

# Costa Mesa launches zero emission, on-demand rideshare service



The City of Costa Mesa is pleased to announce the receipt of a \$1.5 million grant from the State's Clean Mobility Options program to launch Let's Go Costa Mesa, a new on-demand rideshare service in partnership with Circuit to offer free, clean energy transportation to residents with limited or no access to a personal automobile, though all members of the community are welcome to use the service.

This new, free ride share service is intended for short local trips and will use a small fleet of electric vehicles, including a van branded as The Goat. Circuit will provide vehicles, including The Goat, which seats up to 10 passengers. While the name, The Goat, is in reference to Costa Mesa's history of being known as Goat Hill, it is also an acknowledgment that the actual animals are sturdy, full of energy, and able to go anywhere.

"Let's Go Costa Mesa will provide needed mobility to seniors on the Westside and East 17th Street to destinations such as doctors, restaurants and shopping," Mayor John Stephens said. "This increased access also benefits our local businesses. I'm grateful to Council Member Arlis Reynolds, who effectively advocated for this project through the approval process, and

to the council and city staff who approved and implemented this important resource for our seniors.”

The Mobility Project Voucher worth \$1.5 million is from California’s Clean Mobility Options (CMO) program, a part of California Climate Investments, a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment – particularly in under-served communities. This project is in concert with the California Energy Commission’s Clean Transportation Program, which is investing more than \$1 billion to accelerate the deployment of zero-emission transportation infrastructure and support in-state manufacturing and workforce training and development.

Also, collaborating with Circuit to use electric vehicles to replace daily trips is a cleaner option since 28 percent of national trips one mile or less are traditionally performed by fossil fuel vehicles, according to National Household Travel Survey Data.

Clean Mobility Options, or CMO, is a statewide initiative that provides funding for zero-emission shared mobility options to under-resourced communities in California. CMO is available throughout California to all eligible disadvantaged and low-income communities and tribal governments, to increase access to safe, reliable, convenient, and affordable transportation options.

The Let’s Go Costa Mesa service area will consist of Westside Costa Mesa and College Park south of Joann Street and the area surrounding the East 17th Street shopping district bounded by East 18th Street on the north and East 16th Street on the south.

To use the service, residents and visitors are encouraged to download the Ride Circuit app on the App Store or Google Play

or call the hotline at (949) 828-2065. Let's Go Costa Mesa will operate seven days a week, up to 10 hours per day, as part of a four-year pilot program. Rides are free, and are available within the service area Monday through Friday from 8 a.m. to 6 p.m. and Saturday and Sunday from 10 a.m. to 8 p.m.

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## **Fire Captain Ruhl is the latest recipient of the City Manager Leadership Award**

Assistant City Manager Cecilia Gallardo-Daly joined Deputy City Manager Alma Reyes to present the October City Manager Leadership Award to Fire Captain Mike Ruhl.

"As someone who worked closely with Mike, I can attest to his dedication to his work, family and faith," Reyes said. "He is a true leader in the Fire & Rescue Department and a pleasure to work with. I am so happy to be able to present him this award."

Ruhl has been a member of the CMFR Team since January of 2008, when he was hired as a Firefighter. He became a Paramedic in 2013. Ruhl was promoted to Fire Engineer in 2018 and then promoted to Fire Captain in March of 2020.

Ruhl has served the community and Costa Mesa Fire & Rescue in various capacities. These areas include serving on the CMFR Tools & Equipment Committee, CMFR SOP Committee, CMFR Academy Cadre Instructor, CMFR Strategic Planning Committee, CMFR Recruitment Team and the CMFA Executive Board.

He is also CMFR's Peer Support Coordinator. The Peer Support

Group was established in 2017 with Ruhl spearheading the efforts with Battalion Chief Chris Coates. The Peer Support Group now has seven active members to assist as needed and shows the dedication and commitment Ruhl has to his peers and the organization.

“Captain Ruhl is an example of our absolute best, professionally and personally, and on all levels,” Fire Chief Dan Stefano said. “He is highly respected by his peers. His strong core values, ethical leadership acumen, infectious positive energy, authenticity and compassionate care for others is matched with his exceptional work ethic, critical thinking skill sets, impactful mentoring approach, and his unwavering commitment to those around him, always placing the highest priority on his family, his faith and his friends.”

Ruhl holds an Associates of Science degree in Fire Science and a Bachelor of Science in Emergency Management from Purdue University, where he graduated Summa Cum Laude.

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## **Costa Mesa Announces New Director of Economic and Development Services**

Costa Mesa City Manager Lori Ann Farrell Harrison announced that Carrie Tai, a development services expert with more than 20 years of local government experience, will be the City’s new Director of Economic and Development Services.

“We conducted a nationwide search to find the right person, and Carrie quickly became our top candidate to lead this important City department,” Farrell Harrison said. “I’m

excited about Carrie's focus on servant leadership and developing strong relationships with residents and the business community. She is experienced in creating and implementing organization efficiencies that expedite permit processing and improve customer service."

As Director of Economic and Development Services, Tai will oversee the City's economic development, building and safety, code enforcement, planning, housing and cannabis operations. She will also be working closely on the development of the master plan for the State-owned Fairview Developmental Center property as well as manage the planning and visioning for future housing opportunities in Costa Mesa.

"Planning, economic development and code enforcement are vital functions in Costa Mesa," Mayor John Stephens said. "Our residents and businesses are entitled to outstanding service and thoughtful land-use planning. I'm confident Carrie will deliver results in these areas, and I look forward to working with her."

Tai comes to Costa Mesa from the City of Hermosa Beach, where she was the Director of Community Development, overseeing planning, building and safety and code enforcement while leading the certification of the City's Housing Element. She also served in the City of Manhattan Beach as the Community Development Director where she launched the City's successful outdoor dining program and implemented process efficiencies throughout the department.

Prior to that, Tai was the City of Long Beach's Zoning Administrator overseeing the day-to-day planning services during one of the most extensive development periods in the City's history, including projects that resulted in more than 3,000 dwelling units. She also worked for the Port of Long Beach, the nation's second largest port, where she developed the first comprehensive update of the Port Master Plan in 30 years.

“It is an honor to join the City Manager’s team and guide Costa Mesa’s future growth and development for all segments of the community,” Tai said. “I look forward to advancing major planning initiatives and furthering the City’s ongoing efforts to ensure excellent customer service.”

A native of Boston, Tai graduated from Boston Latin School, the first public high school in the United States. She holds a Bachelor’s Degree with dual majors in Urban Studies and Music, as well as a Master’s of Urban Planning degree from Hunter College of the City University of New York. She has been a member of the American Institute of Certified Planners (AICP) and is a popular speaker at industry conferences regarding state housing law, environmental review, land-use planning and leadership development.

Tai will start with the City of Costa Mesa on Wednesday, Oct. 16.

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## **Mayor receives award from Angel Light Academy**

Mayor John Stephens was honored with an “Angel on Earth,” award from the nonprofit Angel Light Academy at its annual Above & Beyond Event on Saturday, Sept. 28 at the Avenue of the Arts Hotel in Costa Mesa.

The Above & Beyond honorees were nominated by their peers for their outstanding community service, leadership and proven excellence.

“I am grateful to be recognized by the Angel Light Academy for my contribution to the great City of Costa Mesa, and I’m proud

of what our city team has accomplished together,” Mayor Stephens said. “It is a privilege and honor to serve as mayor of this great city.”

Stephens was chosen for this award based on his exemplary leadership and devotion to public safety and the first responder community, according to the Angel Light Academy.

Mayor Stephens joins a diverse group of honorees this year representing youth, family services, domestic violence, homelessness, healthcare, sustainability and youth empowerment.

According to the Angel Light Academy, these honorees have demonstrated an attitude of excellence, teamwork and leadership that consistently goes *Above & Beyond* in their daily lives.

In addition to being Mayor, Stephens has served as the Chair of the ACC-OC Homelessness Task Force, and as Director of the Orange County Transportation Authority, Transportation Corridor Agency (Toll Roads) and Travel Costa Mesa. He initiated the City’s Independence Day Celebration (which had 10,000 attendees in 2024), and he has been Santa Claus at the annual Snoopy House event for many years!

Past winners of the award include current County Supervisor Katrina Foley, who won the award in 2019 during her term as Mayor of Costa Mesa.

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# Senior Programmer Analyst Yang receives City Manager Leadership Award

City Manager Lori Ann Farrell Harrison has presented the City Manager's Leadership Award for September to Hua Yang (also known as YH) a Senior Programmer Analyst in IT.

"As a subject matter expert in both technology and payroll, YH is well known for troubleshooting issues quickly and efficiently," Farrell Harrison said. "Her comprehension of both IT and payroll systems is a valuable skill and we are so fortunate to have her on our team. I'm happy to be able to present her this award."

YH started working for the City of Costa Mesa – IT department in June 1999 as Programmer Analyst II. She earned a promotion to Sr Programmer Analyst in 2005, where she has provided support to the city's HR and Payroll system (Peoplesoft).

Her major responsibilities include: Implementing MOU changes for different unions, trouble-shooting system/data problems for payroll, working with the users to provide auditing data/report, processing Open Enrollment tasks in PeopleSoft, supporting year-end processes, generating compensation reports for the city/state and applying tax/technical updates to Peoplesoft.

YH earned her Bachelor's Degree in Computer Science from Nankai University in China. She worked with National Computer Systems Bureau in Singapore before she came to the US. This is her second time getting the City Manager Leadership Award!



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# Costa Mesa breaks ground on new Fire & Rescue Regional Training Center

**COSTA MESA, CA** – On Friday, Sept. 6, the Costa Mesa Fire & Rescue Department, along with City and State leaders, officially broke ground on a new training tower facility at Fire Station No. 4, marking a multi-year effort to remake the aging structure into a state-of-the-art Regional Training Center.

Participants at the groundbreaking event were Assembly Member Cottie Petrie-Norris, Mayor John Stephens, Mayor Pro-Tem Jeff Harlan, Council Members Andrea Marr and Manuel Chavez, City Manager Lori Ann Farrell Harrison, Chief Dan Stefano and Public Works Director Raja Sethuraman. It was Petrie-Norris who secured \$2.5 million in state funding to get the project started to replace the nearly 60-year-old landmark tower on Placentia Avenue.

“The Costa Mesa Fire & Rescue Regional Training Center will be instrumental in equipping our firefighters and recruits to handle the myriad challenges they face during fire and rescue operations in our city,” said Assemblywoman Cottie Petrie-Norris (D-Irvine). “With its advanced training tower and realistic simulation capabilities, this center will enhance their readiness, ultimately saving lives and safeguarding property. I’m proud to have secured state budget funding for this vital project, ensuring our first responders have access to top-notch facilities and equipment to protect our community.”

In addition to the state funding, the Costa Mesa City Council approved \$2.2 million toward the project and Mayor Stephens is proud of that effort.

“I’m grateful for Assembly Member Petrie-Norris’s efforts to secure funding, to my fellow Council Members, who joined me in approving the additional funds needed to complete this project, as well as the leadership of our City Manager, Fire Chief and Public Works Director,” Mayor Stephens said. “We are also fortunate to have amazing and dedicated members of our fire service who are only going to get better with the training and resources this new facility will provide.”

City Manager Farrell Harrison said she is looking forward to the completion of the new facility.

“Under the leadership of Chief Stefano and Public Works Director Sethuraman, I look forward to watching the transformation of Fire Station No. 4, that was built during Lyndon Johnson’s presidency,” Farrell Harrison said. “This new Regional Training Facility that will be used by neighboring cities and agencies and will improve the region’s fire and emergency preparedness and response.”

Chief Stefano highlighted the importance of the new facility.

“Today’s groundbreaking ceremony provides us the valued opportunity to celebrate and share this historic moment in time with our community and for our community, with gratitude and thanks for everyone who played a part to help make our vision become a reality,” Chief Stefano said. “Our new state of the art Fire & Rescue Regional Training Facility will be one of the most incredibly valuable, public safety infrastructure training assets not only for us here in Costa Mesa, but more importantly, for our entire region, providing our professional firefighters and fire service professionals with the highest quality of training resources and tools available to serve our community, our region, and our

statewide interests at our absolute best.”

The new building and training grounds will also be used by neighboring cities and agencies, hence improving the region’s preparedness to address fire emergencies and natural disasters while leading to a more resilient and collaborative fire service. The new facility bridges the gap between fire dynamics knowledge and the use of the training building and props for hands-on training.

Also in attendance Friday were Battalion Chief Chris Coates, the project liaison, Assistant Chiefs Jason Pyle and Jon Neal as well as Assistant City Manager Cecilia Gallardo-Daly, Deputy City Manager Alma Reyes, Finance Director Carol Molina, Parks & Community Services Director Brian Gruner and IT Director Steve Ely.

The project will use locally sourced and environmentally friendly products and materials.

One of the facets that will be incorporated includes water reclamation elements that will also be added to enhance the recovery of water that is utilized as part of training exercises. The reclamation elements will be utilized to significantly reduce water waste and provide a sustainable training option during times of drought and water conservation.

The building and training grounds will also include upgrades to the existing lighting to include energy-efficient fixtures (LEDs) and will include natural light levels. Future upgrades will incorporate elements of solar-powered backup energy to be used in case of a power outage. Additionally, low-flow faucets and other features will be installed to promote water efficiency and conservation and will include native and drought-resistant landscapes.

Climate change and the drought conditions continue to worsen, and extreme heat incidents become more frequent and severe.

More than 40 percent of Orange County is designated as a Very High Fire Hazard Severity Zone as assessed by CalFire. The City of Costa Mesa and Orange County would greatly benefit from these upgraded facilities to manage increased demand and mitigate wildfire risk during these events.



## CONTACT

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# Street sweeping is postponed

# this holiday week

Due to the observation of the Labor Day holiday, there will be no residential street sweeping Sept. 2 – Sept. 6 2024.

This coincides with the Costa Mesa Sanitary District, which also observes this holiday by pushing trash collection back one day. This results in residential gutter lines being cluttered with trash cans making it impossible for street sweeper operators to do an efficient job. There should be no parking citations issued during this time.

Street sweeping will resume back to normal schedule the week of Sept. 9.

In lieu of street sweeping, the following is a list of tasks that clean streets operators will be conducting next week.

- Citywide alley street sweeping
- Sweeping of park parking lots and other city owned facilities
- Accident call outs and special request
- Night route sweeping on all arterial streets

For more information, residents can call the city's street sweeping hotline at (714) 327-7471, which has been updated with this information.

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## CalOptima Health Launches street medicine program in Costa Mesa

CalOptima Health, in partnership with the City of Costa Mesa and Celebrating Life Community Health Center, launched a street medicine program this month to deliver comprehensive

health care to people experiencing homelessness.

Costa Mesa is the second city in Orange County to offer the CalOptima Health Street Medicine Program, which combines health and social services to address the unique needs of the vulnerable unhoused population. The program engages people experiencing homelessness where they are in the community, which reduces barriers to care and increases direct access to ongoing medical services. Expanded benefits are also available through Medi-Cal's new community-oriented services that provide coordinated, whole-person care. The CalOptima Health Street Medicine Program relies on collaboration with city, county and community organizations with the goal of helping individuals achieve better health outcomes and ultimately gain secure housing.

"In the past six years, the County of Orange, City of Costa Mesa and our partners have stood up a system of care to support the whole continuum of needs by Orange County residents. One pervasive need by our unhoused neighbors is safe, reliable medical care," said Supervisor Katrina Foley, who represents the Fifth District on the Orange County Board of Supervisors. "By expanding street medicine into Costa Mesa, CalOptima Health and Celebrating Life Community Health Center will provide necessary medical services, as well as establish a vital trusted relationship with our homeless neighbors, so CalOptima Health can stabilize health from the root – housing."

"The CalOptima Health Street Medicine Program is focused on serving members experiencing homelessness, combining experienced health care providers with compassionate peer navigators, to help those in need on the streets," said Michael Hunn, CEO of CalOptima Health. "With the support of the City of Costa Mesa, the Mayor, City Council, Police and Fire, and our community-based partner provider, Celebrating Life Community Health Center, we will bring life-changing health care to those most in need."

Costa Mesa spans 16 square miles, and a customized vehicle that serves as a mobile exam room will cover this area to reach people in need. According to the 2024 Orange County Point in Time Count, there are approximately 300 individuals experiencing homelessness in Costa Mesa.

“The City of Costa Mesa is honored to be one of three Orange County cities chosen to implement CalOptima Health’s Street Medicine Program,” said John Stephens, Mayor of Costa Mesa. “This innovative approach to bringing medical care to those with the greatest need enhances the City’s comprehensive system of care. I am proud of the outstanding work of City and CalOptima Health staff to bring this project to fruition. Costa Mesa continues to be a model for effective, compassionate care in our region.”

In operation since 2018, Celebrating Life Community Health Center is a well-established provider in the community, operating a clinic at 700 West 19th Street in Costa Mesa. “Celebrating Life Community Health Center is honored to join forces with CalOptima Health and the City of Costa Mesa to establish this transformative Street Medicine Program,” said Sergey Sergeyev, CEO of Celebrating Life Community Health Center. “This initiative is a testament to our firm commitment to serve the most vulnerable members of our community. Our dedicated team is passionate about meeting people where they are – directly on the streets – to provide essential medical care and support.”

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## **ABOUT**

### **About CalOptima Health**

A county organized health system, CalOptima Health provides quality health care coverage for low-income children, adults, seniors and people with disabilities in Orange County,

California. CalOptima Health's mission is to serve member health with excellence and dignity, respecting the value and needs of each person. CalOptima Health serves more than 919,000 members with a network of 11,400 primary care doctors and specialists and 39 acute and rehab hospitals. CalOptima Health's first Street Medicine Program launched in Garden Grove in April 2023, and programs in Costa Mesa and Anaheim will begin in Summer 2024. Visit [www.caloptima.org](http://www.caloptima.org).

### **About Costa Mesa**

The City of Costa Mesa was incorporated in 1953 and encompasses 16 square miles with a population of about 112,000, 30 parks, two municipal golf courses, 20 public schools and three libraries. Orange Coast College, Coastline Community College and Vanguard University and the Orange County Fair and Event Center are within the city limits. The City's Network for Homeless Solutions offers a comprehensive system of care to residents experiencing or at risk of homelessness with a 100-bed Bridge Shelter that provides interim housing coupled with wraparound services to support guests on their journey to a permanent housing option. The 9.5-acre Costa Mesa Civic Center is located at 77 Fair Drive. Visit [www.costamesaca.gov](http://www.costamesaca.gov).

### **About Celebrating Life Community Health Center (CLCHC)**

CLCHC provides high-quality medical, dental, behavioral health and social services to underserved communities in Orange County. CLCHC goes beyond just health care to address the whole person with a wraparound, community-based support model that embraces customized patient care, including housing, food resources, childcare, job reintegration and more. CLCHC's multicultural team came together because of shared experiences of homelessness, food insecurity, poverty and discrimination,



and in 2019, leaders embarked on a journey to become a community health care innovator. CLCHC has expanded to include clinics in Mission Viejo, Costa Mesa, Santa Ana and Irvine, and is now proud to partner with CalOptima Health to launch a Street Medicine Program in Costa Mesa serving unhoused children and adults. Visit [www.clchc.org](http://www.clchc.org).

## **MEDIA CONTACTS**

- **CalOptima Health:** Janis Rizzuto, Director, Communications, [jrizzuto@caloptima.org](mailto:jrizzuto@caloptima.org), 714-984-3671
- **City of Costa Mesa:** Tony Doderero, Public Information Officer, [doderero@costamesaca.gov](mailto:doderero@costamesaca.gov), 949-922-8726
- **Celebrating Life Community Health Center:** Sergey Sergeyev, CEO, [ssergeyev@clchc.org](mailto:ssergeyev@clchc.org), 949-276-8233

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## **Finance's Elsa Barajas receives the City Manager Leadership Award for the month of August**

At the August Meet and Greet, Assistant City Manager Cecilia Gallardo-Daly teamed with Deputy City Manager Alma Reyes to present the Finance Department's Permit Processing Specialist Elsa Barajas with the City Manager Leadership Award.

"I truly appreciate Elsa's positive attitude and communication

style which allows her to provide exceptional customer service,” Gallardo-Daly said. “She has responded to thousands of inquiries in person, over the phone and via email in both in English and Spanish. She quickly identifies customer needs, problem-solves, and offers alternative solutions and her colleagues describe her as a team player, hardworking and reliable. I am thrilled to present her this award.”

Barajas began her service with the City as temporary staff in April 2022 to assist the Treasury Division in reviewing and issuing Business Licenses. A few months later, Barajas was permanently hired as the new Permit Processing Specialist. She is the frontline staff member at the Finance front counter.

Barajas has been instrumental in implementing key projects with the Finance Department. Her many responsibilities include processing Business License requests, issuing Operator Permits (Food Trucks), Sidewalk Sale Permits, Sidewalk Vendor Permits, Firework Stand Permits, Seasonal Agricultural Permits, verifying State Contractor’s Licenses and ensuring businesses have a valid Sellers Permit in compliance with the City’s Municipal Code – which is key to the City receiving its Sales Tax revenue.

Barajas also serves as the Department’s subject matter expert for the implementation of TESSA. She’s embraced this role and used her experience at the City of El Segundo during their LMS implementation and worked diligently on questionnaires, user-testing, legacy data, training guides and finally a successful Go-Live.

In January, Barajas was asked to fill-in for the City’s Cashier position, where she handles all cash register payments made to the City, manages transactions, generates daily reconciliation, and closes balance sheets.

Barajas is a graduate of El Rancho High School in Whittier and has attended Rio Hondo College.

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# **Costa Mesa's free Independence Day Community Celebration is almost here!**

The City of Costa Mesa is hosting a FREE Independence Day Community Celebration on Wednesday, July 3 from 5 p.m. to 11p.m. at the OC Fair & Event Center.

Bring your own picnic, lawn chairs and blanket and create a memorable day as we celebrate our nation's independence! Food and drinks will be available for purchase.

Highlights Include:

- 9:30 p.m. Fireworks Show
- Free Entry and Parking
- Exciting Contests
- Delicious Food & Drinks
- Fun Kids Activities
- Live Music by Tijuana Dogs and 80's All-Starz

Please Note:

- Glass containers and bottles are prohibited.
- No hard-sided coolers or outside alcohol permitted.
- Let's keep the celebration safe for everyone!

Don't miss out on this spectacular community event. See you there!

Location: OC Fair & Event Center, 88 Fair Drive, Costa Mesa – Lot A

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# **CMTV's Ron Dam takes the spotlight for June's City Manager Leadership Award**

City Manager Lori Ann Farrell Harrison honored CMTV Multimedia Specialist and Videographer Ron Dam with the City Manager Leadership Award for the month of June.

“Ron is an extraordinarily talented camera operator, editor and video producer,” Farrell Harrison said. “He and the CMTV team have successfully partnered on video projects with every department and every elected official in the city, making everyone and every department in the city consistently look good. Thanks for spotlighting our City and our employees. I’m thrilled to give him this award.”

Dam is noted for being able to take not so exciting public service content and transform it into viewer-friendly informative and entertaining videos. His video handiwork has become a featured highlight at the City’s annual Employee Service Awards, turning employees into “actors.”

His many duties include broadcasting meetings, writing scripts, shooting and editing videos, creating animations and his artistic work can be found on many of our “public facing” communication platforms, including Channel 3, Facebook, Instagram, YouTube and Granicus.

His combination of expert production and storytelling skills

have helped make CMTV a nationally recognized operation, resulting in dozens of regional and national governmental video awards.

Dam started in Costa Mesa as a part time video production specialist in April of 2013. He has a bachelor's degree from Cal State Long Beach, with a major in journalism and minor in Chinese.

When he's not creating videos, he spends time as a longtime member of a "Taiko," or "Japanese percussion instrument" drumming group, performing shows at community events throughout Southern California.

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## **Street sweeping cancelled during Memorial Day week**

Due to the observation of the Memorial Day holiday on Monday, May 27, there will be no residential street sweeping the entire week as Costa Mesa Sanitary District also observes this holiday pushing trash collection back one day.

This results in residential gutter lines being cluttered with trash cans making it difficult for street sweeper operators to do an efficient job. Street sweeping will resume back to normal schedule starting the week of June 3. No parking citations will be issued during this time.

The following are a list of tasks that Clean Street's operators will be conducting next week.

- City wide alley street sweeping
- Sweeping of park parking lots and other city-owned

facilities

- Accident call outs and special requests
- Night route sweeping on all arterial streets

For more information, residents can call the city's street sweeping hotline at (714) 327-7471, which has been updated with this information.