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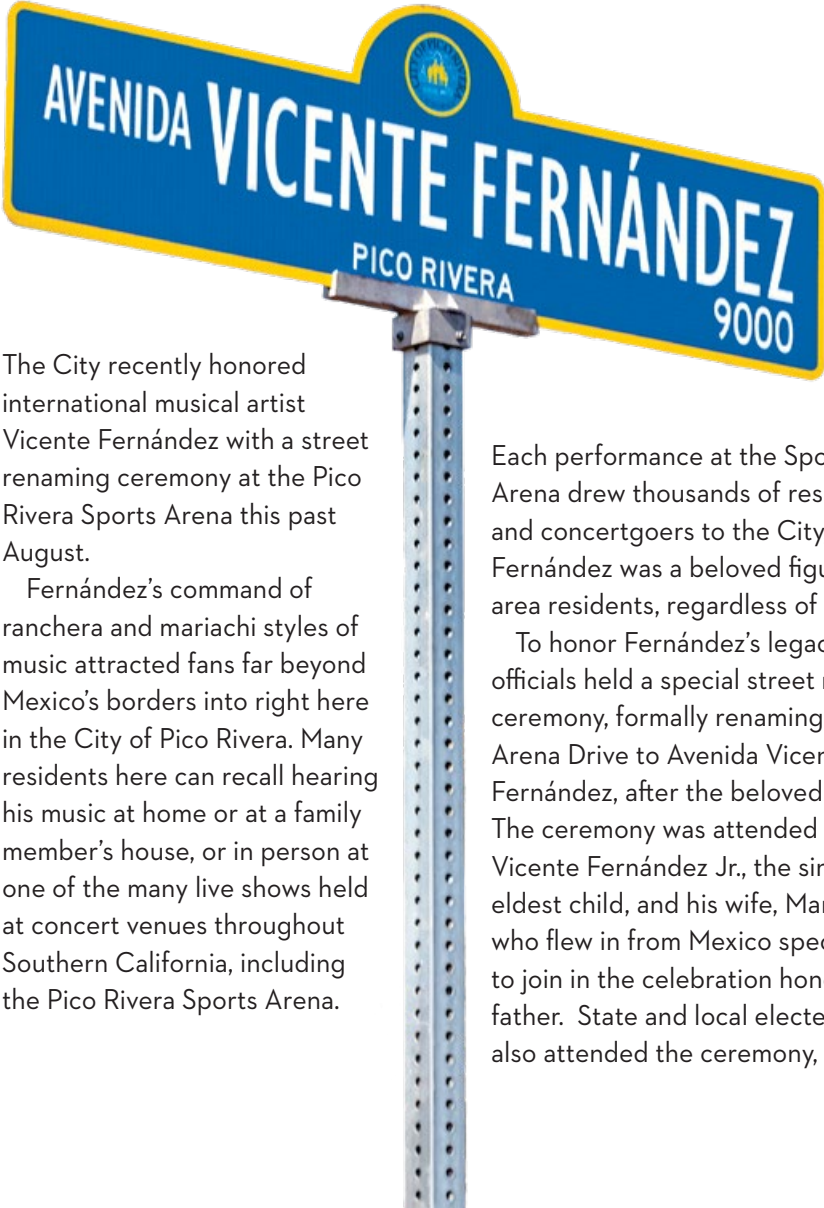
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AVENIDA VICENTE FERNÁNDEZ NOW A STREET IN PICO RIVERA



The City recently honored international musical artist Vicente Fernández with a street renaming ceremony at the Pico Rivera Sports Arena this past August.

Fernández’s command of ranchera and mariachi styles of music attracted fans far beyond Mexico’s borders into right here in the City of Pico Rivera. Many residents here can recall hearing his music at home or at a family member’s house, or in person at one of the many live shows held at concert venues throughout Southern California, including the Pico Rivera Sports Arena.

Each performance at the Sports Arena drew thousands of residents and concertgoers to the City, proving Fernández was a beloved figure among area residents, regardless of age.

To honor Fernández’s legacy, City officials held a special street renaming ceremony, formally renaming Sports Arena Drive to Avenida Vicente Fernández, after the beloved musician. The ceremony was attended by Vicente Fernández Jr., the singer’s eldest child, and his wife, Mariana, who flew in from Mexico specifically to join in the celebration honoring his father. State and local elected officials also attended the ceremony, providing

certificates and proclamations to Vicente Jr., in recognition of the event.

The idea of honoring Vicente Fernández was first made in 2019 when a City delegation traveled to Mexico to meet with Fernández at his ranch to present the concept of a street naming at the Sports Arena. Fernández initially approved of the idea but sadly passed away before the City could take any action. Upon the announcement of his death this past December, a motion

was introduced during a City Council meeting held in December 2021, to rename Sports Arena Drive after the late singer. On May 10, 2022, the City Council formally voted to rename Sports Arena Drive, the primary entrance to the Pico Rivera Sports Arena, to Avenida Vicente Fernández.

The legacy of Fernández’s music and his impression on concert attendees at the Sports Arena will forever live on in the City.



Make Your Halloween SPOOKTACULAR

Get ready for a ghoulishly good time when Smith Park transforms into Halloween Headquarters during the City’s annual Halloween Spooktacular from 5:30 p.m. to 8:30 p.m. on Saturday, October 29.

The haunting evening will include amusements, food, carnival-type games, Mad Scientist hands -on crafts and other ghoulish surprises for the whole family. As always, admission to the event is free with a small fee for games, amusements, and food.

Throughout the evening, children

will be screaming with delight as they scramble through the Trick-or-Treat Village collecting devilish delights along the way. Halloween bags will be provided for children to collect their Halloween treats (while supplies last).

The popular Halloween costume contest gets underway at 5:30 p.m. with contestants vying for the title of “Cutest”, “Scariest” or “Most Creative” in seven age-appropriate categories – 2 years and under, 3-5 years old, 6-8 years old, 9-11 years old, 12-14 years old, and 15 - 17 years and old, and Adult & Family/Group. Winners will receive a Halloween medal.

The Halloween Spooktacular promptly vanishes at 8:30 p.m. For more information about the event, call 562.801.4430.

Costume Contest Times	
5:30 p.m.	2 yrs & under
6:00 p.m.	3-5 yrs
6:30 p.m.	6-8 yrs
7:00 p.m.	9-11 yrs
7:30 p.m.	12-14 yrs
8:00 p.m.	15-17 yrs
8:15 p.m.	Adult & Family or Group

PROFILE

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A Reminder to Our Pico Rivera Water Authority Customers

The Pico Rivera Water Authority has declared a STAGE 2 WATER SUPPLY SHORTAGE with mandatory restrictions in place for Pico Rivera Water Authority customers ONLY.

Currently in effect through October 31, a two-day watering schedule allows residents who have even number addresses to water on Monday and Wednesday, while residents with odd number addresses are able to water on Tuesday and Thursday.

Beginning on Tuesday, November 1 through Friday, March 31, a one-day



watering schedule will go into effect. Residents with even addresses can water on Tuesday, and residents with odd addresses can water on Thursday.

Residents are advised to keep the watering brief and to approximately five minutes per station. Residents who use a sprinkler system are asked to run their sprinklers before 8:00 a.m. or after 7:00 p.m. to minimize water evaporation and to maximize the water reaching lawns and plants to keep them healthy. Weekend irrigation is prohibited.

In addition to the watering schedule, mandates on swimming pools and spas were included as part of the Level 2 Water Supply Shortage. Residents for the time being will only be allowed to refill pools or spas of any depth that lost water due to natural evaporation up to one foot in depth. Pools and spas that need initial filling will be prohibited. The filling of ornamental ponds will also be prohibited unless it sustains existing aquatic life.

While residents are doing their part, we too are doing our part. The

City continues to use reclaimed water on many at many of our City facilities, medians, parks, and the Golf Course. To help us out even further, the City encourages residents to report excessive runoff and broken sprinkler heads by using the service request form on the City’s website at pico-rivera.org or by calling 562.801.4415.

It’s important to note that the restrictions announced here are for residents who are customers of the **Pico Rivera Water Authority only**. Residents who are customers of the Pico Water District or San Gabriel Valley Water Company may follow a similar plan with different watering days and restrictions as outlined by the respective Water Boards.

For more information on water restrictions for the Pico Water District or San Gabriel Valley Water Company, call the following phone numbers: Pico Water District - 562.692.3756 San Gabriel Valley Water Company - 562.699.1041

For residents who wish to file a water waste complaint, please visit <https://savewater.ca.gov> . All reports are anonymous.

For more information about the water restrictions for the Pico Rivera Water Authority, call 562.801.4330

City Reminds Residents About Trash Can Storage



The Neighborhood Services Division aims to inform residents about property regulations to ensure our community maintains an aesthetically pleasing appearance.

One current regulation that many residents may not be aware of is the storing of trash cans in public view or allowing them to remain on the curbside beyond trash collection day. These violations of the City’s municipal ordinance, **PRMC 8.16.010**, are not permissible.

As a reminder, the municipal code states that trash receptacles along with blue and green waste containers may be placed in their designated area for removal by NASA Services between 12:00 Noon on the day preceding collection and must be removed by 12:00 Noon the day after trash collection. For example, if your trash collection is on Thursday, trash containers may be placed in their designated area beginning at 12:00 Noon on Wednesday, and they are required to be removed no later than 12:00 Noon on Friday.

Please remember that all trash receptacles must be stored away from public view during times of non-collection. Residents who violate this policy will be given one (1) warning letter. Any resident who continues to leave their trash receptacles out after that initial warning, the owner of that property will receive a citation. Citations start at One Hundred Dollars (\$100.00) and are cumulative.

Please call Neighborhood Services at 562.801.4244 to report violators or if you have further questions regarding this ordinance.

Chamber to Host E-Waste Recycling Event

The Pico Rivera Chamber of Commerce will be hosting an E-Waste Recycling event at Pico Park on Saturday, October 15, and Sunday, October 16, from 9:00 a.m. to 3:00 p.m.

E-Waste is any consumer electronic equipment that has reached its “end-of-life” or “end-of-usage,” whether in full or non-working condition.

Acceptable items to recycle at this event include computer monitors, TV’s, PC systems, printers, laptops, copiers, scanners, fax machines, toner cartridges, UPS PDA’s, power supplies, mainframe units, networking equipment, motherboard systems, VCR/VCD/DVD players, home entertainment systems, landline and cell phones, and small portable devices. Also accepted at this event will be car and forklift batteries. There will be a service charge for major appliances, including cooling units, and microwaves. Fluorescent light bulbs and household batteries will not be accepted.

This is a great way to clear some valuable space at home or the office in a very easy way. For more information, contact the Chamber Office at 562.949.2477.



Remember to Recycle Your Food Scraps into Your Compost Bin!

Bread, Pasta, & Grains
Pan, Pasta, y Cereales

Fruit & Vegetable Scraps
Residuos de Frutas y Verduras

Coffee Grounds & Filters
Café Molido y Filtros

BAG ALL FOOD BEFORE PLACING IN A GREEN CART
EMPACA TODA LA COMIDA ANTES DE COLOCARLA EN UN CARRITO VERDE

Cooked Meat, Bones, Dairy, & Seafood
Carne, Huesos, Lácteos, y Mariscos Cocidos

Food Soiled Paper
Papel Manchado de Comida

No Plastic, Glass, or Metal Containers
Sin Recipientes de Plástico, Vidrio, o Metal

Contact NASA Services for More Info
NVSA
PH: 888-888-0388

Free Mulch Distribution

The City in collaboration with NASA Services and Whittier Fertilizer Co. will be distributing FREE garden mulch on Saturday, October 15 from 8:00 a.m. to 11:30 a.m. at the Whittier Fertilizer Company, 9441 Kruse Road.

Residents can receive one 33-gallon container of mulch, free of charge. Additional containers can be filled for \$1 each. Residents must bring their shovels and their own containers as there will be none available at the site.

The mulch distribution is part of the City’s green waste recycling program. For more information about mulch distributions as well as the City’s recycling program, call 562.801.4329.

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PROFILE

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The Pico Rivera Profile is produced by the City of Pico Rivera and is distributed to residents and businesses as an educational service. For information about the Profile contact the Media and Communications Division at 562.801.4217.

UPCOMING CITY MEETINGS

All meetings are held in the Council Chambers of City Hall, 6615 Passons Blvd., unless otherwise noted.

City Council Meeting
Visit pico-rivera.org for details.

Planning Commission
Visit pico-rivera.org for details.

Parks & Recreation Commission
Visit pico-rivera.org for details.

This Month on CTV

We're on the air... CTV3 has added some new shows to the line-up. Catch more episodes of The Garage with Steve Butler, and the Car Guy Channel. Additionally, catch local favorites like Huell Howser's California's Gold and live coverage of the City Council meetings. CTV3 can be streamed online at pico-rivera.org.

Spectrum Cable, Channel 3 · **Frontier FioS Channel 33** · **AT&T U-Verse, Channel 99**

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Receive important City news and alerts by subscribing to the City's e-newsletter service. Simply email us at gcastorena@pico-rivera.org.

City Unveils New Transportation Program

The City’s Dial-A-Ride program recently received a major facelift. During a ceremony held last month, the City unveiled three new buses with a new design scheme that coincides with the rebranding of the City’s transportation program, Pico Rivera Transit (PRT).

The City’s transportation program began in June of 1984 with three purpose-built vans that would be used for a new Dial-A-Ride program. Since then, thousands of senior and disabled riders have used the free curb-to-curb service for local drop off within the City, or they have used it for scheduled doctor’s appointments in or outside the City limits. In 2012, the City’s transportation program grew and was separated between two programs, the Dial-A-Van program, and the introduction of the Dial-A-Cab program. Dial-A-Cab provides low-cost fare transportation while adding more vehicles to the existing transportation program.

Within the last few years, the number of riders had increased, putting a strain on the current transportation program. The Dial-A-

Van program itself was operating with only two vehicles, causing delays and scheduling conflicts. The two vehicles used for Dial-A-Van had reached the end of their operational life, and the City took this opportunity to purchase new vans while rebranding the entire transportation program to help better serve our residents.

During last month’s ceremony, three new vans were unveiled, and the City’s Dial-A-Van program officially became part of PRT. PRT will now encompass all of the City’s transportation assets including Dial-A-Van, and Dial-A-Cab, and also includes assistance with applying for Access Service, the ADA Complementary Paratransit service for functionally disabled individuals in Los Angeles County. In addition, PRT provides discounted monthly passes to be purchased with Los Angeles Metropolitan Transit Authority (MTA) for students, seniors, and disabled residents. Students, seniors, and disabled residents can add discounted passes at the Pico Rivera Senior Center, and Pico Rivera Library, during regular business hours.

For regular users of the Dial-A-Van

program and Dial-A-Cab program, PRT will continue to provide curb-to-curb service to any destination in the City and provide transportation to medical appointments up to six miles out of City limits.

New users of the Dial-A-Van and Dial-A-Cab programs can register at the Pico Rivera Senior Center, Tuesdays and Thursdays, from 8:00 a.m. to 5:00 p.m. Users of the previous Dial-A-Ride program are encouraged to update their information at the Senior Center to ensure picture and contact information is accurate. Program registration is free until December 22, 2022. Applications received after January 1, 2023, will be charged a \$5.00 processing fee.

With all these transportation components in place, City officials are looking at expanding the PRT program in the future to provide even more transportation options for City residents.

For more information about PRT, call 562.948.4844 or 562.801.5551. For Dial-A-Van service, call 323.721.5666.



Boxer Wins in His Hometown

Local boxer Nathan “El Morenito” Rodriguez made his U.S. debut on his 18th birthday in his own hometown of Pico Rivera.

Marvnation Promotions hosted a boxing event at Smith Park this past August that included the main event between undefeated featherweight prospect Rodriguez and former WBA Interim and IBO super bantamweight champion, Moises Flores.

Athletic from an early age, Nathan was three when he played for the Bambinos in Pico Boys. He continued to play baseball until his interest waned as he was entering high school. He tried other sports including basketball, even making it on an all-star team. It wasn’t until he followed in his brother’s footsteps that he found boxing to b his calling. He fell in love with the sport, and turned professional at the age of 16. Because of the rules here in the U.S., Nathan could not fight until he was 18. So he began fighting internationally, in Costa Rica and Mexico, earning his reputation and earning a spotless record.

With his birthday approaching, Nathan had wanted to make his professional debut in the U.S., more specifically in the City where he grew up. Naming Smith Park as the boxing venue, Nathan made quite the impression on boxing fans and City residents. His fight was the main event of the night, and fans were ready to cheer him on. Within two minutes after the first bell rang, Nathan did not disappoint. Lasting only 2:11, Nathan ended the fight with a knockout victory over Moises Flores. This improved Rodriguez’s record to 9-0, with 7 knockouts, and made a lasting impression with everyone in attendance and watching on the livestream.

Congratulation Nathan! Good luck on your fighting career.



About the NEW Bus Design

You’ve probably seen them at the unveiling. You have probably seen them on the street. It’s our brand-new Pico Rivera Transit buses.

When it came time to purchase new vehicles, the traditional white and blue color scheme wasn’t going to do. It was decided that a new a design that would stand out and pay homage to the City’s history was needed. The end result was three buses that each have a unique design to give each bus its own identity. Each bus represents a fruit that was

grown in the City: Avocados, Oranges, and Limes. For the inspiration, our staff didn’t have to look no further than the City’s official seal which includes the Avocado and Orange, repesenting the City’s agricultural past.

To the naked eye, it would seem like the graphic was pieced together by traditional clip art. But that could not be further from the truth. Believe it or not, each bus graphic was hand drawn on a tablet by our very own City staff. A lot of time and patience was taken to encapsulate the history of the City, and for it to translate into a beautiful and colorful design for our transportation program.

CAPIO Award Winners

The City’s Media & Communications Division was recently honored to receive two statewide awards from the California Association of Public Information Officials (CAPIO).

The Division received CAPIO’s 2022 Epic Award, and 2022 Best in Show – Small Population, for the Division’s design of the 2021 Community Bike Ride online marketing materials.

Formed in 1971, CAPIO is a professional association of more than 700 members from government and educational agencies throughout California.

CAPIO’s EPIC awards program recognizes the most creative and effective efforts in the areas of communication and marketing campaigns, newsletter production, photography, special events, writing, website development and video production. The City’s Media and Communications Division has won several CAPIO awards for its publication design, writing, and video production.

Congratulations to the Media and Communications Division Team for receiving these awards.



On a Saturday afternoon...

at the Roldan Futsal Court, young soccer and futsal players had the chance to play Futsal and take some pointers with local superstars Cristian, Alex, and Cesar Roldan. Throughout the exciting two-hour soccer event, giveaways and raffles took place, and the three Roldan brothers gladly took photos with local soccer fans.

Cristian and Alex currently play for the Seattle Sounders, while Cesar is the Head Athletic Trainer for the Los Angeles Galaxy, both are a part of Major League Soccer.

Pio Pico Woman's Club Helping College-Bound Students

The Pio Pico Woman’s Club continues to make education and going to college the number one priority for the youth of Pico Rivera. While going to college is a great achievement for students, it’s an even greater achievement for those who will be the first in their families to attend college.

This year, the Pio Pico Woman’s Club has given a total of \$57,000 in scholarship funding in partnership with the Jeraldine Bates Memorial Fund. The Pio Pico Woman’s Club was able to provide \$15,000 in scholarships to the students of the El Rancho Unified School District. Eight students from El Rancho High School each received a scholarship worth \$1,000 each, while four students from Ruben Salazar High School each received a \$1,000 scholarship, two students from Ellen Ochoa Prep Academy each received a \$1,000 scholarship, and two students participating in the Culinary Arts Program each received a \$500 scholarship.

The Jeraldine Bates Memorial Fund has been working with the Pio Pico Woman’s Club for the past eight years to provide funding for the scholarships listed below. This year through the fund, a total of \$42,000 in scholarship funds have been dispersed to the recipients. If the receiving students maintain a 3.5 GPA during each college school year, they will continue to receive \$6,000 per year until their graduation.

Currently, there are seven students who are benefiting from the generosity of the Pio Pico Woman’s Club receiving \$6000 while they continue their studies:

Isaias Otero
 Freshman - UC Berkeley

Jasmine Hernandez
 Freshman - UCLA

Yuliana Chavez
 Sophomore - UC San Diego

Helen Mendez
 Sophomore - UCLA

Carlos Jurado
 Junior - UCLA

Maria Juarez
 Junior - UC Santa Cruz

Yulissa Chavez
 Senior - University of La Verne

Congratulations to all the scholarship recipients, and good luck in your future endeavors.

Veterans Day Ceremony



The City of Pico Rivera will be hosting its annual Veterans Day Ceremony on Friday, November 11, at the Mines Avenue Memorial Plaza.

The annual ceremony will begin at 10:00 a.m., and will acknowledge Veterans and all those who proudly served past and present in the United States Armed Forces. The ceremony will be attended by federal, state, and local officials along with members of local veterans organizations, and our local veterans and their families.

A special breakfast will be served from 8:30 to 9:45 a.m. All are welcome while supplies last.

For more information about the Veterans Day Ceremony, call 562.801.4430.

Tips for a Safe and Happy Halloween

For many families, Halloween traditions such as dressing up in costumes and trick-or-treating are a must. In order to ensure Halloween is safe and fun for you and your child, the Pico Rivera Sheriff’s Station recommends you follow these basic safety tips:

Preparing for Halloween:

- » Ensure costumes and accessories are flame-resistant. Keep costumes short enough to prevent tripping or entanglement.
- » Try make-up instead of a mask. Masks can be uncomfortable, and may limit or block vision.
- » Place reflective tape on costumes and trick-or-treat bags for greater visibility.
- » Plan and review with your children their trick-or-treating route. A parent or responsible adult should accompany young kids.



Reminders for Trick-or-Treaters:

- » Make your trick-or-treat stops only at familiar homes that have the outside light on.
- » Never enter a stranger’s home or car for a treat.
- » Do not eat your treats until they are thoroughly checked by an adult at home.

See Something, Say Something Campaign

September 25 was designated as national “If You See Something, Say Something” Awareness Day. See Something, Say Something is a national campaign that inspires, empowers, and educates our community on reporting of suspicious activity. The El Rancho Unified School District launched the See Something, Say Something movement on September 26, 2022. All ERUSD schools participated throughout the week in activities and presentations that helped raise awareness for students on reporting. Students are encouraged to report unsafe or suspicious activity to a trusting adult at school or text or call the confidential tip line at 844.405.2474. By working together, we can help maintain the safety of our family, friends, and our community.



Great California ShakeOut

The City of Pico Rivera will take part in the Great California ShakeOut on Thursday, October 20, between 10:20 to 10:40 a.m. All of our City facilities will be closed as our employees will take part in this statewide drill. This annual drill is an opportunity for all of our residents to learn and practice “Drop, Cover and Hold On.” Everyone in the community is encouraged to participate in the ShakeOut. Earthquakes can occur at anytime and anywhere in the state.

For more information on the Great California ShakeOut and earthquake preparedness, visit shakeout.org/california.



Community Supports Local Youth in Achieving Goals

Overcoming the odds and keeping his eyes on the prize, an El Rancho High School Student completes a youth outpatient program and improves his outlook on life. Jose Calderon is a tenacious young man who got himself into an unlikely situation when he was recommended to participate in the L.A. CADA Youth Outpatient Program located at the El Rancho Adult School campus.

Referred by his probation officer, Calderon was concerned for his future and opted to learn more about how his decisions and behavior could affect his overall success.

Jose is bright and works hard in school despite having anxiety and other academic disadvantages. This meant he not only had to work hard but also needed to play catch up. Through it all, he never gave up.

His mother and younger sister supported him during this time and never stopped encouraging him. In addition to his family members, the community of Pico Rivera joined in celebrating his achievement of completing the program during a small celebration held in late Summer. Also in attendance for support was Homeboy Industries Head of Domestic Violence Services, Christy Stillwell, Director of Homeboy Art Academy, Fabian Debora, Probation Officer Corbett, Health Educator, Rosie Rivas, School Psychologist, Sandra Robles, SUD Counselor, Rachel Price (pictured above), and a group of his peers.

Debora of Homeboy Art Academy also offered Jose a job position at Homeboy’s Art Academy after graduation.

Jose says his goals are to complete high school, get off probation, and earn a driver’s license.

L.A. CADA is a non-profit organization that offers critical services across a wide continuum of care and treatment, including outpatient, intensive outpatient and residential programs.

To learn more about youth program options, call Youth and Family Services at 562.348.0083.