

City of Garden Grove
WEEKLY CITY MANAGER'S MEMO
August 5, 2021

TO: Honorable Mayor and City Council FROM: Scott C. Stiles, City Manager
Members

**I. ITEMS FROM OTHER GOVERNMENTAL AGENCIES, OUTSIDE AGENCIES,
BUSINESSES AND INDIVIDUALS**

- A.** Public health advisory on flea-born typhus.
- B.** County of Orange press release: Annual Property Tax Auction Scheduled for August 18 (August 2, 2021).
- C.** Care Ambulance July 2021 compliance report.
- D.** Application of Southern California Edison Company (U 338-E) for Authorization to Recover Costs Recorded in Its Customer Service Re-Platform Memorandum Account (A.21-04-009).
- E.** OC Streetcar construction alert for the week of August 2, 2021.

• OTHER ITEMS

- SOCIAL MEDIA HIGHLIGHTS AND NEWSPAPER ARTICLES
Copies of the week's social media posts and local newspaper articles are attached for your information.
- MISCELLANEOUS ITEMS
Items of interest are included.



Scott C. Stiles
City Manager

PUBLIC HEALTH ADVISORY / AVISO



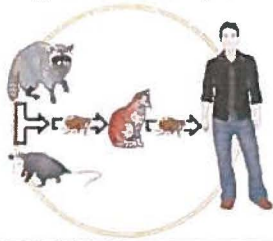
FLEA-BORNE TYPHUS HAS BEEN DETECTED IN YOUR AREA
EL VIRUS DEL TIFUS HA SIDO DETECTADO EN SU ÁREA



Fleas found on cats, dogs, raccoons, skunks, and opossums can carry the bacterium that causes flea-borne typhus in humans.



Typhus Transmission Cycle



El tifus transmitido por pulgas es transmitido por la pulga común del gato que se puede encontrar en tlacuaches, mapaches, zorrillos, gatos salvajes y domésticos, perros y otros mamíferos.

Protect your family by using flea control products on pets to prevent this serious health threat.

Proteja a su familia usando productos de control de pulgas en sus mascotas para evitar esta grave amenaza de salud.

For further information, please visit / Para más información, visite:

www.ocvector.org • 714.971.2421

www.ochealthinfo.com • 714.834.8180



Flea-borne typhus is transmitted by the common cat flea which can be found on opossums, raccoons, skunks, feral and domestic cats, dogs, and other mammals.

To reduce your exposure to fleas, follow these guidelines:

- Remove outside food sources
- Cover garbage containers
- Trim vegetation around buildings to discourage wildlife
- Report dead opossums, cats, or other animals to local Animal Control agencies
- Keep pet cats indoors and consult your veterinarian about flea control products

Las pulgas que se encuentran en los gatos, perros, mapaches, zorrillos y tlacuaches pueden transmitir la bacteria que causa el tifus transmitido por pulgas en los seres humanos.

Para reducir su exposición a las pulgas, siga estas recomendaciones:

- Elimine fuentes externas de comida
- Cubra los contenedores de basura
- Recorte la vegetación alrededor de los edificios para desanimar animales salvajes
- Reporte tlacuaches, gatos o otros animales muertos a las agencias locales de control de animales
- Mantenga gatos domésticos adentro y consulte a su veterinario sobre productos de control de pulgas

For further information, please visit / Para más información, visite:

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www.ochealthinfo.com • 714.834.8180



13001 Garden Grove Blvd.
Garden Grove, CA 92843

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

****ECRWSEDDM****
LOCAL POSTAL CUSTOMER



PRESS RELEASE

TREASURER-TAX COLLECTOR
SHARI L. FREIDENRICH



FOR IMMEDIATE RELEASE
August 2, 2021

Contact: Shari Freidenrich
(714) 834-7625
Treasurer@ttc.ocgov.com

Annual Property Tax Auction Scheduled for August 18

SANTA ANA, Calif.,—Numerous tax-delinquent properties may be hitting the auction block on August 18, with online bidding open to members of the general public who have completed a pre-registration process by August 10. This year will be the first ever online auction of all improved and unimproved properties.

“Bidders can view all new parcels online using a GIS map of each parcel that is unpaid and available,” said Treasurer Freidenrich. “These parcels are sold as is and the county makes no representation as to the usage, suitability or legal compliance of any parcel. Anyone making a purchase should do their homework, as this is a ‘buyer beware’ sale.”

Interested parties can view a list of properties and a GIS map, by going directly to octaxauction.mytaxsale.com, or by scanning the QR code below. To download a list of all parcels, a user must register for a User ID. The parcels subject to auction have been delinquent on at least one installment of property taxes for at least five years. Delinquent property owners must pay off 100 percent of their taxes and penalties by 5 pm on August 17 in order to be removed from the tax auction.

For Timeshare Intervals, the Treasurer-Tax Collector does not have any other information available on the parcel including the specific week(s) it is available. Any potential bidders should stay informed by signing up for alerts at ocgov.com/octaxauctionreminder, as daily alerts will be sent starting August 2.

If you are interested in bidding on a parcel, you will also need to register as a user at octaxauction.mytaxsale.com and submit a refundable deposit of \$1,500 by eCheck by August 10. No bidder registrations will be accepted after August 10. Once you have registered, log into the site and click on “My Payments” and select “Submit Deposit.” All deposits must be made by eCheck (bank account) through the website to our third-party vendor, Grant Street Group, and received no later than 5 p.m. PST on August 10. Registration will not be permitted by mail or in person and will not be permitted after this date.

If you are not a successful bidder on a parcel, your deposit will be automatically refunded to your bank account within 10 business days after the close of the auction. Grant Street Group will transfer the deposits of all successful bidders to the County of Orange for credit toward the purchase. Bidding will start at 8 a.m. PST with batches of parcels scheduled to close through the stated close times posted online. This is a buyer beware sale and all sales are final.

The Treasurer sets the minimum bids based on the total amount of delinquent taxes, penalties and selling costs. Some liens may not be discharged by the sale, so it is important to check out the detailed information on the tax auction website. By law, owners of a tax-defaulted property may not purchase that property either directly or indirectly at a price below the minimum offered at the auction.

If you have general questions regarding the tax auction, please e-mail us at ttcinfo@ttc.ocgov.com or call (714) 834-3411 between 9 a.m. and 5 p.m. Please direct any questions regarding the website or the bidding process to the Auction Administrator or call their customer support at (877) 274-9320 from 8 a.m. to 5 p.m. EST.

###

GIS Map

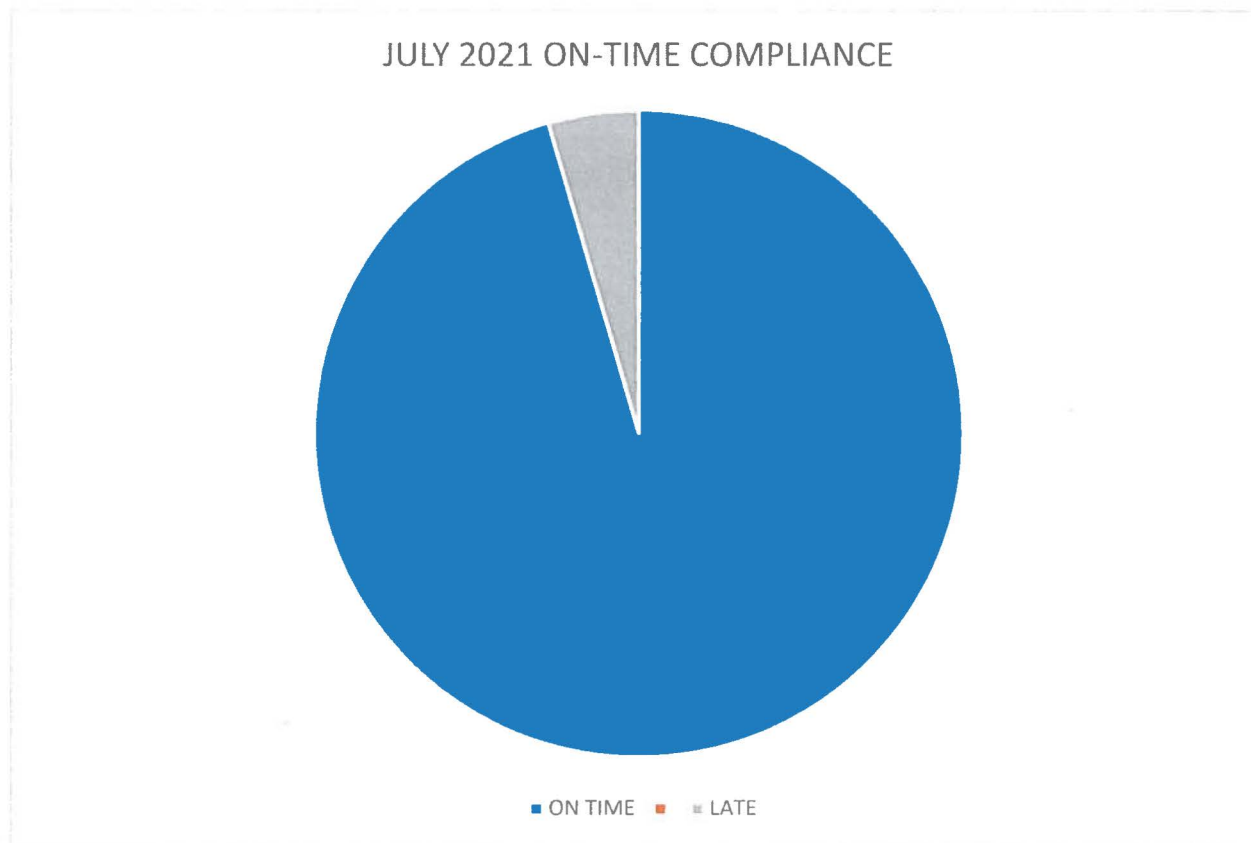


Parking



GARDEN GROVE July 2021 Compliance Report

CODE 2	
RESPONSES	926
ON TIME	884
LATE	42
CODE 3	
RESPONSES	160
ON TIME	153
LATE	7
TOTALS	
RESPONSES	1086
ON TIME	1037
LATE	49
PERCENTAGE	95.49%



AVERAGE RESPONSE TIME: 8:59

AVERAGE LATE TIME: 2:36

July 27, 2021

Re: Application of Southern California Edison Company (U 338-E)
for Authorization to Recover Costs Recorded in Its Customer
Service Re-Platform Memorandum Account. (A.21-07-009)

To Whom It May Concern:

On July 22, 2021, Southern California Edison Company (SCE) filed its application for authorization to recover costs recorded in its Customer Service Re-Platform Memorandum Account with the California Public Utilities Commission.

The enclosed notice is being published in a newspaper of general circulation in every county within SCE's service territory and will be included as a bill notice provided to every SCE customer. To obtain more detailed information, you may view or download a copy of SCE's filing and supporting testimony on our website, at www.sce.com/applications. You may also request a print copy of these documents from SCE at the address listed in the enclosed notice.

Very truly yours,

/s/ William Briggs

William K. Briggs

WKB/kdl
Enclosure

Para obtener información sobre como este cambio afectará su factura y/o una copia de esta notificación en español visite <http://www.sce.com/avisos>

**NOTICE OF APPLICATION
SOUTHERN CALIFORNIA EDISON'S REQUEST TO INCREASE ELECTRIC RATES
APPLICATION [A.21-07-009]**

Why am I receiving this notice?

On July 22, 2021, Southern California Edison filed its application for authorization to recover costs related to the Customer Service Re-Platform (CSRP) project with the California Public Utilities Commission (CPUC). The CSRP project delivers a new billing and customer service system that performs functions such as customer billing and payment processing, credit and collections, and customer account management.

In the first phase (Track 1) of this application, SCE is requesting approximately \$410.849 million in customer rates (for CSRP costs through April 2021). This will impact your monthly bill.

The second phase (Track 2) of this application will concern CSRP costs after April 2021. SCE will provide another customer notice with further details of that in 2022.

Why is SCE requesting this rate increase?

- In 2017, SCE formally launched its CSRP project to replace SCE's legacy Customer Service System with a new billing and customer service system.
- The new billing and customer service system delivered by the CSRP project will be more reliable than the legacy system, will enable quicker and more efficient customer rate changes, and will allow SCE to respond to new regulatory requirements more quickly and effectively.
- In April 2021, SCE successfully implemented the new billing and customer service system and now seeks to begin recovery of the costs associated with it.

How could this affect my monthly electric rates?

If SCE's rate request is approved by the CPUC, the average residential monthly bill using 500 kWh per month would increase over the 2021-2024 period by approximately **\$0.97 or 0.8% per month for Non-CARE customers** and by approximately **\$0.65 or 0.8% for CARE customers**.

Customer Rate and Bill Impacts¹
2021-2024

Bundled Average Rates (c/kWh)				
Customer Group	Current Rates	Proposed Increase	Proposed Rates	% Increase
Residential	22.18	0.18	22.37	0.82%
Lighting - Small and Medium Power	21.59	0.15	21.74	0.70%
Large Power	14.83	0.08	14.91	0.55%
Agricultural and Pumping	17.36	0.11	17.48	0.66%
Street and Area Lighting	24.24	0.12	24.36	0.51%
Standby	12.13	0.04	12.17	0.36%
Total	19.92	0.14	20.07	0.72%
Residential Bill Impact (\$/Month)				
Description	Current Rates	Proposed Increase	Proposed Rates	% Increase
Non-CARE residential bill	\$123.79	\$ 0.97	\$124.76	0.8%
CARE residential bill	\$83.80	\$ 0.65	\$ 84.46	0.8%

¹ CSRP rate impacts were calculated using the following assumptions: (1) June 1, 2021 effective rates; (2) June 1, 2021 sales forecast; and (3) Baseline region 9 allocation.

How does the rest of this process work?

This application will be assigned to a CPUC Administrative Law Judge who will consider proposals and evidence presented during the formal hearing process. The Administrative Law Judge will issue a proposed decision that may adopt SCE's application, modify it, or deny it. Any CPUC Commissioner may sponsor an alternate decision with a different outcome. The proposed decision, and any alternate decisions, will be discussed and voted upon by the CPUC Commissioners at a public CPUC Voting Meeting.

Parties to the proceeding are currently reviewing SCE's application, including the Public Advocates Office, which is an independent consumer advocate within the CPUC that represents customers to obtain the lowest possible rate for service consistent with reliable and safe service levels. For more information about the Public Advocates Office, please call **1-415-703-1584**, email PublicAdvocatesOffice@cpuc.ca.gov, or visit PublicAdvocates.cpuc.ca.gov.

Where can I get more information?

Contact SCE:

Via Phone: 626-302-6906

By E-mail: Case.Admin@sce.com

Mail: Case Administration
 Southern California Edison Company

8631 Rush Street
Rosemead, CA 91770

A copy of the Application and any related documents may also be reviewed at
www.sce.com/applications

Contact CPUC:

Please visit apps.cpuc.ca.gov/c/A2107009 to submit a comment about this proceeding on the CPUC Docket Card. Here you can also view documents and other public comments related to this proceeding.

Your participation by providing your thoughts on SCE's request can help the CPUC make an informed decision.

If you have questions about CPUC processes, you may contact the CPUC's Public Advisor's Office at:

Phone: 1-866-849-8390 (toll-free)

Email: Public.Advisor@cpuc.ca.gov

Mail: CPUC Public Advisor's Office
505 Van Ness Avenue
San Francisco, CA 94102

Please reference **Application A.21-07-009** in any communications you have with the CPUC regarding this matter.

Fwd: OC Streetcar Construction Alert

From : Scott Stiles <sstiles@ggcity.org>
Subject: OC Streetcar Construction Alert
To : Meena Yoo <meenay@ggcity.org>

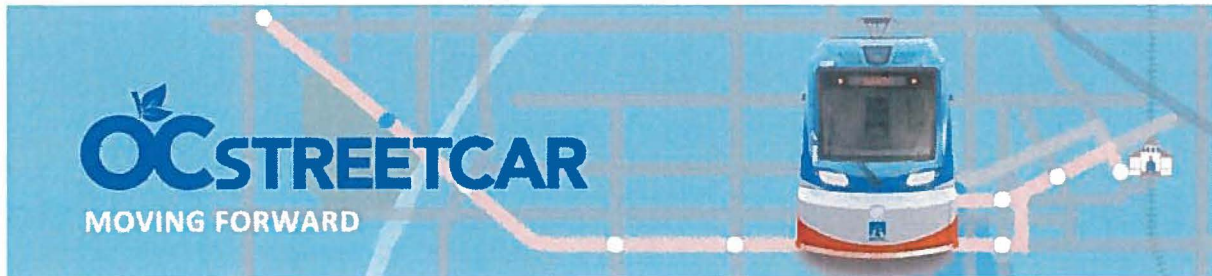
Mon, Aug 02, 2021 12:50 PM

Meena: for the Mgr's memo. Scott

Scott C. Stiles, ICMA-CM

City Manager / City of Garden Grove
11222 Acacia Parkway
Garden Grove, CA 92840
714-741-5100 (o) / 714-719-1810 (c)
www.ggcity.org

From: "OC Streetcar" <ocstreetcar@octa.net>
To: "sstiles" <sstiles@ggcity.org>
Sent: Monday, August 2, 2021 12:45:43 PM
Subject: OC Streetcar Construction Alert

[Anuncio en Español](#)

Construction Alert Week of August 2, 2021

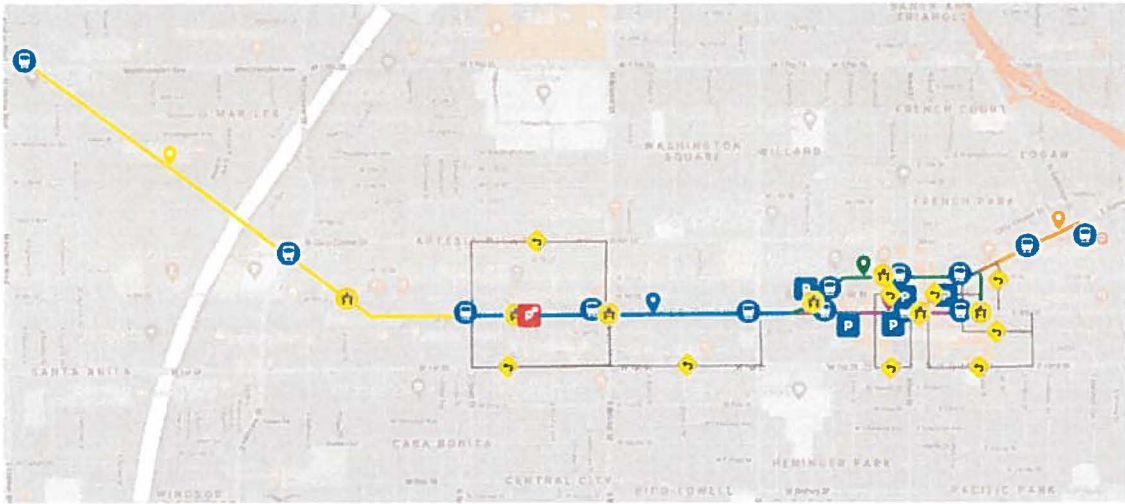
Construction Highlights:

- 5th Street Crossing construction at 5th Street and the Pacific Electric Right-of-Way. Work requires westbound and eastbound traffic to be shifted to the north side of the street.
- Track installation in Segment 2. Work requires full lane closures on Santa Ana Boulevard from Raitt Street to Bristol Street. Please follow detour signs. [Click here](#) for more details.
- Track installation in Segment 3. Work requires full lane closures on Santa Ana Boulevard from Parton Street to Mortimer Street. A single lane is open for traffic.
- Track installation on Mortimer Street. Work requires full intersection closure at Mortimer Street and 4th Street. Please follow detour signs.
- Track installation in Segment 4. Work requires full closures of two, one-block segments on 4th Street between Broadway and Main Street and between Spurgeon Street and Mortimer Street. Closures will be in place from 7 a.m. to 4 p.m. Please follow detours.

Access will be maintained for all residents and businesses. Construction activities are dependent on weather and resource availability.

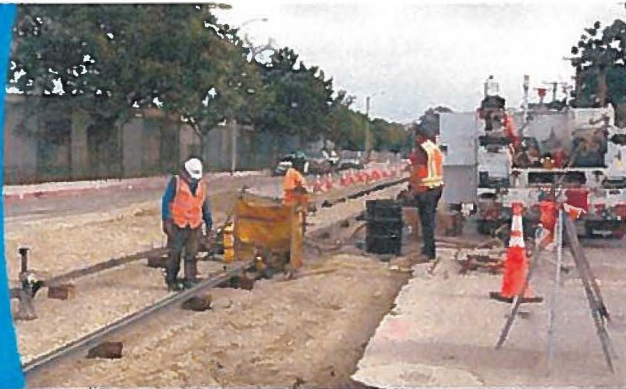
[Click here](#) form more information on track installation activities.

For specific work activities in your area, click on the map below.



OC Streetcar Track Installation Has Started!

Click to watch the video premiere
of this exciting milestone



Join the OCTA Board of Directors, the City of Santa Ana and the project's community partners in celebrating this major OC Streetcar project milestone.



OCTA's Eat Shop Play program supports businesses located along the future OC streetcar route. Benefits to customers include special deals, invitations to community events and free parking for the first hour in nearby structures. Learn more at octa.net/eatshopplay.

About the Project

OC Streetcar is the first modern streetcar project to be built in Orange County and will serve Santa Ana's historic and thriving downtown, which includes federal, state and local courthouses, government offices, colleges, an artists' village and a thriving restaurant scene. It will operate along a 4.15-mile route that connects the Santa Ana Regional Transportation Center (SARTC) and a new transit hub at Harbor Boulevard and Westminister Avenue in Garden Grove.

To share this e-blast, forward this [link](#)



OCstreetcar.com



OCstreetcar@octa.net



1(844) 7GO-OCSC or
1(844) 746-6272



facebook.com/OCstreetcar



[@OCstreetcar](https://twitter.com/OCstreetcar)



[@OCstreetcar](https://instagram.com/OCstreetcar)



OC Streetcar | 550 S. Main Street , Orange, CA 92868

[Unsubscribe sstiles@ggcity.org](mailto:unsubscribe_sstiles@ggcity.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by ocstreetcar@octa.net powered by



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WEEKLY MEMO 8-5-2021

**SOCIAL MEDIA
HIGHLIGHTS**



Post Performance

July 29, 2021 - August 4, 2021

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

 @CityGardenGrove

 Garden Grove City Hall

 gardengrovecityhall

Garden Grove City Hall
Thu 7/29/2021 9:42 am PDT

Friendly reminder alert 📢 📱 The next mobile COVID-19 vaccine clinic will open on Friday, July 30, at McDonald's, locate...

McDonald's - Garden Grove
11171 Garden Grove Blvd., Garden Grove, CA 92840
9:00 a.m. - 12:00 p.m.
Photo | Johnson & Johnson

WALK-INS WELCOME!	BIENVENIDO A VACUNARSE SIN PREVIA CITA!	CHỊCH NGỮ KHÔNG CẦN HẸN
<p>Please bring the following to streamline registration:</p> <ol style="list-style-type: none"> 1. Form of identification. A photo ID is preferred, but other forms of identification will be accepted. Proof of citizenship or legal status is NOT required. 2. Insurance card, if you have one. No one will be denied if they do not have insurance. Vaccines are FREE. 	<p>Por favor, traiga lo siguiente para agilizar la inscripción:</p> <ol style="list-style-type: none"> 1. Documento de Identidad. Es preferible una identificación con foto, pero otras formas de identificación serán aceptadas. La prueba de ciudadanía o estatus migratorio NO es necesario. 2. Tarjeta de seguro, si tiene una. A nadie se le negará la vacuna si no tiene seguro. Las vacunas son GRATIS. Puede que se le cobre a su seguro, pero usted no pagará nada por la vacuna. 	<p>Vui lòng đem các thứ sau đến chỗ ghi danh:</p> <ol style="list-style-type: none"> 1. Hình thức nhận dạng. Tốt nhất là có một thẻ căn cước với hình ảnh nhận dạng, nhưng các hình thức nhận dạng khác sẽ được chấp nhận. Các giấy tờ khác để chứng minh quốc tịch hoặc tình trạng pháp lý KHÔNG cần thiết. 2. Thẻ bảo hiểm nếu có. Không ai bị từ chối chích ngừa vì không có bảo hiểm. Thuốc chủng ngừa MIỄN PHÍ. Chúng tôi thu thập thông tin vì là bắt sẽ làm sáng tỏ thông tin khác không cần thiết.

Impressions	445
Reach	438
Engagements	4
Engagement Rate (per Impression)	0.9%

@CityGardenGrove
Thu 7/29/2021 9:45 am PDT

Friendly reminder 📢 📱 The next mobile COVID-19 vaccine clinic will open on Fri. 7/30, at McDonald's (11171 Garden Gro...

McDonald's - Garden Grove
11171 Garden Grove Blvd., Garden Grove, CA 92840
9:00 a.m. - 12:00 p.m.
Photo | Johnson & Johnson

WALK-INS WELCOME!	BIENVENIDO A VACUNARSE SIN PREVIA CITA!	CHỊCH NGỮ KHÔNG CẦN HẸN
<p>Please bring the following to streamline registration:</p> <ol style="list-style-type: none"> 1. Form of identification. A photo ID is preferred, but other forms of identification will be accepted. Proof of citizenship or legal status is NOT required. 2. Insurance card, if you have one. No one will be denied if they do not have insurance. Vaccines are FREE. 	<p>Por favor, traiga lo siguiente para agilizar la inscripción:</p> <ol style="list-style-type: none"> 1. Documento de Identidad. Es preferible una identificación con foto, pero otras formas de identificación serán aceptadas. La prueba de ciudadanía o estatus migratorio NO es necesario. 2. Tarjeta de seguro, si tiene una. A nadie se le negará la vacuna si no tiene seguro. Las vacunas son GRATIS. Puede que se le cobre a su seguro, pero usted no pagará nada por la vacuna. 	<p>Vui lòng đem các thứ sau đến chỗ ghi danh:</p> <ol style="list-style-type: none"> 1. Hình thức nhận dạng. Tốt nhất là có một thẻ căn cước với hình ảnh nhận dạng, nhưng các hình thức nhận dạng khác sẽ được chấp nhận. Các giấy tờ khác để chứng minh quốc tịch hoặc tình trạng pháp lý KHÔNG cần thiết. 2. Thẻ bảo hiểm nếu có. Không ai bị từ chối chích ngừa vì không có bảo hiểm. Thuốc chủng ngừa MIỄN PHÍ. Chúng tôi thu thập thông tin vì là bắt sẽ làm sáng tỏ thông tin khác không cần thiết.

Impressions	401
Potential Reach	4,387
Engagements	15
Engagement Rate (per Impression)	3.7%

@CityGardenGrove
Fri 7/30/2021 8:30 am PDT

One dose at a time. 📢 📱 The City would like to raise awareness on the importance of getting two vaccine doses to be fully...

IT'S UP TO YOU
COVID-19 VACCINATION

Do I need 2 doses?

Impressions	388
Potential Reach	4,368
Engagements	6
Engagement Rate (per Impression)	1.5%

G Garden Grove City Hall
Fri 7/30/2021 8:30 am PDT

One dose at a time.👉 The City of Garden Grove would like to raise awareness on the importance of getting two vaccine doses...



Impressions	1,834
Reach	1,775
Engagements	30
Engagement Rate (per Impressi...	1.6%

G Garden Grove City Hall
Fri 7/30/2021 12:51 pm PDT

A face to the consequences of a #DUI. #GardenGrove has experienced another significant spike in traffic fatalities. Thes...



Video Views	2,054
Impressions	4,212
Reach	3,989
Engagements	560
Engagement Rate (per Impressi...	13.3%

G @gardengrovecityhall
Fri 7/30/2021 2:44 pm PDT

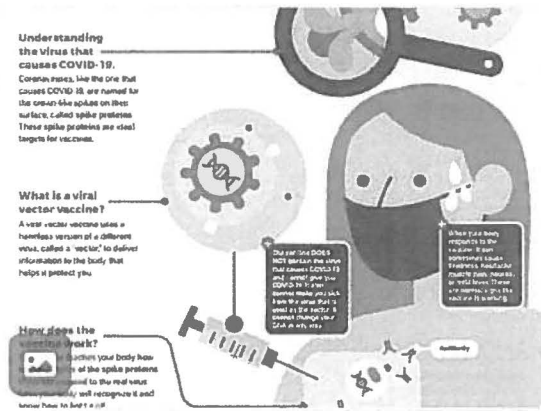
A message from the GGPD ART A face to the consequences of a #DUI. #GardenGrove has experienced another...



Video Views	406
Impressions	1,076
Reach	1,011
Engagements	42
Engagement Rate (per Impressi...	3.9%

G Garden Grove City Hall
 Mon 8/2/2021 9:34 am PDT

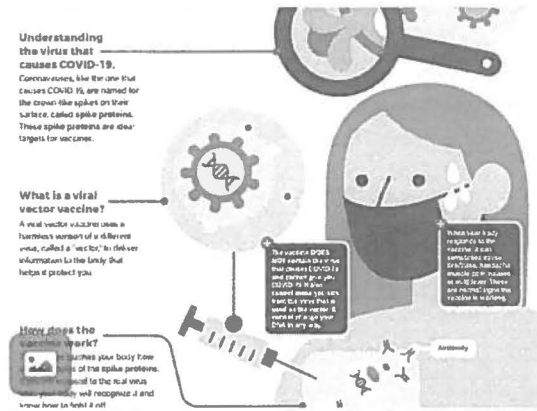
COVID-19 vaccines are so much more than what we think. 🤖 Did you know that when your body responds to the vaccine with...



Impressions	2,096
Reach	2,096
Engagements	22
Engagement Rate (per Impressi...	1%

G @CityGardenGrove
 Mon 8/2/2021 9:38 am PDT

COVID-19 vaccines are more than what we think. 🤖 Did you know that when your body responds with tiredness, headache...



Impressions	345
Potential Reach	4,370
Engagements	7
Engagement Rate (per Impressi...	2%

G Garden Grove City Hall
 Mon 8/2/2021 12:30 pm PDT

👤 Business owners: Looking to enhance your business? America's Small Business Development Center, in partnership with...

Marketing Lab

Contact Roger Lloyd
 Lloyd_Roger@rsccd.edu
 714-564-5203

01

Competitor Online Analysis

02

Search Engine Optimization

03

Website Audit

04

Digital Marketing Services

Whether you're a start-up or a small to medium size business we can support you with our marketing services. Would you like to know what your competitors are doing online or what key-words are critical to driving traffic

Impressions	562
Reach	556
Engagements	4
Engagement Rate (per Impression)	0.7%

  **@CityGardenGrove**
 Mon 8/2/2021 12:36 pm PDT

👤 Business owners: Looking to enhance your business? The SBDC, in partnership with the City of GG, is offering the local...



Impressions **378**

Potential Reach **4,370**

Engagements **6**

Engagement Rate (per Impressi... **1.6%**

  **Garden Grove City Hall**
 Mon 8/2/2021 5:54 pm PDT

This Thursday, August 5, at 6:30 p.m., attend the Garden Grove Community Foundation's last free concert, featuring...



Video Views **212**

Impressions **680**

Reach **658**

Engagements **45**

Engagement Rate (per Impression) **6.6%**

  **@CityGardenGrove**
 Tue 8/3/2021 8:30 am PDT

Access for all 🗳️ The COVID-19 vaccine is available for everyone 12 and older regardless of legal status. This is our sho...



Impressions **273**

Potential Reach **4,370**

Engagements **5**

Engagement Rate (per Impressi... **1.8%**

 **Garden Grove City Hall**
Tue 8/3/2021 9:30 am PDT

Access for all 🇺🇸 The COVID-19 vaccine is available for everyone 12 and older regardless of legal status. This is our sho...



Impressions	1,120
Reach	1,091
Engagements	14
Engagement Rate (per Impressi...	1.3%

 **Garden Grove City Hall**
Tue 8/3/2021 12:56 pm PDT

🏀Ball it up! The City of Garden Grove's Community Services Department announces the registration period for th...



Impressions	1,632
Reach	1,562
Engagements	98
Engagement Rate (per Impressi...	6%

 **@CityGardenGrove**
Tue 8/3/2021 12:58 pm PDT

🏀Ball it up! The City of GG's Community Services Department announces the registration period for the 2021 Fall Yout...



Impressions	301
Potential Reach	4,371
Engagements	9
Engagement Rate (per Impressi...	3%

G Garden Grove City Hall
Tue 8/3/2021 7:00 pm PDT



Video Views	194
Impressions	428
Reach	428
Engagements	24
Engagement Rate (per Impression)	5.6%

G Garden Grove City Hall
Wed 8/4/2021 8:30 am PDT

Let's be cautious together. 🤝 #OC, ochealth posted the #OCCOVID19 cases reported to their website at...

Cases, deaths, and PCR tests reported today include data from the unshared.

Cumulative Cases to Date (includes deaths)	Daily COVID Positive Cases Received	Cumulative Deaths to Date	Deaths Reported Today
266,167	1,996	5,143	2

Cumulative Tests To Date	Tests Reported Today	Cases Currently Hospitalized	Cases Currently in ICU
976	26,696	322*	68

Impressions	1,997
Reach	1,969
Engagements	41
Engagement Rate (per Impression)	2.1%

G @CityGardenGrove
Wed 8/4/2021 8:30 am PDT

Let's be cautious together. 🤝 #OC, ochealth has posted the #OCCOVID19 cases reported to their website at...

Cases, deaths, and PCR tests reported today include data from the unshared.

Cumulative Cases to Date (includes deaths)	Daily COVID Positive Cases Received	Cumulative Deaths to Date	Deaths Reported Today
266,167	1,996	5,143	2

Cumulative Tests To Date	Tests Reported Today	Cases Currently Hospitalized	Cases Currently in ICU
976	26,696	322*	68

Impressions	142
Potential Reach	4,369
Engagements	17
Engagement Rate (per Impression)	12%

 **Garden Grove City Hall**
Wed 8/4/2021 12:30 pm PDT

Attention park goers! 📍 Magnolia reservoir and booster pump station near Magnolia Park and Magnolia Park Family Resource...

Magnolia Park



Post Link Clicks	1
Impressions	2,002
Reach	1,995
Engagements	62
Engagement Rate (per Impressi...	3.1%

 **gardengrovecityhall**
Wed 8/4/2021 12:35 pm PDT

Attention park goers! 📍 Magnolia reservoir and booster pump station near Magnolia Park and Magnolia Park Family Resource...



Impressions	1,658
Reach	1,575
Engagements	50
Engagement Rate (per Impressi...	3%

 **@CityGardenGrove**
Wed 8/4/2021 12:41 pm PDT

Attention park goers! 📍 Magnolia reservoir & booster pump station near Magnolia Park & the family resource center, at...



Impressions	—
Potential Reach	4,389
Engagements	—
Engagement Rate (per Impressi...	—



Post Performance

July 29, 2021 - August 4, 2021

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

 Garden Grove Police Department  ggpd9unit



Garden Grove Police Depa...

Wed 8/4/2021 6:00 pm PDT



Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—



Garden Grove Police Depa...

Wed 8/4/2021 6:00 pm PDT



Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—



Garden Grove Police Depa...

Wed 8/4/2021 6:00 pm PDT



Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—



Garden Grove Police Depa...

Wed 8/4/2021 6:00 pm PDT

Over the last few months, CHP - Westminster, Westminster Police Department, CA, and #GardenGrovePD...



- Impressions —
- Reach —
- Engagements —
- Engagement Rate (per Impression) —



Garden Grove Police Depa...

Wed 8/4/2021 6:00 pm PDT



- Impressions —
- Reach —
- Engagements —
- Engagement Rate (per Impression) —



Garden Grove Police Depa...

Tue 8/3/2021 6:23 pm PDT



- Video Views —
- Impressions —
- Reach —
- Engagements —
- Engagement Rate (per Impression) —



Garden Grove Police Depa...

Tue 8/3/2021 6:09 pm PDT



Video Views	2,837
Impressions	4,102
Reach	4,068
Engagements	903
Engagement Rate (per Impressi...	22%



Garden Grove Police Depa...

Tue 8/3/2021 5:37 pm PDT



Video Views	—
Impressions	—
Reach	—
Engagements	—
Engagement Rate (per Impression)	—



Garden Grove Police Depa...

Tue 8/3/2021 5:30 pm PDT




Video Views	2,102
Impressions	2,705
Reach	2,531
Engagements	638
Engagement Rate (per Impressi...	23.6%

 **ggpdk9unit**
Tue 8/3/2021 12:02 pm PDT

National Night Out is today from 5PM to 8PM in front of the @gardengrovepd station. Come check it out and watch th...



Impressions	632
Reach	588
Engagements	64
Engagement Rate (per Impressi...	10.1%

 **Garden Grove Police Depa...**
Tue 8/3/2021 12:00 pm PDT

In the early morning hours of July 27, 2021, Community Impact Unit (#CIU) officers were patrolling the area of Eucli...



Impressions	9,905
Reach	9,905
Engagements	1,597
Engagement Rate (per Impressi...	16.1%

 **ggpdk9unit**
Mon 8/2/2021 3:14 pm PDT

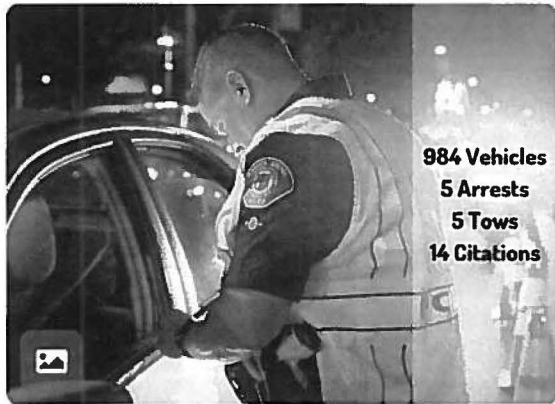
Enjoying a day off in the shade. Kody hopes everyone is staying cool. #GGPD32 #GGPD #GGPDK9Unit #Polic...




Impressions	1,588
Reach	1,518
Engagements	197
Engagement Rate (per Impressi...	12.4%

 **Garden Grove Police Depa...**
 Mon 8/2/2021 3:01 pm PDT

Over the weekend, #GardenGrovePD conducted a #DUICheckpoint (at the intersection of Euclid St. and Stanford A...




Impressions	8,058
Reach	7,855
Engagements	956
Engagement Rate (per Impressi...	11.9%

 **Garden Grove Police Depa...**
 Sun 8/1/2021 8:25 pm PDT

Tomorrow, August 2, from 11:00 AM - 1:00 PM, #GardenGrovePD Special Resource Team (SRT), will be collaborating with ou...




Impressions	12,567
Reach	12,071
Engagements	1,991
Engagement Rate (per Impres...	15.8%

 **Garden Grove Police Depa...**
 Sat 7/31/2021 9:31 am PDT

#PhysicalAgilityTesting is happening right now. Good luck to all our applicants going through the test! If you missed our...




Video Views	2,950
Impressions	5,065
Reach	4,532
Engagements	654
Engagement Rate (per Impressi...	12.9%

 **Garden Grove Police Depa...**
Fri 7/30/2021 12:00 pm PDT

A face to the consequences of a #DUI. #GardenGrove has experienced another significant spike in traffic fatalities. Thes...



Video Views	3,729
Impressions	8,022
Reach	7,474
Engagements	1,464
Engagement Rate (per Impressi...	18.2%

 **Garden Grove Police Depa...**
Thu 7/29/2021 12:01 pm PDT

#GardenGrovePD Special Investigations Unit (SIU) has been investigating a subject selling cocaine in and around...



Impressions	17,938
Reach	17,083
Engagements	3,566
Engagement Rate (per Impres...	19.9%



Post Performance

July 29, 2021 - August 4, 2021

Review the lifetime performance of the posts you published during the publishing period.

Included in this Report

 @GardenGroveTV3

 Garden Grove TV 3



Garden Grove TV 3

Mon 8/2/2021 6:02 pm PDT

This Thursday, August 5, at 6:30 p.m., attend the Garden Grove Community Foundation's last free concert, featuring...



AUGUST 5



**NEW WAVE TDU
FEATURING
LYNDA
TRANG DAI**

**THURSDAY AT GARDEN GROVE PARK
CONCERT STARTS AT 6:30PM**

FOR MORE INFORMATION, VISIT GGCF.COM

Video Views	18
Impressions	46
Reach	44
Engagements	4
Engagement Rate (per Impression)	8.7%

WEEKLY MEMO 8-5-2021

NEWS ARTICLES

Sprouts Farmers Market debuts new look, part of 20-store expansion



The produce department at Sprouts Farmers Market in The Market Place in Tustin on Friday, July 16, 2021. The redesigned store updated the signage and decor among other changes. (Photo by Mark Rightmire, Orange County Register/SCNG)

By [SAMANTHA GOWEN](#) | sgowen@scng.com | Orange County Register

PUBLISHED: August 5, 2021 at 8:30 a.m. | UPDATED: August 5, 2021 at 8:51 a.m.

How does a grocery store stand out in a California landscape crowded with supermarkets?

If you're Sprouts Farmers Market, you downsize.

While the chain is actually growing across the U.S., the format inside and out is shrinking. Sprouts is building 20 stores this year, all of which will have a smaller footprint than most of its existing stores. The new format will help reduce building costs by 20%, [CEO Jack Sinclair](#) said in a first-quarter earnings call.

A recent store makeover in Orange County is one of two the company has been working on this summer. Another store near its headquarters in Arizona also got refreshed. If the new template goes well with shoppers, the chain will roll it out nationwide as it expands into 2022, its 20th year of operation.

So, is big change afoot? While some updates are noticeably bolder, more subtle changes might be overlooked but appreciated by new shoppers.

Display shelves got shorter, creating an open view across much of the store. Frozen goods were expanded from just wall-mounted freezers to bins placed in wider aisles. Colorful signage harkens back to the company's roots as a family produce stand.



The expanded frozen food department at Sprouts Farmers Market in The Market Place in Tustin on Friday, July 16, 2021. The redesigned store also updated the signage and decor among other changes. (Photo by Mark Rightmire, Orange County Register/SCNG)

In a nod to the paleo and keto diet trends, the meat department switched places with the bakery, getting prime, front-of-store real estate. Just beyond refrigerated racks stocked with grass-fed beef, pork and chicken, a large selection of plant-based “meat alternatives” is displayed in a hip-high, reach-in “bunker” where the salad bar once stood.

The salad and olive bars are gone, relics of pre-pandemic days when open trays of food were more eagerly scooped up by shoppers. The self-serve bar was already fading in popularity before COVID-19 became a household name, said regional director David Looney. The pandemic just boosted its exit at warp speed.

What did remain are the self-serve bulk bins, beloved by many home cooks. Sprouts, like other grocers, had to empty the array of dry goods during the pandemic. As vaccinations rose and coronavirus cases ebbed, the tubs of grains, nuts and treats were redeployed. Now, with cases of variant coronavirus mounting, Looney is hopeful the bins remain open but “who knows,” he pondered during a recent tour of the Tustin Market Place redesign.

We asked David McGlinchey, chief format officer for Sprouts, to share more of the thinking behind the store changes. His answers have been edited for length.

A section of shelves with new items displayed at Sprouts Farmers Market in The Market Place in Tustin on Friday, July 16, 2021. The redesigned store updated the signage and decor among other changes. (Photo by Mark Rightmire, Orange County Register/SCNG)

Q: Tell us more about what’s new.

A: Our “innovation center” will showcase new-to-market items, including many that will be exclusive to Sprouts. We’re also expanding the frozen department to include 130 more products that make healthy eating easy, including plant-based meals and meat alternatives. With the growing interest in plant-based foods, we also have an expanded refrigerated section that highlights plant-based products.

Q: Did customer habits prompt the format changes?

A: Overall, today’s shoppers are looking for convenience and products that cater to their lifestyles such as keto, plant-based, paleo and organic. The changes in store make it easier for shoppers to find these products ... while also offering a treasure hunt feel where they can discover new products.

Q: With a big shift in homeowners/renters from coastal California to inland counties, will the company eye prospects to the east?

A: California is a major market for Sprouts, and Southern California is special to us as that’s where our company first started as a family produce stand early on. Later this year, we’ll add stores in Menifee and Garden Grove, and there’s room for Sprouts to grow even more across the entire state. So we’re always keeping an eye out for new sites.

The vitamins and supplements department at Sprouts Farmers Market in The Market Place in Tustin on Friday, July 16, 2021. The redesigned store updated the signage and decor among other changes. (Photo by Mark Rightmire, Orange County Register/SCNG)

Q: On a pandemic note, were there items in particular that Sprouts found were highly in demand?

A: Shoppers were increasingly choosing immune-boosting vitamins and supplements, in addition to foods with healthier attributes such as grass-fed and organic during the pandemic.

Q: Tell us how the pandemic might have affected supplies. As a market known for its organic and fresh goods, did your buyers see any big shift in Sprouts’ supply chain?

A: Our store and distribution center teams have been working closely with supply chain partners to ensure regular deliveries and keep stores stocked. Additionally, with our owned fresh produce distribution, we were able to ensure produce was well-stocked across all stores.

[Previous](#)

Q: Did delivery play a big role in the pandemic for Sprouts? And if so, did that force a change in employee resources to fill the demand for order and pickup?

A: Overall, e-commerce grew tremendously in 2020, increasing 340% over the previous year. Early last year we expanded grocery pick-up across all of our stores to meet customers during an incredible time of need, in addition to delivery that was already available in all markets. We have added dedicated Sprouts team members to shop for and fulfill pick-up orders to meet the increased demand.



A section of shelves with new items displayed at Sprouts Farmers Market in The Market Place in Tustin on Friday, July 16, 2021. The redesigned store updated the signage and decor among other changes. (Photo by Mark Rightmire, Orange County Register/SCNG)

Sprouts' bio

History: Founded as Sprouts in 2002, though the company owes its roots to a family produce market that opened in 1943 in San Diego County. It grew into Boney's Market and then Henry's Farmers Market.

Headquarters: Phoenix, Arizona

Store count: 362 stores in 23 states, including 138 open stores in California. The chain will add 20 new stores this year, including nine in Florida.

Sales: First-quarter sales were down 4% to \$1.6 billion as the pandemic continued to inhibit in-store shopping habits and customers sought one-stop shops instead.

On cutting food waste: CEO Jack Sinclair cited a nearly 60% landfill diversion rate as stores donated the equivalent of 23 million meals to local food banks.



CITY OF GARDEN GROVE NEWS

CONTACT:
Jeff Van Sickle (714) 741-5216
Community Services Department

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media



Tuesday, August 3, 2021

YOUTH BASKETBALL FALL LEAGUE SIGNUPS NOW UNDERWAY *Registration Available Online or In-Person Only*

The City of Garden Grove's Community Services Department announces the registration period for the 2021 Fall Youth Basketball League, ages 7 to 14, taking place now through Thursday, August 26. League play takes place from October 2 through November 20, 2021. Youth basketball registration is \$50 per person which includes team jersey and participation award. Registration can only be done online at ggcity.org/register or in person at the first floor recreation counter in Garden Grove City Hall, at 11222 Acacia Parkway, 92840.

The Garden Grove youth basketball program provides participants with the opportunity to learn the fundamentals of basketball and play on teams in an organized sports league. Skills testing will be required on Wednesday, September 1. Practice times will vary. Games are played on Saturdays and some weeknights when necessary, at the Garden Grove Sports and Recreation Center, at 13641 Deodora Drive.

For information, call the Recreation Counter at (714) 741-5200.

###



Contact: Bill Murray (714) 741-5375
Public Works Department

Tuesday, August 3, 2021

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media



MAGNOLIA PARK TENNIS COURTS AND PARKING LOT TO CLOSE FOR 6-MONTH RESERVOIR PROJECT

Magnolia reservoir and booster pump station near Magnolia Park and Magnolia Park Family Resource Center, located at 11402 Magnolia Street, are set to undergo rehabilitation beginning Monday, August 16, 2021 through February 2022. Park goers are advised that the tennis courts and the north-side parking lot on Magnolia Street and Joyzelle Drive will be closed during the rehabilitation project. Temporary construction fencing will be installed. Other park amenities and the south-side parking lot on Magnolia Street and Orangewood Avenue will be available.

The project involves the rehabilitation of a buried pre-stressed concrete reservoir and a booster pump station. The reservoir rehabilitation includes various repairs, construction of seismic curb, roof waterproofing, and the addition of a fall protection system. Site specific improvements include rerouting of pipes; replacing of sump hatch and lid, and meter vault and piping; repair of overflow flap gate; construction of a new parking lot and ramp; and installation of bollards and a mow strip around the reservoir. The booster pump station rehabilitation includes the refurbishment of the existing flow control valve, and the replacement of the existing engine, booster pump, exhaust system, catalytic converter, butterfly valves, check valve, roof, and dormer.

-more-

MAGNOLIA PARK TENNIS COURTS AND PARKING LOT TO CLOSE
2-2-2

The \$3,204,880 project was awarded by the Garden Grove City Council on Tuesday, November 24, 2020 to Pacific Hydrotech Corporation. The project is funded by the Water Enterprise Fund.

For more information, contact Rebecca Li in the Public Works Department at (714) 741-5562.

###

MISCELLANEOUS ITEMS

August 5, 2021

1. Calendar of Events
2. Agenda for the August 12, 2021 Zoning Administrator special meeting.
3. League of California Cities, "CalCities," from July 30, 2021 to August 5, 2021; including the Guide to Local Recovery Update.



GARDEN GROVE

CALENDAR OF EVENTS

August 5 2021 – September 26, 2021

Thursday	August 5	6:30 p.m.	Free Summer Concert Series: Lynda Trang Dai, Vietnamese New Wave Garden Grove Park, 9301 Westminster Blvd.
		7:00 p.m.	Planning Commission Meeting, CMC
Tuesday	August 10	5:30 p.m. 6:30 p.m.	Closed Session, CMC Successor Agency Meeting, CMC City Council Meeting, CM ALL CANCELLED
Thursday	August 12		\$2 Casual Dress Day
Friday	August 13		City Hall Closed – Regular Friday Closure
Tuesday	August 24	5:30 p.m. 6:30 p.m.	Closed Session, CMC Housing Authority, CMC Sanitary District Board, CMC Successor Agency Meeting, CMC City Council Meeting, CM
Thursday	August 26	11:30 a.m. -1:00 p.m.	Employee Appreciation Luncheon, CMC, AB Room
Friday	August 27		City Hall Closed – Regular Friday Closure
Thursday	September 2	7:00 p.m.	Planning Commission Meeting, CMC
Monday	September 6		City Hall Closed - Labor Day
Tuesday	September 7	6:00 p.m.	Traffic Commission Meeting, CMC
Thursday	September 9	9:00 a.m.	Downtown Commission Meeting, CMC
Friday	September 10		City Hall Closed – Regular Friday Closure
Tuesday	September 14	5:30 p.m. 6:30 p.m.	Closed Session, CMC Successor Agency Meeting, CMC City Council Meeting, CM
Thursday	September 16	6:00 p.m.	Planning Commission Meeting, CMC
Friday	September 26		City Hall Closed – Regular Friday Closure



GARDEN GROVE

AGENDA

SPECIAL ZONING ADMINISTRATOR MEETING

Garden Grove Community Meeting Center
11300 Stanford Avenue

Thursday, August 12, 2021

9:00 a.m.

Members of the public who wish to comment on matters before the Zoning Administrator, in lieu of doing so in person, may submit comments by emailing planning@ggcity.org no later than 3:00 p.m. the day prior to the meeting. The comments will be provided to the Zoning Administrator as part of the meeting record. Members of the public are asked to consider very carefully before attending this meeting in person and are encouraged to wear face masks and maintain a six foot distance from others. Please do not attend this meeting if you have had direct contact with someone who has tested positive for COVID-19, or if you are experiencing symptoms such as coughing, sneezing, fever, difficulty breathing or other flu-like symptoms.

Members of the public desiring to speak on any item of public interest, including any item on the agenda except public hearings, must do so during Comments by the Public. Each speaker shall fill out a card stating name and address, to be presented to the Recording Secretary, and shall be limited to five (5) minutes. Members of the public wishing to address public hearing items shall do so at the time of the public hearing.

Meeting Assistance: Any person requiring auxiliary aids and services, due to a disability, should contact the Department of Community & Economic Development at (714) 741-5312 or email planning@ggcity.org 72 hours prior to the meeting to arrange for special accommodations. (Government Code §5494.3.2).

All revised or additional documents and writings related to any items on the agenda, which are distributed to the Zoning Administrator within 72 hours of a meeting, shall be available for public inspection (1) at the Planning Services Division during normal business hours; and (2) at the Council Chamber at the time of the meeting.

Agenda item descriptions are intended to give a brief, general description of the item to advise the public of the item's general nature. The Zoning Administrator may take legislative action deemed appropriate with respect to the item and is not limited to the recommended action indicated in staff reports or the agenda.

1. PUBLIC HEARING ITEM(S):

a. CONDITIONAL USE PERMIT NO. CUP-208-2021

APPLICANT: Young Park

LOCATION: 8100 Garden Grove Boulevard

REQUEST: To operate a new adult daycare center, Garden Grove ADHC, in Buildings "A" & "B". A separate request, to modify Conditional Use Permit No. CUP-188-2020, will reduce the floor area of Sierra States University in Building "B" from 6,765 square feet to 3,304 square feet to allow Garden Grove ADHC to partially occupy Building "B". The site is in the GGMU-1 (Garden Grove Boulevard Mixed Use 1) zone. In conjunction with the request, the Zoning Administrator will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 - Existing Facilities - of the State CEQA Guidelines.

b. CONDITIONAL USE PERMIT NO. CUP-188-2020 (REV. 2021)

APPLICANT: Young Park
LOCATION: 8100 Garden Grove Boulevard

REQUEST: To modify Conditional Use Permit No. CUP-188-2020, to reduce the square footage of an existing college, Sierra States University at 8100 Garden Grove Boulevard, Building "B". The tenant space in which the university currently operates will be reduced from 6,765 square feet to 3,304 square feet. Concurrently, is a request to operate a new outpatient adult daycare facility, Garden Grove ADHC, in Buildings "A" and "B". The site is in the GGMU-1 (Garden Grove Boulevard Mixed Use 1) zone. In conjunction with the request, the Zoning Administrator will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 - Existing Facilities - of the State CEQA Guidelines.

c. CONDITIONAL USE PERMIT NO. CUP-185-2020 (REV. 2021)

APPLICANT: Tina Nguyen
LOCATION: 10130 Garden Grove Boulevard

REQUEST: To modify the floor plan of an existing restaurant, Oc & Lau, which was approved under Conditional Use Permit No. CUP-185-2020, to expand into the adjacent tenant space increasing the square footage from 2,500 to 3,500 square feet. The restaurant currently operates with an Alcoholic Beverage Control (ABC) Type "47" (On-Sale, General, Eating Place) License. The site is in the GGMU-1 (Garden Grove Boulevard Mixed Use 1) zone. In conjunction with the request, the Zoning Administrator will also consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15301 - Existing Facilities - of the State CEQA Guidelines.

2. COMMENTS BY THE PUBLIC

3. ADJOURNMENT



Guide to Local Recovery Update: August 4

Aug 4, 2021

City leaders are encouraged to join the League of California Cities in urging Congress to pass the Infrastructure Investment and Jobs Act, a comprehensive infrastructure package; and a number of webinars are available this month on how cities can utilize American Rescue Plan funds to advance equity in their communities.

Encourage Congress to Pass Infrastructure Funding that Invests in Communities

On July 28, the U.S. Senate voted to move forward with the Infrastructure Investment and Jobs Act, a bipartisan infrastructure package that invests in the nation's transportation, water, and broadband infrastructure systems. The League of California Cities is encouraging city leaders to share support and final suggestions by drafting a letter and sending it to their Senators. The National League of Cities (NLC) has provided a **template** (<https://nlc.quorum.us/campaign/34507/>) and further information on their website.

American Rescue Plan Act Webinars

NLC will host several webinars centered around families and American Rescue Plan Act (ARPA) funding. The first webinar, (https://nlc-org.zoom.us/webinar/register/WN_Y2LVczx9Rd2Ragkbtb_9aw?timezone_id=America%2FLos_Angeles) **How Cities Can Help Cut Child Poverty In Their Community** (https://nlc-org.zoom.us/webinar/register/WN_Y2LVczx9Rd2Ragkbtb_9aw?

[timezone_id=America%2FLos_Angeles](https://www.nlc.org/events/financing-and-resourcing-for-early-childhood-success/?utm_campaign=Newsletter&utm_medium=email&utm_source=informz&utm_content=ecs-newsletter-20210803&utm_term=text-register&_zs=GHHjc&_zl=i2fh2)) , on August 5 at 11 a.m. PST, looks at how cities can help cut child poverty in their community through refundable tax credits, a crucial tool to help families meet their financial needs. ARPA includes an enhanced child tax credit that can significantly stabilize family budgets and has the potential to significantly cut child poverty across the country due to changes to the Child Tax Credit. Refundable tax credits have been a crucial tool to help families meet their financial needs. Similarly, NLC will host a [Financing and Resourcing for Early Childhood Success](https://www.nlc.org/events/financing-and-resourcing-for-early-childhood-success/?utm_campaign=Newsletter&utm_medium=email&utm_source=informz&utm_content=ecs-newsletter-20210803&utm_term=text-register&_zs=GHHjc&_zl=i2fh2) (https://www.nlc.org/events/financing-and-resourcing-for-early-childhood-success/?utm_campaign=Newsletter&utm_medium=email&utm_source=informz&utm_content=ecs-newsletter-20210803&utm_term=text-register&_zs=GHHjc&_zl=i2fh2) webinar on August 10 at 11:00 a.m. PST. Early childhood investments are essential factors in reopening our economy. Join this webinar to hear from local leaders how they are financing and resourcing early childhood success.

Relatedly, NLC will host a webinar, [How ARPA Is Helping Cities Improve Health Equity](https://www.nlc.org/events/how-arpa-is-helping-cities-improve-health-equity/?utm_campaign=Newsletter&utm_medium=email&utm_source=informz&utm_content=the-weekly-20210731&utm_term=text-learn-more&_zs=GHHjc&_zl=fJSh2) (https://www.nlc.org/events/how-arpa-is-helping-cities-improve-health-equity/?utm_campaign=Newsletter&utm_medium=email&utm_source=informz&utm_content=the-weekly-20210731&utm_term=text-learn-more&_zs=GHHjc&_zl=fJSh2) , on August 11 at 11:00 a.m. PST. ARPA funds present the opportunity to expand health equity. The webinar will include panelists who will discuss how to navigate ARPA funding for health equity goals, share their tested ideas and solutions to achieve equitable health outcomes, and conclude with a Q&A opportunity.



The city of Arcata flushes with pride!

Aug 4, 2021

“People are eating picnic lunches, enjoying the view of the bay and the marshes, and spotting the wildlife without ever realizing that they are smack in the middle of a wastewater treatment facility.”

Arcata has a unique — and **award-winning** (<https://www.innovations.harvard.edu/wetland-wastewater-treatment>) —

approach to wastewater treatment. The bayside city uses oxidation ponds and freshwater

marshes to clean wastewater through a **mostly natural process**

(<https://www.westerncity.com/article/arcata-rises-challenge-innovative-upgrades-award-winning-wastewater-treatment-plant>) involving bacteria, plants, and sunlight.

Moreover, the treatment marshes don't just clean the city's wastewater. Known as the Arcata Marsh and Wildlife Sanctuary, the marshes cover more than 300 acres, providing bike paths, hiking trails, and scenic picnicking opportunities for residents, as well as a refuge for 300 species of birds.



“We flush with pride!” Arcata City Manager Karen Diemer chuckled. “The city of Arcata’s treatment system is a great reuse of wastewater, providing residents and visitors a place to appreciate nature and open space in an urban setting, attracting several hundred users every day, participating in a wide variety of activities like walking, cycling, bird watching, dog walking, and picnicking.”



With the facility's once groundbreaking equipment deteriorating, officials have developed a two-phase project that replaces the 50-year-old parts and addresses new challenges. Phase 1 of the \$64 million improvement project focuses on replacing parts, upgrading the treatment pond, and transitioning from chlorine disinfection to ultraviolet

disinfection, removing the last part of the process that involves chemical treatment of the water.

Phase 2 includes additional marsh and pond rehabilitation and the installation of an oxidation ditch — another pioneering process that uses the concept of the wetland system but in a highly enriched environment to speed up water treatment. The second phase also addresses the worrisome impact of climate change and the resulting rising of the bay.

“We are following the science and basing our planning on the measurement of the bay’s hightide over time,” said Diemer. “The bay will eventually reclaim our marsh treatment ponds, and so we are currently building one and planning for two oxidation ditches that will clean the water faster and more efficiently, so the outlying marshes could be phased out if and when they are no longer available.”

The wastewater treatment improvement project — funded by a mixture of grants and loans — started in 2020 and is scheduled to be completed in 2025. The project is the city’s most expensive infrastructure project. “The second most expensive project was when we built the first one, says Diemer.”



The pandemic made crystal clear to both city officials and Arcata residents that investments in public and open spaces are invaluable. “The Arcata wastewater treatment and wildlife sanctuary averages over 300 people a day and that doubled during the pandemic,” noted Diemer. “People are eating picnic lunches, enjoying the view of the bay and the marshes, and spotting the wildlife without ever realizing that they are smack in the middle of a wastewater treatment facility. Even, if you don’t see the value right away, these spaces are the spaces people want to live in and thrive.”

*A longer version of this story, which includes more information about the city’s sewage process, originally appeared in the July edition of **Western City** (<https://www.westerncity.com/article/arcata-rises-challenge-innovative-upgrades-award-winning-wastewater-treatment-plant>) .*

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Lenny Mendonca discusses California's economic outlook, shares his self-care journey, and more at recent Cal Cities Speaker Series

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City leaders from throughout the state convened virtually last week for the second installment of the Cal Cities Speaker Series, which featured an informative and inspiring presentation from Lenny Mendonca, Gov. Gavin Newsom's former Chief Economic and Business Advisor.

Mendonca started by discussing California's post-pandemic economic outlook, recovery opportunities, and the related challenges facing the state. Before the pandemic, California was experiencing one of the greatest periods of economic growth in its history. That expansion was rocked by COVID-19, and while uncertainty abounds, Mendonca remains optimistic about the state's innovation, perseverance, and near- and long-term recovery. "California has repeatedly proven its ability to reinvent itself," said Mendonca.

While the state remains on track to weather the storm and economically recover, California still has its challenges. As local leaders know, the pandemic only exacerbated already existing issues and inequities in our communities, including the downturn in the production of affordable housing, the continued need for resources for unhoused residents, and an ever-increasing economic inequality gap. Mendonca urged local and state leaders charting the state's path to recovery to address those inequities in their recovery plans and make them a priority. For more about California's economic outlook, read Mendonca's recent

CalMatters op-ed (<https://calmatters.org/commentary/2021/05/california-leads-our-national-recovery-despite-perpetual-naysayers/>) .

The conversation also centered around another issue that has been top-of-mind for many local leaders — the importance of mental health. Cal Cities President and El Centro Mayor Cheryl Viegas Walker, who also spoke during the event, noted that “city leaders, who have stepped up and been the “helpers” in their communities during the pandemic, have come to realize the importance of maintaining mental health and committing to self-care during these extraordinary times.”

Mendonca, who shared his experiences with depression and anxiety in a **Cal Matters op-ed (<https://calmatters.org/commentary/my-turn/2020/07/i-faced-a-challenge-one-out-of-every-three-people-in-america-has-depression-and-anxiety/>)** last year, praised the resilience of city leaders and residents in navigating the pandemic. He also reflected on the realities of the enormous stress and strain the last 18 months have put on many. “Mental health is just health,” said Mendonca.

During a dynamic question and answer period led by Cal Cities Executive Director Carolyn Coleman, he expanded on that point. “What does it say about me that I had a mental health challenge?” asked Mendonca. “It says that I’m a human being. Whether you’re an elected official, government official, business leader, or the greatest of all time gymnast, we are all human. And treating each other as humans and recognizing and acknowledging and supporting each other, particularly in challenging times, is really, really important.” Mendonca reminded attendees that as leaders, you have to be a role model and create the space for a conversation about mental health within the team. Legitimizing and destigmatizing the conversation around self-care is the first step in leading with humanity, Mendonca explained.

Mendonca and others also discussed the need to address the fast-moving climate crisis, the necessity of affordable and accessible broadband, and the

importance of a federal infrastructure package — three major priorities for Cal Cities and its members. The Cal Cities Speakers Series will continue to feature high-profile individuals with timely and relevant content for city officials. Stay tuned for more information about our exciting lineup of speakers.

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