



**MINUTES
CITY OF NORCO**

CITY COUNCIL SPECIAL MEETING

Wednesday, October 8, 2014

**Norco City Hall Conference Rooms A & B
2870 Clark Avenue, Norco, CA 92860**



CALL TO ORDER:	5:00 p.m.
ROLL CALL	Berwin Hanna, Mayor, Present Herb Higgins, Mayor Pro Tem, Present Kathy Azevedo, Council Member, Present Kevin Bash, Council Member, Present Greg Newton, Council Member, Present
PLEDGE OF ALLEGIANCE:	Mayor Pro Tem Herb Higgins

DISCUSSION ITEMS:

1. Law Enforcement Contract Presentation (Riverside County Sheriff)

Mayor Hanna introduced members of the Riverside County Sheriff's Department - Captain Jason Horton, Director of Finance Will Taylor, and Chief Deputy Patricia Knudson. City Manager Okoro expressed gratitude to the Sheriff's Department for giving this presentation.

Sheriff Stan Sniff presented a brief history of the Riverside County Sheriff's Department as well as the City of Norco's contract partnership since 1965.

Sheriff Sniff commented on the responsibilities of his department and the perception that contract rates are driven by the entire Sheriff's Department budget. In fact, the only portion that impacts contract cities is the part related to patrol. Sheriff Sniff addressed the need for elected officials to understand the workings of the Sheriff's Department and contract policing versus cities having their own police agencies. He briefly addressed the concern of local control and that most cities want the Police Chief and Sheriff staff to be responsive to local needs and opportunities. Sheriff Sniff commented on mutual aid and that Riverside County Sheriff's is a pure source of outsourcing with a flexible menu of services.

Director of Finance Will Taylor presented an overview of the Riverside County Sheriff budget and indicated that the model is based on Government Code Section 51350. General overhead costs are not billed and the rate is based on patrol station operations. Mr. Taylor stated that the Riverside County Board of Supervisors, not the Sheriff's Department, negotiates with the unions. Mr. Taylor presented various budget graphs and charts explaining the various moving parts of the Sheriff's budget. Mr. Taylor included information specific to the contract with the City of Norco. He also provided historic contract city rates in which the average rate increase is 5%. Riverside County Sheriff's Department does not charge the City for baseline services and it is the County's responsibility to fill service hours. Mr. Taylor noted that the total Fiscal Year 2013/2014 budget for the Norco contract was \$4.2 million, which has provided the City with a turn-key operation. The partnership has also enhanced the City's identity, provided indemnification from civil liability, flexibility and responsiveness, specialty bureaus, recruitment training and retention, and human resources.

Council Member Newton asked if the Norco substation helps the City in relation to the Jurupa station. Sheriff Sniff stated that any time there are personnel reporting to the City's substation, it helps with costs. Sheriff Sniff and Council Member Newton discussed the financial relationship and Sheriff Sniff indicated that rates are shared by the communities.

Council Member Azevedo asked how many contract cities have a public safety tax. Sheriff Sniff stated that most are in process or have it. In response to Council Member Azevedo, Sheriff Sniff indicated that he supports and endorses cities interest in a public safety tax.

Mayor Pro Tem Higgins commented on two factors relating to costs - increase in workers compensation claims payouts and departments paying their own liability claims. Mr. Taylor stated that the direction comes from the Board of Supervisors, not the Sheriff's Department.

Mayor Hanna recessed the meeting at 6:29 p.m. and reconvened the meeting at 6:37 p.m.

2. Proposed Traffic Enforcement Plan (Police Chief)

Lt. Briddick gave a presentation on the proposed traffic enforcement plan. Lt. Briddick discussed some of the key points such as, the objectives of the plan, the issue, current practice, research, and deployment. Lt. Briddick stated that the objectives are to increase public safety, reduce traffic collisions, and target offenders with consistency. He noted that the issue is that with the current City of Norco/Riverside County Sheriff's police services contract, there are no dedicated traffic enforcement positions and no exclusive traffic related enforcement.

Lt. Briddick indicated that the current traffic enforcement is conducted by Patrol Deputies who are assigned to other patrol related duties and must balance Calls for Service responsibilities with traffic enforcement. Lt. Briddick briefly discussed the research conducted for the enforcement plan. It was determined that the traffic collision and enforcement statistics indicate that the primary collision factor and the primary violation factor is speed. The primary collision locations are Second Street, Sixth Street, Hidden Valley Parkway, and near the I-15 freeway. Most collisions occur Monday through Friday and during early evening rush hour traffic.

The Traffic Enforcement Plan proposal calls for Sheriff personnel fully dedicated to traffic with marked Traffic Enforcement patrol cars. The hours, days, and locations will be based upon statistics and citizen concerns. The Traffic Enforcement Plan will be assessed every thirty days.

In response to Mayor Hanna, Lt. Briddick indicated that there could be as few as one Deputy working overtime or as many as four. Captain Horton added that this goes back to the original concept and depends on the strategy that Lt. Briddick and his staff feel is the most effective.

Mayor Pro Tem Higgins commented that the original request was for a motorcycle officer. However, statistics will be able to demonstrate the number of deputies needed at various locations. Mayor Pro Tem Higgins expressed that he encouraged by this plan proposal.

In response to Council Member Bash, Lt. Briddick stated that the \$75,000 requested is for the remainder of this fiscal year and will be added to the contract over time. The plan requires stringent auditing and equates to approximately 1,000 hours of enforcement.

In response to Mayor Pro Tem Higgins, Captain Horton stated that quotas are illegal. Personnel used for traffic enforcement will be the same personnel currently working in Norco for community buy-in. Mayor Pro Tem Higgins inquired about reports and updates to the City Council. Lt. Briddick indicated that he will provide reports as requested.

Council Member Newton thanked Mayor Hanna and Mayor Pro Tem Higgins for working on this plan. In response to Council Member Newton, Lt. Briddick confirmed that the City could have multiple deputies in town at one time and that would be part of his strategizing and deployment plan. Council Member Newton asked if 1,000 hours would be enough. Lt. Briddick stated that 1,000 hours is a good forecast but that the plan is a work in progress. It will take some statistics gathering and time to determine if more hours will be needed.

Council Member Azevedo commented on the key problem areas but asked if the 1,000 hours could be used during any time of the day or night. Lt. Briddick said that the hours are flexible and will be prioritized based upon critical need.

3. Auto Mall Sign Upgrade (Economic Development Consultant)

Economic Development Consultant Roger Grody introduced Rod Wilson of Electra-Media, Inc. (EMI) who presented the upgrade proposal. Mr. Wilson gave some highlights and history of his company as well as the Norco Auto Mall sign. Mr. Wilson stated that the life expectancy for LED signs is approximately ten years, at which time the sign dims down to 50% and the components become obsolete. An upgrade to the sign would now provide a 12-year life expectancy, brighter lighting, higher resolution, and more is efficient. Mr. Wilson presented the design concept for the upgraded sign. The upgrade will incorporate the existing structure and framework. The screen is larger for more readership and the Horsetown USA logo illuminates. Mr. Wilson provided some statistics such as the upgrade will result in increased sales of 8-12%.

Council Member Azevedo commented on the great design but sought clarification regarding the funding source for the upgrade. City Manager Okoro indicated that the City's share of the cost is a one-time cost. The auto dealers in this partnership are responsible for the maintenance and electricity. Mr. Okoro expressed the fact that the City relies heavily on sales tax, which makes up one-third of the General Fund revenues. Mr. Okoro stated that any money spent on this project is an investment.

There was some discussion between Mayor Hanna and Mr. Wilson about the possibility of using the sign for Amber Alerts and other emergency notifications. Mayor Pro Tem Higgins also questioned if Caltrans could reimburse for use of displaying emergency alerts. Mr. Wilson also noted that the sign is controlled from EMI's office.

Council Members Azevedo and Newton commented on Hemborg Ford being the only contributor to-date and the need to meet with Browning Automotive Group for a commitment.

ADJOURNMENT

Mayor Hanna adjourned the meeting at 7:24 p.m.

CHERYL L. LINK, CITY CLERK