

City of Garden Grove
WEEKLY CITY MANAGER'S MEMO
December 22, 2022

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

I. DEPARTMENT ITEMS

A. PERFORMANCE REPORT FY 2021-2022

A copy of the FY 2021-2022 Performance Report will be made available for your review in your office. Additional copies will be available in the City Manager's Office and on the City's website under the City Manager page.

<https://ggcity.org/docs/performance-report/2021-2022-performance-report>

• **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 Stiles
City Manager

CITY OF GARDEN GROVE PERFORMANCE REPORT



FISCAL YEAR JULY 1, 2021 - JUNE 30, 2022

GARDEN GROVE



**NEW HOUSING
GARDEN BROOK SENIOR VILLAGE**



CANINE SUPPORT PROGRAM



**BUSINESS REVITALIZATION
WEST GROVE CENTER**



NEW PARK IMPROVEMENTS

WEEKLY MEMO 12-22-2022

SOCIAL MEDIA HIGHLIGHTS



Post Performance

December 15, 2022 - December 21, 2022

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

Included in this Report

 @CityGardenGrove

 Garden Grove City Hall

 gardengrovecityhall



gardengrovecityhall

Wed 12/21/2022 4:38 pm PST



Impressions	424
Reach	415
Comments	0
Story Taps Back	4



Garden Grove City Hall

Wed 12/21/2022 10:21 am PST

Southern California Edison (SCE) wants to help local high school seniors achieve their #STEM dreams! #EdisonScholars is...

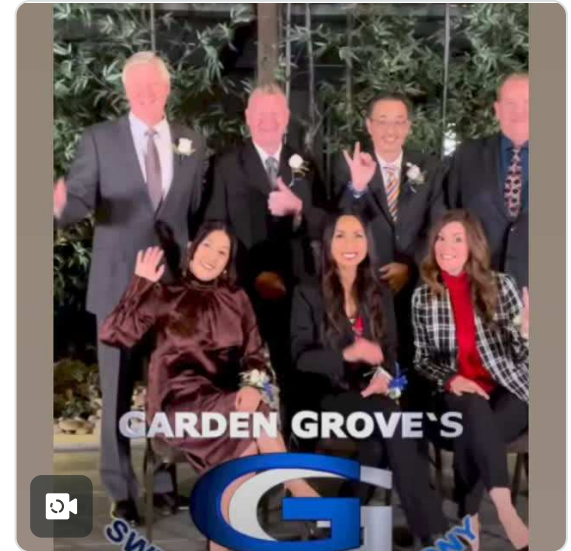


Impressions	794
Reach	794
Engagements	28
Engagement Rate (per Impression)	3.5%



gardengrovecityhall

Tue 12/20/2022 5:18 pm PST



Impressions	495
Reach	483
Comments	0
Story Taps Back	8



Garden Grove City Hall

Tue 12/20/2022 10:23 am PST

👤 Are you hosting this holiday? 💡
Remember to recycle your food waste by placing it into your brown organics bin!...



Impressions	308
Reach	307
Engagements	19
Engagement Rate (per Impression)	6.2%



gardengrovecityhall

Mon 12/19/2022 6:39 pm PST



Impressions	404
Reach	404
Comments	0
Story Taps Back	3



Garden Grove City Hall

Mon 12/19/2022 12:30 pm PST

🏠 Do you need #homerepairs? Qualified low-income residents can receive up to \$5,000 for home improvements, such as...



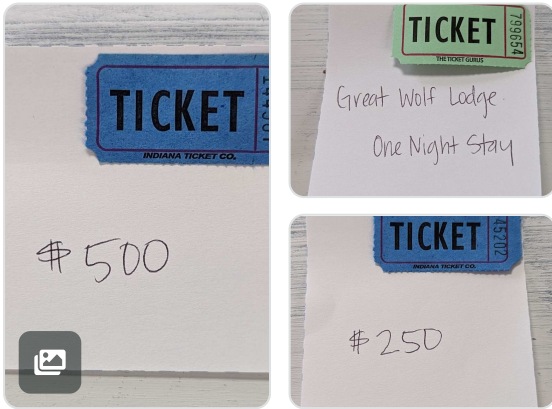
Impressions	1,684
Reach	1,643
Engagements	67
Engagement Rate (per Impression)	4%



gardengrovecityhall

Mon 12/19/2022 8:57 am PST

🎉 BiGG WINNERS ANNOUNCED 🎉
 Congratulations to the 2022 Black Friday Goes BiGG winners! o \$500 - Diem Dinh ...



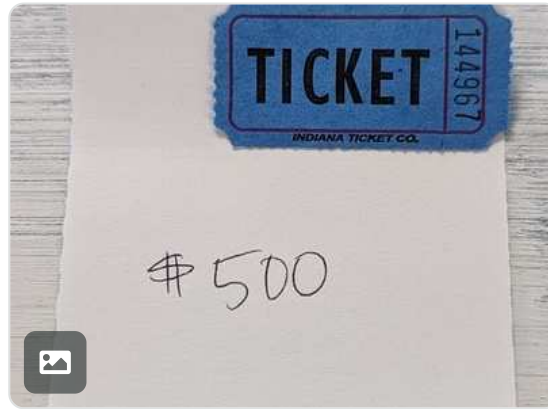
Impressions	3,419
Reach	2,749
Engagements	179
Engagement Rate (per Impression)	5.2%



Garden Grove City Hall

Mon 12/19/2022 8:32 am PST

🎉 BiGG WINNERS ANNOUNCED 🎉
 Congratulations to the 2022 Black Friday Goes BiGG winners! o \$500 - Diem Dinh ...



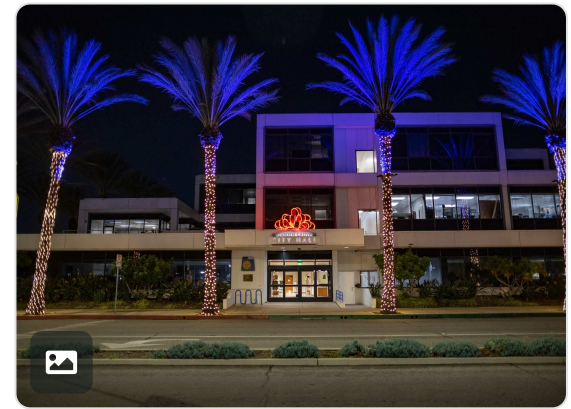
Impressions	3,780
Reach	2,959
Engagements	271
Engagement Rate (per Impression)	7.2%



gardengrovecityhall

Thu 12/15/2022 6:30 pm PST

In observance of the holidays, Garden Grove City Hall and the H. Louis Lake Senior Center will be closed from Monda...



Impressions	1,313
Reach	1,157
Engagements	43
Engagement Rate (per Impression)	3.3%



Garden Grove City Hall

Thu 12/15/2022 6:30 pm PST

In observance of the holidays, Garden Grove City Hall and the H. Louis Lake Senior Center will be closed from Monda...



Impressions	2,576
Reach	2,477
Engagements	74
Engagement Rate (per Impression)	2.9%



@CityGardenGrove

Thu 12/15/2022 6:30 pm PST

In observance of the holidays, Garden Grove City Hall and the H. Louis Lake Senior Center will be closed from 12/26/...



Impressions	274
Potential Reach	4,599
Engagements	16
Engagement Rate (per Impression)	5.8%



@CityGardenGrove

Thu 12/15/2022 3:41 pm PST

📣 Help us congratulate Deputy Chief Amir El-Farra as the new **#GardenGrove** Police Chief! He officially begins his new...



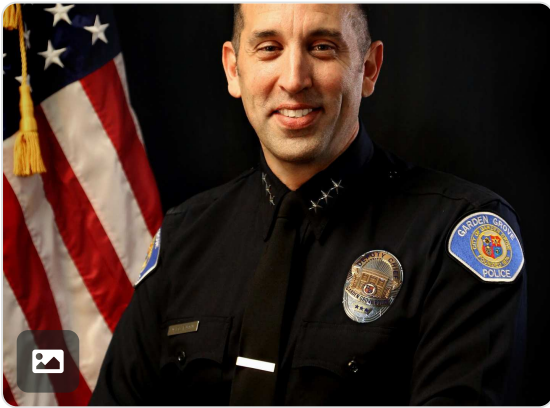
Impressions	365
Potential Reach	4,600
Engagements	26
Engagement Rate (per Impression)	7.1%



gardengrovecityhall

Thu 12/15/2022 3:38 pm PST

📧 Help us congratulate Deputy Chief Amir El-Farra as the new #GardenGrove Police Chief! He officially begins his new...



Impressions	1,679
Reach	1,476
Engagements	94
Engagement Rate (per Impression)	5.6%



Garden Grove City Hall

Thu 12/15/2022 3:38 pm PST

📧 Help us congratulate Deputy Chief Amir El-Farra as the new #GardenGrove Police Chief! He officially begins his new...



Impressions	687
Reach	675
Engagements	44
Engagement Rate (per Impression)	6.4%



gardengrovecityhall

Thu 12/15/2022 7:44 am PST

🍷 To all #GardenGrove residents and businesses: Republic Services staff will be reviewing the contents of trash, recyclin...



Impressions	4,106
Reach	3,630
Engagements	193
Engagement Rate (per Impression)	4.7%



Garden Grove City Hall

Thu 12/15/2022 7:41 am PST

🍓 To all #GardenGrove residents and businesses: Republic Services staff will be reviewing the contents of trash, recyclin...



Impressions	1,264
Reach	1,221
Engagements	94
Engagement Rate (per Impression)	7.4%



Post Performance

December 15, 2022 - December 21, 2022

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

Included in this Report

 Garden Grove Police Department



Garden Grove Police Depa...

Tue 12/20/2022 6:00 pm PST

#GardenGrovePD detectives were investigating a series of package thefts and recently identified a suspect (Micha...



Impressions	12,652
Reach	12,553
Engagements	4,188
Engagement Rate (per Impression)	33.1%



Garden Grove Police Depa...

Tue 12/20/2022 6:00 pm PST



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



Garden Grove Police Depa...

Tue 12/20/2022 12:00 pm PST

Going out of town this #holiday season? #GardenGrovePD offers FREE Vacation Home Check services for #GardenGrove...



Impressions	1,948
Reach	1,948
Engagements	55
Engagement Rate (per Impression)	2.8%



Garden Grove Police Depa...

Sun 12/18/2022 3:32 pm PST

With this being the week before Christmas, chances are you have packages being delivered to your home right now. Parcel...



Impressions	3,761
Reach	3,696
Engagements	235
Engagement Rate (per Impression)	6.2%



Garden Grove Police Depa...

Fri 12/16/2022 6:00 pm PST

#GardenGrovePD Special Investigations Unit (SIU) has been conducting an ongoing investigation into an individual selling...



Impressions	6,597
Reach	6,307
Engagements	1,193
Engagement Rate (per Impression)	18.1%



Garden Grove Police Depa...

Fri 12/16/2022 8:00 am PST

#GardenGrovePD gained five new officers yesterday when Officers D. Alarid, J. Amaya, A. Archuleta, J. Barrios-Roa and ...



Impressions	3,060
Reach	2,784
Engagements	681
Engagement Rate (per Impression)	22.3%

 **Garden Grove Police Depa...**
Thu 12/15/2022 3:30 pm PST

A new #GardenGrovePD Police Chief has been announced, and we could not be more excited to see what the future hold...



Impressions	3,722
Reach	3,607
Engagements	804
Engagement Rate (per Impression)	21.6%

WEEKLY MEMO 12-22-2022

NEWS ARTICLES

Garden Grove announces new police chief: Amir El-Farra

El-Farra takes over from Chief Tom DaRé, who retires at the end of the year.



Amir El-Farra has been chosen as the new Garden Grove Police chief. (Photo courtesy of the city of Garden Grove)

By [YUSRA FARZAN](#) | yfarzan@scng.com |

PUBLISHED: December 20, 2022 at 3:10 p.m. | UPDATED: December 20, 2022 at 3:17 p.m.

Amir El-Farra is [Garden Grove](#)'s new chief of police.

A 27-year law enforcement veteran, El-Farra is the department's deputy chief, a role he has served in since 2021. He takes over the helm of the Garden Grove Police from Chief Tom DaRé, [who retires at the end of the year](#).

El-Farra officially begins his new assignment at the start of the new year, on Jan. 1.

"My highest priority is to maintain our strong partnership with the community and ensure the highest commitment to service, safety, and protection," El-Farra said in a statement.

El-Farra began his career with the Garden Grove Police as an officer in 2008, following a stint with the Los Angeles Police Department. He was named Sergeant of the Year in 2015, and in 2019, as a captain, he oversaw the department's largest bureau, which includes K-9, SWAT, special investigations and more, according to the city.

In announcing the new police chief, Garden Grove City Manager Scott Stiles said, "Deputy Chief El-Farra has the proven character, drive, and abilities necessary to successfully lead the Garden Grove Police Department. His ascension through the ranks has been impressive, and his dedication and enthusiasm for the Garden Grove community is profound."

Main Street to “Flower Street”

BY OC TRIBUNE STAFF ON DECEMBER 18, 2022 • ([LEAVE A COMMENT](#))



JOHNNY NGUYEN speaks on “Flower Street” event planned for Garden Grove’s Main Street Jan. 21-22 (Orange County Tribune photo by Jim Tortolano).

By Jim Tortolano/Orange County Tribune

The downtown area of Garden Grove is known as a location for special events such as the Strawberry Festival in the Village Green park and the Elvis Festival on Main Street.

Now a third major gathering is planned for January: the “Flower Street on Historic Main Street.” Plans call for turning one block of Main, between Acacia Parkway and Garden Grove Boulevard, into a colorful flower extravaganza in keeping with similar events held in Vietnam.

The “Flower Street” will blossom on Saturday, Jan. 21 and Sunday, Jan. 22 in step with the Tet lunar new year, “The Year of the Cat.” Several organizations are partnering to produce the event.



FLOWER STREET in Vietnam (Viet Tours).

At a press conference on Main Street on Saturday, organizer Johnny Nguyen screened a slide show showing plans to turn that stretch of the city's original central business district into a colorful panorama of flora, along with a variety of events including a pet costume contest.

"The flower streets are popular attractions in Vietnam," he said. "Many people never get the chance to experience it."

"For the first time ever we want to bring a flower street to California. Borrowing from this unique lunar new year tradition, we will add our own touches." The theme of this inaugural event is "Spring" and there will be "large flower installations, unique artwork and a light display."

He went on to emphasize that he wanted the event to be inclusive and be welcoming to all ethnicities in Garden Grove.

Cherrie Hoa Mai, director of art for the event, remarked that part of the purpose of the event will be to help connect the second generation of Vietnamese-Americans – the children of the refugees who fled Indochina after the Communist conquest in 1975 – with the lives of their parents and ancestors, many of whom lived in rural settings and helped produce food.

"We must honor the farmers," she said. "Food is life." She added, "Young people today here have everything," and scant knowledge of how life was for their parents and grandparents before the grand exodus after the fall of Saigon.

Newly-seated Councilmember Joe VoDinh spoke briefly, praising the project and the diversity of the city.



CONTACT:
Scott Stiles (714) 741-5000
City Manager

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Thursday, December 15, 2022



DEPUTY CHIEF NAMED CITY'S NEW POLICE CHIEF

Garden Grove City Manager Scott Stiles has named Deputy Chief Amir El-Farra as Garden Grove's new chief of police. A 27-year law enforcement veteran, El-Farra became the department's deputy chief in 2021, serving second in command to former police chief Tom DaRé. He officially begins his new assignment on January 1, 2023.

"I am honored and humbled to continue working with the extraordinary men and women of the Garden Grove Police Department in this new capacity. My highest priority is to maintain our strong partnership with the community and ensure the highest commitment to service, safety, and protection," says El-Farra.

"Deputy Chief El-Farra has the proven character, drive, and abilities necessary to successfully lead the Garden Grove Police Department. His ascension through the ranks has been impressive, and his dedication and enthusiasm for the Garden Grove community is profound. I have no doubt that our community will place their deepest trust in him as I have," says City Manager Scott Stiles.

El-Farra began his career with the Garden Grove Police Department as a police officer in 2008, following prior service with the Los Angeles Police Department. He advanced beyond the normal course of promotions to become an acting sergeant in 2013, and sergeant in 2014, earning the title of Sergeant of the Year in 2015.

-more-

2-2-2

In 2016, he was promoted to lieutenant, and in 2019 to captain, overseeing the largest bureau in the police department that includes SWAT, K-9, patrol, gangs, special investigations, the Special Resources Team (SRT), and motorcycle unit.

In 2021, he became the police department's deputy chief, providing vital leadership in the City's and police department's Emergency Operation Centers during the COVID-19 crisis.

El-Farra has worked a variety of assignments during his career with the Garden Grove Police Department and held many adjunct duties, including service and involvement on the department's Community Policing Committee, the Citizen's Police Academy, and the Chief's Advisory Council which interacts with leaders in the community. During his career, he has also served as a field training officer for new recruits, and an instructor on arrest and control techniques. He has also received numerous awards and commendations and obtained various professional credentials throughout his career. He has completed the Orange County Cohort Leadership Course and is a member of the California Chiefs of Police Association.

A graduate of Humboldt State University, where he excelled as a collegiate athlete, El-Farra has been married to his wife, Erinn, for 26 years. They have four children and a grandson.

###



CONTACT:
Karissa Yniguez
Public Works Department
(714) 741-5330/karissay@ggcity.org

FOR IMMEDIATE RELEASE

Public Information Office (714) 741-5280

Follow the City of Garden Grove on Social Media

Thursday, December 15, 2022



CITY HALL CLOSED, EMERGENCY SERVICES AVAILABLE DURING HOLIDAY CLOSURE

In observance of the Christmas and New Year's Day holidays, Garden Grove City Hall and the H. Louis Lake Senior Center will be closed from Monday, December 26, 2022 through Monday, January 2, 2023.

Street sweeping services will not be provided on Sunday, December 25, 2022 and Sunday, January 1, 2023. Streets will be swept as scheduled on all other days. There will be no street sweeping enforcement from Monday, December 26, 2022 through Monday, January 2, 2023. Street sweeping enforcement will resume on Tuesday, January 3, 2023. Trash pickup will not be provided on Monday, December 26, 2022 and Monday, January 2, 2023. Trash pickup will be delayed by one day for the remainder of those weeks.

Republic Services will provide free pick up of holiday trees during a three-week period, beginning Tuesday, December 27, 2022 through Saturday, January 14, 2023. Trees must be out by 7:00 a.m. on regular trash collection days. Flocked trees are not recyclable and are not eligible for the free collection, but may be disposed of in the regular trash container or by scheduling a bulky item pick up.

-more-

CITY HALL CLOSED, EMERGENCY SERVICES AVAILABLE DURING HOLIDAY CLOSURE
2-2-2

Garden Grove Animal Care Services will continue to operate on a normal basis except for December 25, 2022 and January 1, 2023, when only emergency services will be available by calling the Garden Grove Police Department Dispatch at (714) 741-5704.

For police or fire emergencies, call or text 9-1-1. Non emergencies can be reported by calling the Garden Grove Police Department Dispatch at (714) 741-5704.

For safety emergencies, such as water main breaks or downed signals, call the Garden Grove Police Department Dispatch at (714) 741-5704.

During the holiday closure, water bills will not be due and services will not be cut off. Water bill payments can be made online at ggcity.org/water; by phone at [\(888\) 867-2992](tel:8888672992); or dropped off in the payment box outside Garden Grove City Hall, 11222 Acacia Parkway (cash will not be accepted).

Parking citations due during the holiday closure may be paid online by visiting pticket.com/gardengrove or by mailing a check or money order to P.O. Box 409 Tustin, CA 92781. For more information, call the Public Works Department at (714) 741-5382.

The regular Garden Grove City Council, Successor Agency, Sanitary District, and Housing Authority meetings scheduled for Tuesday, December 27, 2022, are canceled. The next scheduled Garden Grove City Council meeting will take place on Tuesday, January 10, 2023, in the City Council Chamber, at the Garden Grove Community Meeting Center, 11300 Stanford Avenue. For more information, call the City Clerk's Office at (714) 741-5040.

-more-

CITY HALL CLOSED, EMERGENCY SERVICES AVAILABLE DURING HOLIDAY CLOSURE
3-3-3

For more information on street sweeping, call the Public Works Department at (714) 741-5382. For questions about holiday tree pick ups, call Republic Services at (714) 238-3300 or visit republicservices.com

###

MISCELLANEOUS ITEMS

December 22, 2022

1. Calendar of Events
2. Notice of Cancellation of the January 5, 2023 Garden Grove Planning Commission Meeting.



CALENDAR OF EVENTS

December 22, 2022 – February 10, 2023

Thursday	December 22		\$2 Casual Dress Day
		9:00 a.m.	Zoning Administrator Meeting, CMC CANCELLED
Friday	December 26- January 2		City Hall Closed – Holiday Closure
Tuesday	January 3	6:00 p.m.	Traffic Commission Meeting, CMC
Thursday	January 5	7:00 p.m.	Planning Commission Meeting, CMC
Tuesday	January 10	5:30 p.m. 6:30 p.m.	Closed Session, CMC Successor Agency Meeting, CMC City Council Meeting, CM
Thursday	January 12	9:00 a.m.	Zoning Administrator Meeting, CMC Downtown Commission Meeting, CMC
		6:00 p.m.	Parks, Recreation and Arts Commission, CMC
Friday	January 13		City Hall Closed – Regular Friday Closure
Monday	January 16		City Hall Closed – Martin Luther King Jr. Day
Thursday	January 19	7:00 p.m.	Planning Commission Meeting, CMC
Tuesday	January 26	9:00 a.m.	Zoning Administrator Meeting, CMC
		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, CMC
Friday	January 27		City Hall Closed – Regular Friday Closure
Thursday	February 2	7:00 p.m.	Planning Commission Meeting, CMC
Friday	February 10		City Hall Closed – Regular Friday Closure



GARDEN GROVE

NOTICE OF CANCELLATION
OF THE
GARDEN GROVE PLANNING COMMISSION
JANUARY 5, 2023
REGULAR MEETING

NOTICE IS HEREBY GIVEN that the Regular Meeting of the Garden Grove Planning Commission scheduled for Thursday, January 5, 2023, at 7:00 p.m. in the Council Chamber of the Community Meeting Center, 11300 Stanford Avenue, Garden Grove, is hereby cancelled.

DATED: December 22, 2022

JOHN RAMIREZ
CHAIR