recognition Program

The Placentia Military Banner Recognition program is now accepting applications for the 2024 installation. The program honors and recognizes Placentia residents currently serving as active-duty or honorably discharged veterans in the United States Armed Forces. 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. Upon the end of the display period, the banner will be given to the person named on the banner application. Applications are currently being accepted through October 21st, allowing time for 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 are available online at [www.placentia.org/militarybanner](http://www.placentia.org/militarybanner), and can be submitted to the Placentia Police Department. For questions, contact (714) 993-8179 or [kkraehling@placentia.org](mailto:kkraehling@placentia.org).



## DEVELOPMENT SERVICES DEPARTMENT

### Stereo Brewing Named Best Craft Brewery of 2024 in Orange County

The City of Placentia is proud to announce that Stereo Brewing has been announced the best craft brewery in Orange County in the Orange County Register's "Best of Orange County 2024" list. Stereo Brewing was founded in 2016 by Rick and Amanda Smets as a dual concept taproom and beer production facility. The company is known for their innovative approach to beer, which often includes beers in international styles and with flavors not commonly seen in the region.



From its location at a commercial manufacturing space at 950 Via Rodeo, Stereo Brewing has not only been able to become a fixture of the local craft beer scene, but has partnered with breweries across the country and abroad. In its eight years of operation, Stereo has received numerous awards and recognition for its beers, including several awards from the Great American Beer Festival (GABF). Last month, Stereo Brewing concluded a "Summer Tour '24", consisting of a launch of unique beers inspired by locations across the globe as diverse as Santiago Canyon, Mexico City, and Hawaii.

Stereo has carved a niche in the Placentia community as a regular gathering place for events such as live music, food trucks, trivia, and fundraisers. Future plans for Stereo include the construction and operation of a dedicated outdoor patio for the onsite consumption of beer and wine.

The full list of best craft breweries can be found [here](#). For information on other businesses and general development in Placentia, please contact the Development Services Department at (714) 993-8124.

### Placentia Pursues Prohousing Designation

The City of Placentia is excited to announce that our application to become a Prohousing Designated City will be formally submitted to the California Department of Housing and Community Development (HCD). In the coming months, HCD will review the application and issue a determination. The application requirements include insight into the following areas: formal resolutions or policy adoption, policy completion schedule, a proposed project scoring sheet, and examples of the City's prohousing policies with enhancement factors. Once approved, Placentia would join other nearby designated cities like Brea, Rancho Cucamonga, and Santa Monica. The purpose of the Prohousing Designation Program (PDP) is to increase the availability of housing statewide, promote the quality of life of all, and to end homelessness. With the designation, Placentia will receive additional support, grants, incentives, and accountability measures to help ensure that we are doing our part in making meaningful progress in the State's affordable housing goals. Some of the grants the City would become eligible for include: Transformative Climate Communities (TCC), Solutions for Congested Corridors, Local Partnership Program, and the Transit and Intercity Rail Capital Program (TIRCP). To learn more about Placentia's Prohousing Designation, you may follow [this link](#) to our Prohousing webpage. Additionally, to inform the community and discuss the City's Prohousing application, the Development Services Department will be hosting a community engagement meeting on October 10th at 5:00 p.m. The meeting will take place in the Front Community Room at City Hall, located at 401 E. Chapman Avenue. Further details and information, including a flyer, will be posted on the City's webpage. Snacks and refreshments will be available. Housing affordability is a topic that touches all of us, and given the seriousness of this, we would love to hear your thoughts, ideas, and feedback regarding the designation! Your input is vital for the future of our community. If you have a few moments to chime in, we have created a survey, of which is available in both [English](#) and [Spanish](#). We look forward to hearing from you!



## **PUBLIC WORKS DEPARTMENT**

### **Update on Citywide Streetlight LED Conversion Project**

Southern California Edison (SCE) will start construction on the Citywide Streetlight LED Conversion Project on Monday, September 23rd. As part of the City's Five-Year Strategic Plan, the City has partnered with SCE to convert existing streetlights with new energy-efficient light-emitting diode (LED) lights citywide.

This project will upgrade over 3,400 SCE-owned streetlights in the City with LED fixtures through SCE's LS-1 Option E Program. In addition, all the Mission Bell streetlights in the City will be replaced with cobra-head LED fixtures. The benefits of these new LED lights include improved visibility, longer light life, reduced maintenance, fewer outages, and a significant reduction of electricity needed to power streetlights citywide, resulting in energy and cost savings. As a result, the City will realize an estimated annual energy cost savings of \$158,120 for the first 20 years. This equates to a cumulative savings of \$3.1 million over 20 years.

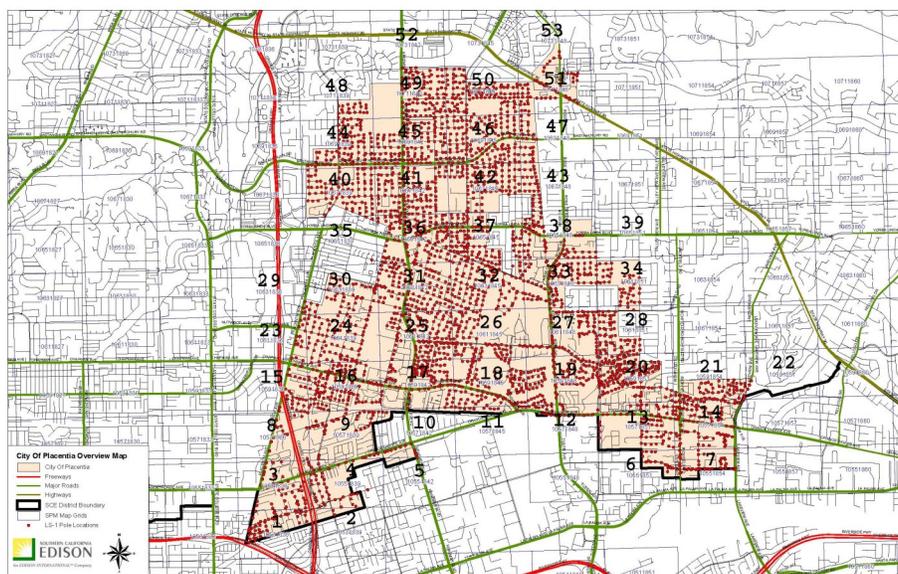
The project is expected to be completed by December 2024. SCE's contractor, SASCO will begin upgrading streetlights at the southwest corner of the City. They will be working during daylight hours over the next month to install the new fixtures across Placentia. They will be performing the work during the following hours:

- Residential Streets: 7:30 a.m. – 3:30 p.m.
- Arterial Streets: 9:00 a.m. – 3:00 p.m.

This work will not have an impact on City street sweeping or trash collection services. The installation will take about 3-4 weeks. The initial installation is estimated to be completed by the end of October 2024. There are approximately 20 lights located on Imperial Highway/Rose Drive that require the right-of-way approval from Caltrans, and this approval process will take approximately two months. SCE anticipates completing the retrofit of these lights by December 2024.

If you are an HOA community and would like to convert the SCE-owned streetlights to LED on your private streets, you may be eligible to participate in SCE's LS-1 Option Program. For more information on this program, please contact SCE Manager of Street Light Projects, John King at [john.king@sce.com](mailto:john.king@sce.com).

To learn more about this project please visit [www.placentia.org/streetlightproject](http://www.placentia.org/streetlightproject). If you have any questions or concerns regarding this project, contact Senior Management Analyst Elsa Robinson, at [erobinson@placentia.org](mailto:erobinson@placentia.org) or (714) 993-8189.





## PUBLIC WORKS DEPARTMENT

### Shredding & E-Waste Recycling Event

The City of Placentia's next free Shredding & E-Waste Recycling Event will occur on Saturday, October 26, 2024, from 8:00 a.m. to 12:00 p.m. at the Placentia Civic Center, 401 East Chapman Avenue. Placentia residents and businesses are invited to dispose of unwanted electronics and shred confidential documents on-site for free.

A maximum of six (6) banker box size containers will be accepted from each household or business location in Placentia. Please place items in the trunk for easy access and ensure your containers are free from metals or debris that can damaged the shredding equipment. If the documents are in a 3-ring binder, please remove it before shredding. Paper clips, staples, rubber bands and file folders are acceptable. Most electronics that plug into an outlet and any items with a screen will be accepted for free, but there will be a fee for major household appliances. Automotive batteries and rechargeable tools and electronics batteries will also be accepted, but smaller household batteries will not.

No household hazardous waste such as chemicals, paint or unused medication will be accepted. To dispose of hazardous waste, please visit the nearest Orange County Hazardous Waste Collection Center. To find the nearest location and see a list of acceptable items, visit [www.oilandfills.com/hazardous-waste](http://www.oilandfills.com/hazardous-waste).

For more information or questions, contact the Public Works Department at [recycling@placentia.org](mailto:recycling@placentia.org) or at (714) 993-8148.

## CITY OF PLACENTIA FREE SHREDDING & E-WASTE EVENT

**Saturday, October 26, 2024**  
Placentia Civic Center, 401 East Chapman Ave.  
8:00 a.m. to 12:00 p.m. (or until capacity is met)

### Onsite Shredding

- Paper in 3-ring binders must be removed
- Paper clips, staples, rubber bands or file folders are accepted
- Limit of 6 banker size boxes and ensure boxes are free of debris or metal objects

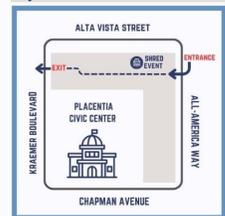
### Reminder

- This is a drive-thru event
- Staff will unload
- Please place items in the trunk for easy access and stay in your vehicle

### E-Waste Recycling

- No hazardous waste - with the exception of some batteries
- Accepted: anything with a screen and most items that plug into an outlet or require batteries
- There is a service charge on major appliances (refrigerators, dryers, water heaters, etc.)

### Directions



Event may be subject to changes or postponement. For more information, please visit the City's event webpage or contact the City's Public Works Department at (714) 993-8148 or [recycling@placentia.org](mailto:recycling@placentia.org).



## EXTERNAL COMMUNICATION

Placentia Library District Weekly Summary

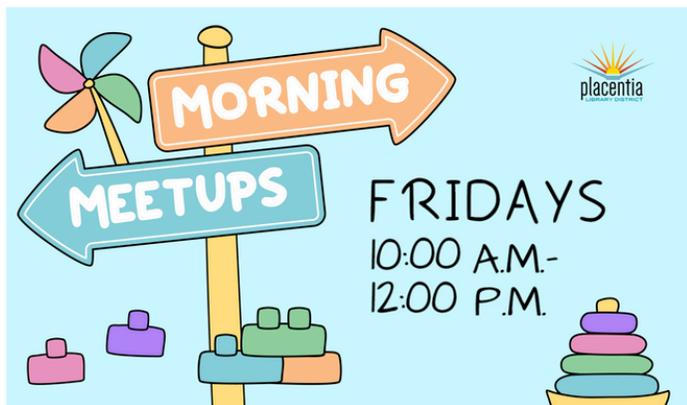
# Placentia Library District

## Weekly Summary: September 27- October 3, 2024

Storytimes, library events and more: [calendar.placentialibrary.org](https://calendar.placentialibrary.org)



### Children's Programs



### Morning Meet Ups

Fridays, 10:00 a.m. – 12:00 p.m.

Crossroads Corner

**This Week: Friday, September 27**

Explore the Crossroads Corner area for play time and a chance to meet other families at the library! We will have toys, books, and learning materials available for your children. Encouraged for children 0-4 accompanied by a parent or caregiver.

### Boys and Girls Club: Smart Moves

Tuesdays, 5:00 p.m. - 5:45 p.m.

Community Meeting Room

**This Week: Tuesday, October 1**

Join us on Tuesday afternoons as The Boys and Girls Club staff host "Smart Moves" a wellness program featuring fun games and activities designed to build the skills youth need to make healthy choices. Open to children ages 9 - 12.

### Placentia Teen Advisory Council

First and Third Thursday of Each Month

6:00 - 7:00 p.m.

Community Meeting Room

**This Week: Thursday, October 3**

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. For more information, contact [volunteers@placentialibrary.org](mailto:volunteers@placentialibrary.org) or (714) 528-1906.



### Cross Stitch Creating

Saturday, September 28, 1:00 p.m. - 3:00 p.m.

Placentia Library Community Meeting Room

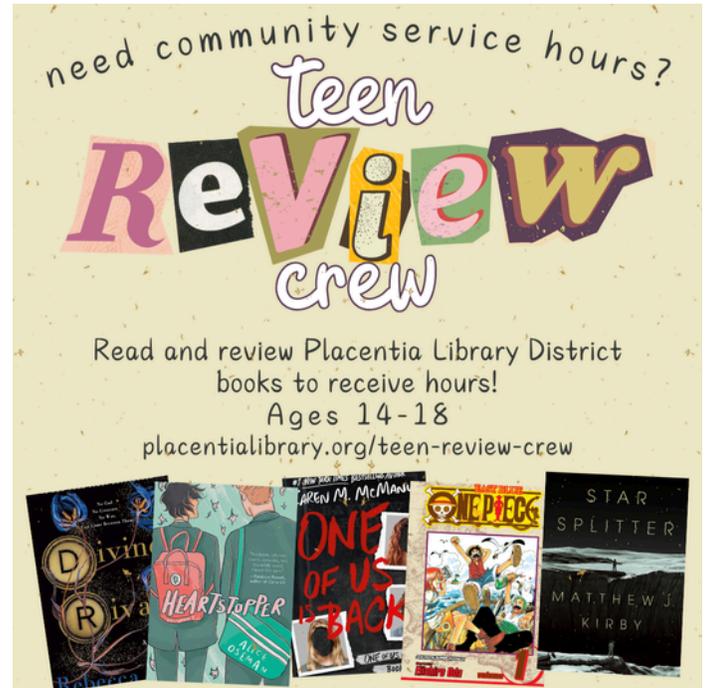
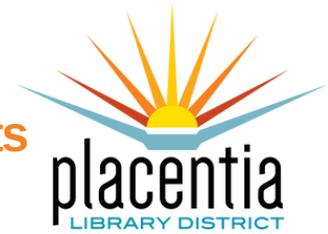
**This Week: Saturday, September 28**

Learn basic cross-stitching techniques and let your creativity flow! Join us as we complete a beginning project, supplies will be provided. Open to Teens and Adults. Seating is limited, first come, first served.

# Placentia Library District

## Weekly Summary: September Library Highlights

Follow us on Instagram! @placentialib



### Featured Database: Bookflix

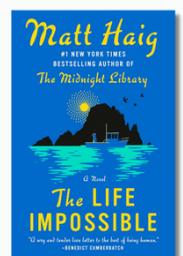
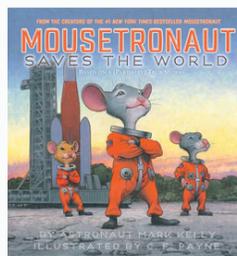
BookFlix is a digital literacy resource for students in grades pre-K-2 that pairs animated stories with eBooks. Access free with your library card at [ebooks.placentialibrary.org](http://ebooks.placentialibrary.org)

### Featured Library Service: Teen Review Crew

Are you a high school student in need of community service hours? Try out the Placentia Library District's Teen Review Crew! Teens can read and review books from the library's collection to receive volunteer service hours. Visit our website for more details.

### Upcoming Releases at Your Library!

Browse our catalog for new books, digital audiobooks, Blu-rays and more! Scan the QR code or visit: [catalog.placentialibrary.org](http://catalog.placentialibrary.org)



Placentia Library District  
411 E. Chapman Ave., Placentia  
(714) 528-1906

Search for books, items and more at:  
[catalog.placentialibrary.org](http://catalog.placentialibrary.org)