



City of Placentia

Press Release

For Immediate Release
March 2, 2016

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PLACENTIA APPOINTS NEW CITY ADMINISTRATOR

Since the departure of the previous City Administrator in February 2015, Assistant City Administrator Damien R. Arrula has served in the capacity as Acting City Administrator/Interim City Administrator for the City of Placentia. On Tuesday, March 1, 2016 the City Council approved the appointment of Mr. Arrula to the City Administrator's position.

Placentia is a full service city in northern Orange County and is comprised of approximately 54,000 people with 115 full-time and 75 part-time employees. The City's 2015-2016 total budget is approximately \$32 million.

Mr. Arrula's responsibilities include management and oversight of all City operations and departments. Mr. Arrula currently assists in managing special development projects such as the Old Town Santa Fe District Plan, Transit Oriented Development Packing House District Plan, and General Plan update. During his tenure with Placentia, Mr. Arrula has assisted in securing funding for the pending Placentia Metrolink Station, downtown parking structure and the formation of the Citizens Fiscal Sustainability Task Force.

Prior to working for the City of Placentia, Mr. Arrula held the positions of Economic Development Director, Administrative/Economic Development Officer, Senior Management Analyst, and Management Analyst with the cities of Claremont, El Monte and Sierra Madre. Within those cities, Mr. Arrula developed a variety of new programs and economic development projects, including the revitalization of two downtowns, the development of several hundred thousand square feet of retail centers and two hotels, completed unique transit-oriented development projects, recruited car dealerships and established a variety of award-winning housing developments. He has also managed capital improvement projects and programs, including development of an emergency operations center, construction of a CNG fueling facility, and development of one of California's first municipal thermal-solar pool heaters, which received national recognition.

Mr. Arrula holds a Bachelor of Science in Political Science and a Minor in General Management from Cal Poly Pomona. He has a Masters of Public Administration from the University of La Verne and a post-graduate leadership certificate from Claremont McKenna College.

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