



# City Hall Weekly Highlights

## February 26, 2015

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*To: Honorable Mayor and City Council Members*

*From: City Departments*

### **CITY MANAGER:**

**CAL FIRE Contract Meeting:** Mayor Pro Tem Kevin Bash and City Manager participated in a CAL FIRE contract cities meeting on Monday. The main purpose of the meeting was for CAL FIRE to inform contacting cities what they can expect to pay for CAL FIRE services for FY 2015-2016 and to discuss potential changes on how cities are billed for CAL FIRE services. During the meeting, three separate scenarios were presented for FY 2015-2016 estimated budget for CAL FIRE services. The estimated budget would represent a cost increase of 9-15% over current fiscal year cost. In addition to increases in benefits and known wage increases, CAL FIRE has pending labor negotiations that would impact final cost. CAL FIRE is also looking to hire a consultant that would study their current configuration and deployment and recommend best practices along with potential changes in the method that CAL FIRE currently uses to determine the cost of service paid by each contacting City.

**Financing for Norco's "Silverlakes Equestrian & Sports Park" Finalized:** Balboa Management Group, LLC, the company that the City of Norco partnered with to develop the Silverlakes Equestrian & Sports Park, has secured financing to undertake phase one of the project. The \$20 million California Statewide Community Development Authority bond issue was purchased in its entirety by clients of RPM Capital Management, LLC. The proceeds from the financing will be used to construct improvements on City-owned Silverlakes property.

Upon receiving the news of successful funding for the Silverlakes project, Mayor Herb Higgins commented, "This is great news for the City of Norco and the region." The development of the project is expected to result in new jobs for the region, and when completed, the Silverlakes Equestrian & Sports Park will be a major destination point attracting millions of visitors each year.

### **ECONOMIC DEVELOPMENT:**

**Striders:** Council Member Berwin Hanna, the City Manager and Planning and Economic Development staff met with the operators of Striders, the much-anticipated full-service restaurant with off-track thoroughbred horse wagering under construction at the southeast corner of Hamner Avenue and Fourth Street. The representatives from Striders explained that although construction has been temporarily delayed due to expanded scope for the project and other project commitments, they anticipate progress will resume no later than July and that the restaurant will definitely open by the end of 2015. They have already spent nearly \$1 million on the project and the rumor that they are abandoning the project is not true.

**Housing:** After being announced on the City's website, the newly reinstated housing assistance programs are receiving a strong response from the public, and a presentation at the Senior Center has been scheduled for March 25. For additional information on these programs, residents may call Michael Neal, the City's Housing Specialist, directly at 909-261-2770. Program applications are available at City Hall and the Senior Center.

**Sales Tax Revenue:** The City Manager and Economic Development Consultant met with HdL, the City's sales tax consultant, to review sales tax figures for the 3<sup>rd</sup> Quarter of 2014 (July – September sales). This was another good quarter. All major business group categories except new motor vehicle dealers showed increases over last year's 3<sup>rd</sup> quarter numbers. The slight decrease in new car sales was offset by increase in used car sales. City's sales tax receipts during the period that covers September through December 2014 reflected over 9% increase over the same period last year. Please see attached City of Norco Sales Tax Update (next page).

# Q3 2014



# City of Norco Sales Tax Update

Fourth Quarter Receipts for Third Quarter Sales (July - September 2014)

## Norco In Brief

Receipts for Norco's July through September sales were 9.8% higher than the same quarter one year ago as all business groups were up.

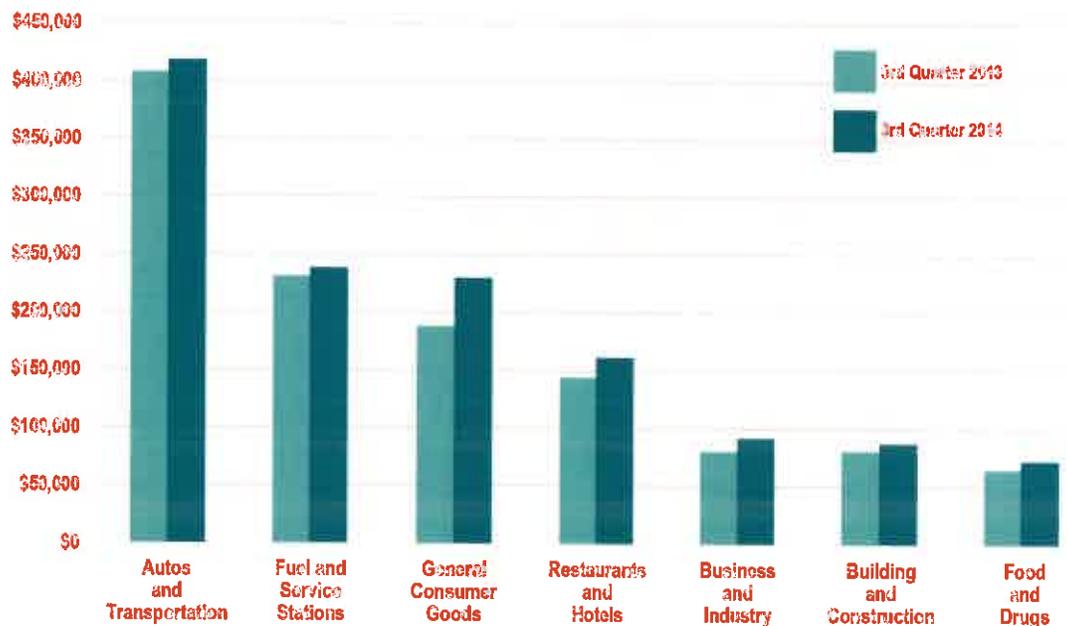
Recently opened outlets in specialty stores, stronger sales from home furnishing stores and a double payment from one business netted a large gain in general consumer goods. Higher sales in all dining categories boosted restaurants and hotels. Sales growth in multiple business categories and a new outlet in garden agricultural supplies offset a business closeout to lift the business and industry group.

An outlet that opened within the last year was responsible for the gain in food and drugs, while building and construction benefitted from growth in some sectors. Higher used auto sales and a new business produced a modest gain in autos and transportation despite lower new car sales, two business closeouts in trailers/RVs, and accounting anomalies in auto leases. Service stations also experienced a modest increase.

The city's allocation from the countywide use tax pool increased 20.4% during the quarter.

Adjusted for aberrations, taxable sales for all of Riverside County increased 6.9% over the comparable time period, while the Southern California region as a whole was up 5.1%.

## SALES TAX BY MAJOR BUSINESS GROUP



### TOP 25 PRODUCERS In ALPHABETICAL ORDER

7 Eleven	Norco Truck & Auto Barn
All In Auto Sales	Norco Truck Center
Allied Building Products	Quick Crete Products
Arco AM PM	Riverside Community College
Browning Dodge Chrysler Jeep Ram	Scala Auto Group
Chevron	Staples
Chevron Car Spa	Stater Bros
E Z Up	Target
Floor & Decor	Tesoro Refining & Marketing
Hemborg Ford	Thrifty Gas
Hobby Lobby	United Oil
Kens Sporting Goods	Winco Foods
Norco Shell	

### REVENUE COMPARISON

Two Quarters - Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$2,403,926	\$2,588,052
County Pool	254,852	294,139
State Pool	1,279	1,860
<b>Gross Receipts</b>	<b>\$2,660,057</b>	<b>\$2,884,050</b>
Less Triple Flip*	\$(665,014)	\$(721,013)

\*Reimbursed from county compensator fund

**California Overall**

With payment aberrations removed, local sales tax revenues rose 5.5% over the comparable quarter of July through September 2013.

The largest gains were from the countywide use tax pools which have been boosted by the rising shift to online shopping and involve a larger portion of goods shipped from out-of-state. Rising sales from auto dealers and restaurants, high tech Silicon Valley business activities, and Southern California construction also contributed.

Among general consumer goods, discount department stores, value priced apparel, home goods, pet and personal care products outperformed other categories.

**The Impact of Falling Gas Prices on Sales Tax**

Fuel prices plunged to a 5 year low in December with predictions that expanded North American oil production, gains in fuel efficiency and a sluggish international economy will sustain lower gas prices through much of 2015.

Not all of the estimated \$50 to \$75 per month family savings will be spent on taxable goods. Part will be absorbed by rising costs of food and other non-taxable necessities and by the ongoing shift in buying habits from purchases of taxable goods to non-taxable services, cellphone fees and internet access.

Among the various economic segments that make up each agency's sales tax base, grocers, drug stores and restaurants should benefit most. Extra disposable income translates into more travel, dining out and impulse purchases of taxable items while shopping for food and necessities.

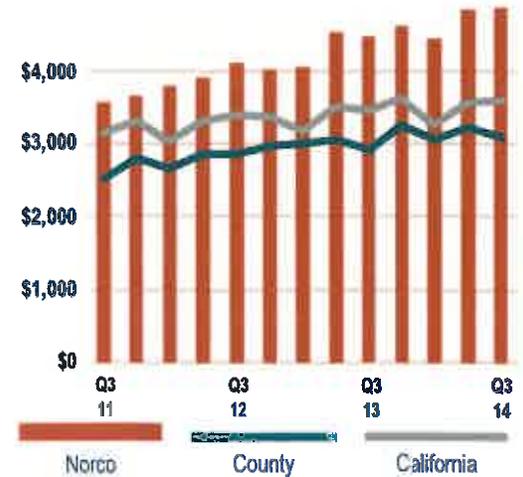
Despite intensive price competition, tax gains from general con-

sumer goods can also be expected although accelerating online shopping will shift much of the growth to the countywide allocation pools rather than brick and mortar stores.

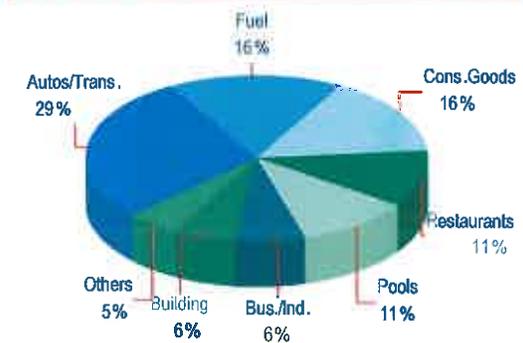
Agencies with auto dealerships are also benefiting as lower fuel prices and increased fuel efficiency have buyers choosing more costly SUVs and accessories. Gains in home improvement purchases are anticipated although the tax will be distributed via countywide pools if the sale includes onsite installation.

The major losing tax segment will be in fuel/service stations. The losses will be partially offset by increased travel/fuel consumption and by added costs associated with new green emission requirements that went into effect January 1. Even so, substantial declines from service stations, truck stops, bulk and jet fuel operators and petroleum industry suppliers should be anticipated. In the business/industry segment, tax from capital investment in new alternative energy and oil production projects is likely to slow.

**SALES PER CAPITA**



**REVENUE BY BUSINESS GROUP**  
Norco This Quarter



**NORCO TOP 15 BUSINESS TYPES**

Business Type	*In thousands			
	Norco Q3 '14*	Norco Change	County Change	HdL State Change
Auto Repair Shops	25.2	11.2%	4.4%	6.5%
Automotive Supply Stores	24.0	-4.8%	2.2%	-0.2%
Casual Dining	33.7	13.2%	9.4%	6.5%
Discount Dept Stores	— CONFIDENTIAL —		2.0%	2.5%
Electronics/Appliance Stores	17.8	8.3%	5.6%	2.7%
Fast-Casual Restaurants	20.2	7.8%	21.6%	13.1%
Garden/Agricultural Supplies	27.6	6.3%	2.2%	3.2%
Grocery Stores Liquor	— CONFIDENTIAL —		15.9%	8.4%
Home Furnishings	55.3	19.0%	7.0%	6.5%
Lumber/Building Materials	71.8	5.5%	17.8%	4.7%
New Motor Vehicle Dealers	— CONFIDENTIAL —		10.2%	8.0%
Quick-Service Restaurants	96.0	11.2%	8.8%	8.3%
Service Stations	238.1	3.2%	4.0%	1.2%
Specialty Stores	34.5	110.4%	4.6%	5.6%
Used Automotive Dealers	107.1	23.1%	28.9%	11.9%
<b>Total All Accounts</b>	<b>\$1,297.4</b>	<b>8.7%</b>	<b>7.1%</b>	<b>5.5%</b>
<b>County &amp; State Pool Allocation</b>	<b>\$156.3</b>	<b>20.6%</b>	<b>18.9%</b>	<b>10.2%</b>
<b>Gross Receipts</b>	<b>\$1,453.7</b>	<b>9.8%</b>	<b>8.2%</b>	<b>6.1%</b>

**FISCAL AND SUPPORT SERVICES:**

**Bill Processing:** Staff mailed out 1,971 utility bills to Group 3 customers. We also mailed out 290 delinquent notices to Group 2 utility customers that had not paid their bill on time. On Tuesday, a courtesy door tag was hung at the door of customers that were delinquent in Group 4 by Public Works notifying 48 customers that if they did not pay on Tuesday, their water services would be shut off on Wednesday. By Wednesday, 5 customer's water was shut off for nonpayment; 3 customer's water services were restored the same day and 2 customer's water remained shut off.

**Business License and Cash Receipts:** There were 18 new business license applications received during the week and 7 renewal applications. Staff processed a combined total of 1,800 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$911,884. The City received sales tax of \$385,200, Measure A of \$55,699.91 and NPDES receipts of \$34,397.51.

**Miscellaneous Accounts Receivable:** A total of 17 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$28,687.98. Miscellaneous accounts receivable invoices are sent to bill for EMS services, hydrant meter billing, damage to City property, encroachment permits, loan payments, trash billing to California Rehabilitation Center and any other services provided by the City other than utility billing and business licenses.

**White Nelson Diehl Evans:** The City Manager and Fiscal and Support Services personnel met with the City's new auditors from White Nelson Diehl Evans including Michael Glaab, Robert Callanan and Joseph Ludin. We introduced ourselves and began planning for the upcoming audit for the fiscal year ending June 30, 2015, which is set to occur on September 14. We were given a list of schedules and reports we need to prepare in advance of the audit as well as discussed the upcoming GASB 68 reporting requirements for pensions.

**HUMAN RESOURCES DIVISION:**

You may have seen new faces around City Hall and facilities. Over the past month, staff has welcomed the City's newest hires and wished them a smooth transition into their new positions.



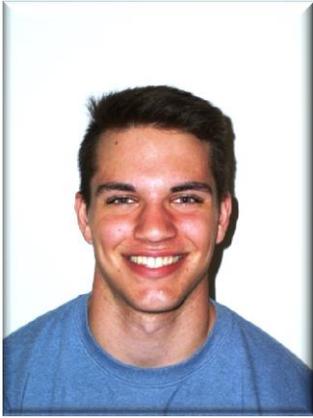
Volunteer and Special  
Events Specialist  
Jana Noyes



Senior Center Clerical Assistant  
Genie Jones



Driver/General Labor Assistant  
Craig Johnson



Nellie Weaver Hall Attendant  
Joshua Germain



Recreation Aide/Wee People  
Elena Boling



Public Works Trainee  
Jeremy Deakins



Animal Control Officer  
Cynda Zomphier

### **PARKS, RECREATION AND COMMUNITY SERVICES:**

**National Day of the American Cowboy:** The National Day of the American Cowboy Committee held its kick-off meeting this week to discuss details for the 2015 event. This year's event will take place on Saturday, July 25, 2015 at the George Ingalls Equestrian Event Center. Special guest include the Australian Light Horse. Next meeting is scheduled for March 30, 2015 at 4:30 p.m.

**Parade of Lights:** Staff and Parade of Lights Committee continued meeting on Tuesday, February 24, 2015. Topic of discussion was the pros and cons of moving the event completely to the upper level of the George Ingalls Equestrian Event Center. Committee will reconvene on March 10, 2015 at 5pm.

**Facility Rentals:** This week's rentals include two churches at Community Center and Scout House.

**Seniors Food Program:** Staff was scheduled to meet with representative from Feeding America on Tuesday, February 24, 2015 regarding the supplemental food program for seniors; however, representative from Feeding America cancelled. A new meeting will be scheduled to review program requirements and guidelines.

**Seniors Field Trip:** Senior Ceramic Class took a field trip to Kemper Ceramics Warehouse on Tuesday, February 23, 2015.

**Housing Programs:** Staff is working with Consultant Michael Neal from Pacific Municipal Consultants to provide distribution of information on the reinstated Affordable Housing Programs. A "Hot Topics" informational meeting on these programs is scheduled at the Rose M. Eldridge Senior Center for Wednesday, March 25, 2015 at 2p.m. which gives staff ample time to promote attendance at the meeting.

**Party Pardners Event:** Party Pardners “Painting the Roses Red” is being held on Friday, February 27 at 6:00 p.m. Join Party Pardners for a trip down the rabbit hole to Wonderland! Enjoy the Queen of Heart’s ball with music, dancing and crafts!

**Wee People:** A new 8-week session for Wee People Playschool started this week on Monday and Tuesday.

**George Ingalls Equestrian Event Center:**

- George A. Ingalls Veteran's Memorial Plaza Open \* 10AM – Dusk, Please enter through Gate 5 off of Crestview just south of Sixth Street.
- L.N.C.F has reserved dates in 2016 to host a Mardi Gras themed event.
- Stacy Westfall Pop-Up FREE Clinic held Thursday evening, February 19<sup>th</sup> at the Moreno Arena had an estimated 650 in attendance and was well received and staff is in contact with Weaver Leather to schedule dates for Stacy in 2016.
- Lunde Enterprises hosted Barrel Racing; Team Roping & Sorting events on February 21<sup>st</sup> - 22<sup>nd</sup> and had an impressive attendance. The barrel racing event had a total of 425 barrel runs at the Moreno Arena. The events held Saturday at the Clark arena was a Team Roping and Team Sorting which hosted 200 Roping Teams and 60 Sorting Teams. Excellent job by staff and volunteers and dates have been secured for 2016.
- Community Barrel Racing by Lunde Enterprises will be held Thursday, February 26<sup>th</sup> from at Moreno Arena. From 5 pm to 9 pm.
- The first stop for the Colt Starting Challenge USA will be held on Friday, February 27<sup>th</sup> from 6 pm – 9 pm & Saturday, February 28<sup>th</sup> from 6 pm to 10 pm at the Clark arena with a \$15 admission fee.
- The Norco Ranglers will host a gymkhana event Saturday, February 28<sup>th</sup> at Moreno Arena from 8 am to 5 pm.
- A private wedding reception will be held at Nellie Weaver Hall on February 28<sup>th</sup>.
- The second team roping for Hocks and Horns will be held Sunday, March 1<sup>st</sup> at the Moreno Arena.
- Norco Horseweek and Norco Mounted Posse Queen Pageant practices are scheduled at Moreno and Clark Arena’s from 6 pm to 9 pm on Monday, March 2<sup>nd</sup>.
- Open Recreation Riding will be open at the Clark arena from 10 am to 3 pm, M-W, March 2<sup>nd</sup> – 4<sup>th</sup>.
- Community Barrel Racing by Lunde Enterprises will be held Thursday, March 5<sup>th</sup> at Moreno Arena from 5 pm to 9 pm.



## **Parks and Building Maintenance Services**

### **Buildings**

- Our building and parks staff were busy attending to some Work Orders at Animal Control, the Riley Gym back door, Wayne Makin restrooms, Wayne Makin south snack bar, Senior Center, City Hall, and the portable bleachers for Riley Gym.

### **Parks**

- We have a new concrete slab near the south snack bar at Wayne Makin. This week Sparky's Electric changed out the bad light bulbs and cleaned their lenses around the ball fields.

### **Special Projects**

- Sparky's Electric has completed the installation and wiring of the new switch gear on the East Pad. This switch gear will supply all the necessary power needed for our future events coming to the Event Center.
- Our staff had a job walk with the Edison representative and the contractors that will be completing the electrical work for the East Pad. This meeting was to identify/clarify the work that still needs to be done.

### **Valley Crest**

- Valley Crest is in the process of grooming the horse trails from this last rain. They have completed District 5, are working in District 4 now, and will be moving into Districts 3, then 2, as soon as each district has been completed.
- They are also weeding the parkways in District 2 now, and moving to District 4 next.
- VC is repairing the grassy areas next to the parking lot at Wayne Makin. They are filling in the bare spots with sod. This has not yet been completed and is "work in progress".

## **Animal Control Services**

On February 17<sup>th</sup> the Norco High School FFA Department came to the Animal Shelter for their yearly day of service at the Shelter. There were approximately 33 students that donated their time.



### **After Hours Calls**

- On February 20, 2015 at 4:40p.m Melvin Sparks III responded to a dog bite at 967 Cole Street. A bite report was taken, dog was quarantined and the owner of the dog was cited.
- On February 24, 2015 at approximately 8:00 am Melvin Sparks III responded to a dog hit by car at the intersection of First and Rock Springs. Melvin transported the dog to Animal and Bird Hospital for emergency care.

### **PLANNING DEPARTMENT:**

#### **Approved Special Events:**

- 3-1 to 3-15: NHA Casino Night Fundraiser event advertising signs, 10 locations

#### **Planning Activities:**

**Temporary Signs:** A follow-up meeting was held with representatives from two businesses from the sign industry to talk about construction materials and longevity of design and materials so as to propose standards to control how temporary signs might be used on a semi-permanent basis and still be maintained in an aesthetically-pleasing condition. The intent is to get to a right balance between adequate advertising and a cluttered-looking City. The next step will be a meeting with some business owners for their input on how to better meet their advertising needs.

**Les Schwab Tires:** Plan check plans for a building permit and a grading permit were submitted this next week. Once reviews by the departments are completed and the applicant has made the needed corrections to the plans permits will be issued for grading and construction.

A meeting was held February 25 to initiate discussions regarding a joint-use sign that would serve Les Schwab as well as providing a marquee sign for the college entrance with a media board to announce college activities as well as City activities. Plans that the college had drafted which were only for the college at that time since it was being requested that the marquee sign be allowed in public right-of-way were shown to the Les Schwab project manager for input from them since the sign will be on Les Schwab property as opposed to City right-of-way. Once the Les Schwab company has reviewed the concept, Norco College wants to have a meeting, along with staff to determine design and funding. This sign concept has tentatively been approved by the Planning Commission but will require formal approval once a finalized design is reached.

#### **Code Compliance Updates:**

- 2015 Total Cases: 40
  - Open Cases: 95 (52 carry-over from 2014)
  - New Cases: 12
  - Citations Issued: 11
  - Closed Cases: 2
  - Yard Sale Sign Removal: 12
- 
- Filed for a Civil Injunction against a site for code violations with the City Attorney.

- Attended a first Norco Quality of Life meeting with representatives from the Sheriff's Dept. and Animal Control to discuss issues on how to improve quality of life and city issues.

## **PUBLIC WORKS DEPARTMENT:**

### **Field Ops:**

- 3 mainline water leaks repaired including the 12" line at the intersection of Hamner Avenue and Fifth Street
- Total of 22 tons of DG were added to various trails and manually spread with Sheriff's labor workers
- STOP signs were replaced at VanderMolen Drive and Valley Drive, and Detroit Street and Seventh Street, Viceroy Avenue and Pinto Place
- Repairs and maintenance were performed at the Valley View sewer lift station and Western Avenue sewer grinder
- The hazardous material drum picked up last week off of Crestview Drive was removed from the corporate yard by a contractor hired by DTSC.

### **Building and Safety:**

- 12 Permits Submitted
- 4 Permits Issued
- 32 Inspections Performed
- 3 Stop Work Notice Issued

### **Engineering:**

A preconstruction meeting was held with the contractor for the Vine Street and Sagetree Lane Waterline Improvement Project. Construction of the waterline is scheduled to begin late March or early April. The contractor has placed order for materials.

## **NORCO SHERIFF'S DEPARTMENT:**

**Public Awareness and Crime Prevention:** The Norco Sheriff's Office would like to remind our residents that recent spring like weather can bring the potential for increased residential burglaries and prowlers into our neighborhoods.

Warmer temperatures can create the urge to sleep with our doors and windows open, or to leave our windows unsecured while absent on day trips or working away from the house. It's during these times of pleasant and enjoyable weather that a greater opportunity for criminals to steal items from

inside our home exists. The warmer weather also brings the potential for criminals to prowl our neighborhoods looking for easy access into our homes.

The deputies who protect Norco take every step to help citizens safeguard their personal safety and valuables by making frequent patrols of our business centers and neighborhoods. The following list provides steps every resident can take to help Norco Sheriff's Deputies make our city an unfriendly place for criminals.

- Keep your garage door completely closed when inside or away from your home. Make a habit of checking and closing your garage door before you prepare for bedtime each night.
- Never leave for the day, or sleep overnight, with any doors into your home open or unlocked.
- Ideally, you should never leave for the day or sleep with your windows unlocked and open. If you have the urge to allow our beautiful weather into your home, consult your security professional or local hardware store to learn how you can purchase and install window locks.
- Be vigilant of strange activity or people near your home. People looking over backyard fences, walking from window-to-window around the outside of homes, staying close to landscape bushes or lingering in the shadows around homes can be indicators of criminal activity. Norco Sheriff's Deputies work hard to represent you well and want you to report any strange activity you see in your neighborhood to them by calling 9-1-1 immediately.
- Be vigilant of strange circumstances around your home. Window screens or fence padlocks which have been inexplicably cut or removed from your home, outside light bulbs which are unscrewed from the socket or removed entirely, and unexplained damage to window or door locks can be indicators of criminal circumstance. Norco Sheriff's Deputies take pride in their investigation of criminal circumstances around your home and ask that you notify them by calling the non-emergency dispatch center at (800) 950-2444.

**Norco Quality of Life Group (NQLG):** On February 25, 2015, the Sheriff's Department hosted a meeting between the City Manager's Office, Animal Control, and Code Enforcement. The meeting was facilitated to establish collaboration between all City Departments to target specific quality of life issues impacting Norco citizens. Discussion items included open cases, problem solving, solution planning, and issues requiring multi-department response. The group will meet every 30-days and will also include the Fire Department.

**Norco Sheriff's Office Mail Theft Brochure:** In last week's report, the Norco Sheriff's Office provided tips citizens could take to reduce the risk of becoming mail theft victims. This crime prevention information has been incorporated into a brochure for public distribution and should be available on the City Website. Citizens can also stop by the Norco Sheriff's Office, Monday through Thursday, 10:00 am through 2:00 pm, to pick up a brochure.

### Report Suspicious Activity

Call Sheriff's Dispatch if you observe any suspicious activity in your neighborhood, including:

- Someone going from mailbox to mailbox.
- Loitering in your neighborhood.
- Sounds of breaking glass or loud, unusual noises.
- Suspicious vehicles in your neighborhood.
- People sitting in a car or looking in windows or over fences.
- Door to door solicitors who appear suspicious.
- Mail littered on the ground.



Report suspicious activity to  
Riverside County Sheriff's Dispatch

**(951) 776-1099**

### Report Mail Theft

US Postal Inspectors and the Riverside County Sheriff's Department, Jurupa Valley Station investigate mail theft and mailbox vandalism or tampering. If you believe you are a victim of one of these crimes, call:

Sheriff's Dispatch (951) 776-1099  
U.S. Postal Inspectors (800) ASK USPS  
(800-275-8777)

[www.postalinspectors.usps.gov](http://www.postalinspectors.usps.gov)

US POST OFFICE LOCATIONS:

[www.usps.com](http://www.usps.com)

5757 Tilton Avenue (951) 778-2742  
Riverside, CA

9085 Mission Boulevard (800) 275-8777  
Riverside, CA

10798 Jurupa Road (951) 685-1071  
Jurupa Valley, CA

1801 Town and Country Drive (951) 808-4679  
Norco, CA

1941 California Avenue (951) 340-3783  
Corona, CA

414 W. Grand Boulevard (951) 737-3120  
Corona, CA

### Riverside County Sheriff's Department

### Jurupa Valley Station

serving the cities of  
Eastvale, Jurupa Valley, Norco

## MAIL THEFT



### Our Community ...

### Our Commitment



### Jurupa Valley Station

7477 Mission Boulevard  
Jurupa Valley, CA 92509  
Phone: 951-933-2600

### What is Mail Theft?

- The destroying of, tampering with or taking of another person's mail for the purpose of obstruction or learning secrets, business or personal information.
- The unauthorized removal of mail from any approved mail receptacle (outgoing mail or delivered mail).



### How is mail stolen?

- From a private mailbox or a shared communal mailbox found in apartment complexes or homes.
- Directly from a postal vehicle or the post office itself.
- By anyone: other residents using shared mailboxes, neighbors or strangers who pass by and notice vulnerable mail.

### How is Stolen Mail Used?

Thieves steal mail to access credit cards, Social Security numbers, bank statements, checks and other personal information. Mail theft is punishable under federal law by fines and prison sentences.

#### How can I protect myself from Mail Theft?

##### Outgoing Mail

- Use the letter slots at your local post office to mail letters or give them to your local letter carrier.
- Pick up your mail promptly after delivery. **DO NOT LEAVE IT IN YOUR MAILBOX OVERNIGHT.**
- Do not send cash in the mail.
- Ask your bank for "secure checks" that cannot be altered.

##### Vacations

- Put a "hold" on your mail when on vacation or out of town. (<https://holdmail.usps.com/4uns/HoldMail.jsp>)
- Ask a neighbor to collect your mail.

##### Limit Access

- Purchase a lockable mailbox or convert your current one to a lockable type (prior to making changes, check with your local postmaster and homeowner's association).
- Shred discarded mail.
- Have checks deposited electronically into your account via direct deposit.

### How Does Mail Theft Lead to Identity Theft?

Thieves may use stolen mail to take over a victim's identity by gaining access to:

- Credit card offers and numbers
- Social Security numbers
- Banking or investment account numbers
- Gift cards

If you believe you know someone committing mail theft and are concerned about your safety, contact

### WeTip

**(800) 782-7463**



**Sheriff's Department Press Releases:**

<b>PRESS RELEASE:</b>	<b>INVESTIGATION - POSSIBLE DRUG LAB</b>		
<b>Agency:</b>	Norco Sheriff's Office		
<b>Station Area:</b>	Jurupa Valley		
<b>Written Date:</b>	February 25, 2015	<b>Time:</b>	8:00 PM
<b>Incident Date:</b>	February 25, 2015	<b>Time:</b>	5:57 PM
<b>Incident Location:</b>	3400 Block of Valley View Avenue, Norco		
<b>Reporting Officer:</b>	Sergeant Mike Portillo		
<b>File Number(s):</b>	G150560033		

***Details:***

On Wednesday, February 25, 2015, about 5:57 PM, deputies assigned to the Norco Sheriff's Office responded to the 3400 block of Valley View Avenue, in the city of Norco. This was reference to assisting Riverside County Fire with a structure fire at the location.

Upon arrival, deputies learned an adult male resident at the location had sustained non-life-threatening injures and was transported to a local hospital. The preliminary investigation into the fire revealed evidence associated with a possible honey oil drug lab.

The investigation is ongoing and anyone with information regarding this incident is encouraged to contact Deputy Morando at the Jurupa Valley Station by calling (951) 955-2600.

***Citizens may also submit an anonymous tip using the Sheriff's [CrimeTips](#) online form.***

**###**

<b>PRESS RELEASE:</b>	<b>PRELIMINARY FBI CRIME STATISTICS - 2014</b>		
<b>Agency:</b>	Sheriff's Administration		
<b>Station Area:</b>	Riverside County		
<b>Written Date:</b>	February 25, 2015	<b>Time:</b>	
<b>Incident Date:</b>	2014	<b>Time:</b>	
<b>Incident Location:</b>	Riverside County		
<b>Reporting Officer:</b>	Lieutenant David Teets		

**Details:**

The Riverside County Sheriff's Department has released preliminary crime statistics for calendar year 2014, indicating an overall reduction of 4.5% in all reported FBI Part I crimes. Part I crimes are criminal homicide, forcible rape, robbery, aggravated assault, burglary, larceny-theft, motor vehicle theft, and arson.

Violent crime increased by 3.5% in the Sheriff's areas of Riverside County (both unincorporated areas and cities), along with 5.1% decrease in overall property crime in those same areas. The FBI typically publishes final crime data for 2014 later this year.

Although homicides were up sharply at 44% for 2013, they decreased 20% in 2014, along with a 9.3% increase in the number of aggravated assaults reported to the Sheriff. The overall FBI violent crime numbers (homicide, rape, robbery & aggravated assaults) increased by 3.5% across all of the Sheriff's areas. Robberies were reduced by 4.4%.

Property crimes (burglaries, auto thefts & felony thefts) in the Sheriff's areas of responsibility (county and cities) within Riverside County decreased by over 5%, with burglaries sharply reduced by nearly 12% in 2014.

The Sheriff's Department serves as the contract policing agency partner with 17 of Riverside County's 28 cities and also serves the unincorporated areas of Riverside County for criminal investigations. Altogether, the Sheriff is responsible for policing nearly 1.4 million residents of the County's population of 2.3 million. In 2014, the Sheriff's Department dispatchers received 1,643,790 phone calls from the public and dispatched 875,699 calls for service (CFS) by Sheriff's staff, with 277,626 being in-progress priority CFS. Riverside County is the 4th most populous of California's 58 counties.

The Sheriff's contract policing service provides each of its 17 community partners with a flexible menu of services and each city is able to control its police staffing levels along with their own unique focus for their respective community. The Sheriff's local commanders serve as city police chiefs for each city manager and are just as responsive as any

other city department head. This responsiveness encourages considerable initiative and creativity in dealing with local crime challenges in each of those partner cities.

Sheriff Stan Sniff attributed the overall drop in crime numbers to the steady increase in patrol staffing in the unincorporated areas of the County started by the Board of Supervisors in late 2012. As patrol staffing levels increased in the Sheriff's unincorporated areas, there has also been a corresponding reduction in response times by responding deputies in 2014.

Patrol staffing under the Board of Supervisors' long-term funding will build patrol deputy staffing in the unincorporated areas up to 1.2 sworn/1000 population over the next few years. The Sheriff's contract city partners each staff their cities in accordance with their own desires.

When the Sheriff's Department finally returns to 1.2/1000 patrol staffing in the county's unincorporated areas, it will return to staffing levels not seen since early 2009, shortly after the impact of the Great Recession and the subsequent budget contractions, early retirements and county hiring freeze. The Sheriff's Department has been aggressively hiring and training new deputies continuously since 2012 pursuant to Board of Supervisors' direction.

In addition, the Sheriff's jail leadership has been on the cutting-edge in working closely with the District Attorney's Office, the Probation Department, and other jail systems statewide in alternative sentencing programs and in developing assessment tools and training programs to address local inmate recidivism pursuant to AB 109 Realignment in 2011. The Sheriff and local police chiefs across Riverside County maintain close coordination and teamwork in using regional teams, task forces, community partnerships, and multi-disciplinary approaches in confronting our crime problems and the impacts of AB 109 Realignment.

Prop 47's passage in late 2014 still remains an unknown variable in impacting local crime statistics.

Of special note were the sharp reductions in crime in the Sheriff's areas of the Hemet-San Jacinto Valley where violent crime decreased by nearly 21%, property crime decreased by nearly 14%, and overall FBI Part I crimes decreased by over 14%. Robberies alone decreased 32%, and burglaries decreased nearly 20%. The Sheriff's Department leaders deployed additional resources into the Sheriff's portion of the Hemet-San Jacinto Valley from its own broad arsenal of resources to aggressively counter the local crime threats.

### ***Homicides and Domestic Violence:***

In 2013, there was a sharp upward spike in domestic violence related homicides, but in 2014 these significantly decreased.

In 2014, there was a 9% increase in aggravated assaults overall. This increase is directly attributed to domestic violence cases that are reported as more serious "aggravated assaults". Over the past several years, the Riverside

County Sheriff's Department has participated in grants that are focused on combating domestic violence. These grants have allowed the Department to focus on violence against women by increasing enforcement of protection orders and providing comprehensive and collaborative response to calls of domestic violence.

**2014 Overall Crime Data in the Sheriff's Areas (preliminary):**

	<b>2013</b>	<b>2014</b>	<b>%</b>
FBI Violent Crime:	2,746	2,841	+3.5%
FBI Property Crime:	34,999	33,226	-5.1%%
All Part I Crime	37,745	36,067	-4.5%
Homicides	59	47	-20%
Forcible Rapes	127	127	n/c
Robbery	950	908	-4.4%
Aggravated Assaults	1,610	1,759	+9.3%
Burglary	9,407	8,296	-11.8%
Vehicle Theft	5,244	4,989	-4.9%
Larceny Theft	20,283	19,867	-2.1%

**NORCO FIRE DEPARTMENT (CAL FIRE):**

**EMS Billing:** Cal Fire personnel completed EMS billing for December 2014 and January 2015.

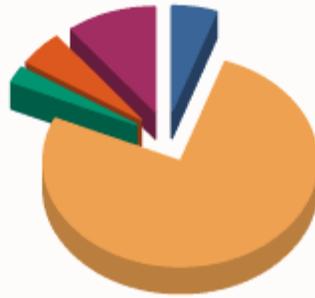
EMS Monthly Billings	
<i>Month</i>	<i># of persons billed</i>
June	5
July	6
August	11
September	11
October	4
November	10
December	9
January	4
February	-
March	-
April	-
May	-

**Structure Fire:** At about 5:43 PM on February 25, units responded to a reported structure fire with a burn victim in the 3400 block of Valley View Ave. The first arriving unit and a ground ambulance arrived at about the same time. Engine 47 reported light smoke from a detached garage of a single story single family dwelling with an adult burn victim. An adult male was treated and transported by ground ambulance to a local area hospital with third degree burns to his arms and hands. The fire was contained to the garage with only moderate damage. The Riverside County Sheriff's Department was requested due to large quantities of marijuana being found in the garage.

*See Fire Department statistics on the following pages.*

## Response Activity – Norco

Incidents Reported for Date between 2/19/2015 and 2/25/2015 and Norco City



False Alarm	2	5.3%
Medical	29	76.3%
Public Service Assist	1	2.6%
Standby	2	5.3%
Traffic Collision	4	10.5%
Total:	38	100.0%

False Alarm	2
Medical	29
Public Service Assist	1
Standby	2
Traffic Collision	4
<b>Incident Total:</b>	<b>38</b>

# Riverside County Fire - Norco

## Weekly Activity Report

2/19/15 to 2/25/15

	CITY
<b>Activity Totals</b>	<b>Norco</b>
<b>Plan Reviews</b>	<b>TOTAL NORCO</b>
All Plan Reviews	4
<b>INSPECTIONS</b>	<b>Norco</b>
Annuals	6
New Construction	
Re-inspection (annual's)	10
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	
<b>TOTAL</b>	
<b>MEETINGS &amp; OTHER</b>	<b>Norco</b>
Meeting	
Training	2
Special Inspections/Events	

## Weekly Prevention Activity Report- Graph Summary

