



City Hall Weekly Highlights

March 5, 2015

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Sheriff's Contract Meeting: Lt. Briddick and I attended the Sheriff's annual contract rate partnership meeting today in Moreno Valley. For the current fiscal year (2014-2015), the contract rate increase is 7.04%. Most of the rate increase (5.31%) is from salaries and benefits which are driven by labor negotiations. The good news is that the City budget for 2014-2015 was built using 7%. Therefore, no additional budget adjustment is necessary. The bad news is that the estimated increase for FY 2015-2016 is also 7%. We will be reviewing the impact of this rate increase on the budget as part of the upcoming budget process.

Meeting with Waste Management: City staff and Waste Management staff met this week to continue discussions of ways to improve customer service. In the last six weeks since the initial meeting in January, the level of complaints has dropped. Only six complaints were logged in the month of February. Waste Management has hired an operations manager and acquired more trucks. Waste Management has sent out flyers informing residents that have commingled service that the service is no longer available. They are following up with telephone calls to residents that have not made the switch. A presentation to City Council on manure-to-energy developments is being scheduled.

Silverlakes: Following the funding of phase 1, staff participated in a kick-off meeting this week with Balboa, LLC and their various contractors to discuss critical steps for constructing phase 1 improvements. NearCal is expected to move construction equipment onsite next week.

ECONOMIC DEVELOPMENT:

Recognition: The City of Norco was named the runner-up for an award honoring innovation in economic development, at the Inland Empire Economic Partnership's 2nd Annual "Turning Red Tape into Red Carpet" event on February 26. The City's nomination, in the category of Business Expansion & Retention, focused on the branding of Norco as "Horsetown USA" as an innovative means of expanding the local economy. This recognition is a reminder that in the post-redevelopment agency era, creativity is the greatest resource of all.

Business Development: Staff continues to work with Beacon Hill Assembly of God to market approximately 15,000 square feet of commercial space that it plans to develop along with its new 600-seat sanctuary. Because new retail and dining activity on the site is in the best interests of the community at-large, staff is working with the project architect to develop marketing materials for the commercial component of this innovative mixed-use concept.

Gateway Sign: Staff continues to negotiate contract terms with YESCO Signs, the company recommended by the Economic Development Advisory Council (EDAC) to construct the Sixth Street Gateway Sign. Once some issues are resolved, the project is anticipated to be considered by City Council at its meeting of March 18, 2015.

Housing: There has already been a brisk response to the City's recent reintroduction of its Housing Assistance programs. Contract staff from Pacific Municipal Consultants (PMC) is reporting interest in each of the programs, with unexpectedly strong demand for the First-Time Homebuyer Program. A waiting list for that program, available to aspiring homeowners who live or work in Norco, is being created pending finalization of program guidelines. Residents may call Michael Neal, the City's Housing Specialist at 909-261-2770 for additional information on all programs.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,890 utility bills to Group 4 customers. We also mailed out 270 delinquent notices to Group 3 utility customers that had not paid their bill on time. On Tuesday, the day before delinquent utility customers in Group 1 were due for shut off, a courtesy door tag was hung at their door by Public Works notifying 64 customers that if they do not pay on Tuesday, their water services will be shut off on Wednesday. By Wednesday, 6 customers water was shut off for nonpayment and restored later the same day for all six customers.

Business License and Cash Receipts: There were 24 new business license applications received during the week and 5 renewal applications. Staff processed a combined total of 1,896 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$2,311,782. The City received \$1,063,658 in vehicle license fees and \$726,800 in sales taxes this week.

Miscellaneous Accounts Receivable: A total of 10 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$17,747.85. 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.

PARKS, RECREATION AND COMMUNITY SERVICES:

Norco Girls Softball League Opening Day Ceremony: The ceremony is this Saturday, March 7, 2015 at Wayne Makin Sports Complex:

- 7am Pancake Breakfast South Snack bar
- 9:30am Dignitaries Arrive (if not attending pancakes breakfast)
- 10:00am Opening Ceremonies Begin – Field 6

Youth Basketball: is concluding this week. Games continue Monday-Thursday. Playoff/Championship Games and Awards will take place on Saturday, March 7, 2015:

- Girls playoff games @ 8:30am and 9:30am
- Girls "C" championship @ 10:30am
- Girls "A" championship @ 11:30am
- Boys C Championship @ 1:00pm
- Boys B @ 2:15pm

- Boys A @ 3:30pm
- Awards Boys Division @ 5:30pm
- Awards Girls Division @ 6:45pm

Facility Rentals: Riley Gymnasium is rented to CA Home School on Saturday this week. Community Center and Scout House is rented to two churches on Sunday.

New Instructor: Staff secured a new Taekwondo instructor. Deanna Hesley has been with this program for approximately 16 years and is dedicated to improving the attendance of this class.

Wayne Makin: Staff is creating new logo signs to be installed on the monument signs at Wayne Makin Sports Complex.

Youth Programs: Wee People Playschool celebrated Dr. Seuss' birthday this week. Kidz Club After-School Program had fun with Mardi Gras crafts and activities.

Senior Services

USDA Food Distribution Program: Wednesday, March 4 beginning at 9:00 a.m. Staff rescheduled meeting with Feeding America representatives for Thursday, March 5, 2015 to review guidelines and procedures.

Seniors took a trip to San Manuel Bingo & Casino on Wednesday, March 4 at 9:00 a.m.

S.T.A.R Advisory Board met on Wednesday, March 4 at 11:30 a.m.

George Ingalls Equestrian Event Center

- Colt Starting Clinic held Friday, February 27th & Saturday, February 28th was successful. Great job by staff and volunteers in making this client first visit to the center a memorable one. The client has secured dates for 2016.
- George A. Ingalls Veteran's Memorial Plaza Open * 10AM to Dusk, Please enter through Gate 5 off of Crestview just south of Sixth Street.
- Community Barrel Racing by Lunde Enterprises will be held Thursday, March 5th at Moreno Arena from 5 pm to 9 pm.
- The Norco Ranglers will host a gymkhana event Saturday, March 7th at Clark Arena from 8 am to 5 pm.
- Pacific Coast Miniature Horse Club hosts a 2-day show Saturday, March 7th thru Sunday, March 8th from 8 am to 5 pm.
- Annual Inland Empire Day of the Dinosaur, Private Event, Saturday, March 7th from 12pm – 12am. at Nellie Weaver Hall.
- Rhodesian Ridgeback Puppy Match returns to Pikes Peak Park on Saturday, March 7th from 8 a.m. to 5 p.m.

- American Cancer Society “Hoofin It for a Cure Trail Ride” with vendors located in Nellie Weaver Hall Parking lot and ride starts out of Parking Lot 2.
- 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 9th
- Open Recreation Riding will be open at the Clark arena from 10 am to 3 pm, M-W, March 9th – 11th.
- Community Barrel Racing by Lunde Enterprises will be held Wednesday, March 11th at Moreno Arena from 5 pm to 9 pm.
- DOWNUNDER Horsemanship Clinic with Dale Cunningham from Thursday, March 12th thru Sunday, March 15th.

Parks and Building Maintenance Services

- Avenue Electric moved overhead power reals in Fire Station 57 to the center isle of the equipment bay. These reals supply power to the computers while the equipment is on stand-by.
- Sparky’s Electric installed new LED lighting at the Sheriff’s Station parking lot.
- Our staff repaired a set of bleachers that were damaged at Riley Gym.
- Work Orders were completed this week at the Senior Center kiln and kitchen sink, City Hall men’s restroom, conference room chairs, and room divider.
- Park inspections were done
- Flushed the sewer pipe at Pikes Peak Park
- Staff is replacing some of the bumper stops at Wayne Makin and Parmenter Park.
- Staff is back at the East Pad getting the light poles ready for mounting some electrical boxes and getting ready for pulling wire.
- Valley Crest has been grooming the trails in Districts 2 and 4. They are weeding in District 4 now and they have completed District 5.

Training: This past week our staff provided chemical spray training to some of the staff at public works.

LMD No. 4 Public “Open House:” This meeting for residents who own homes within LMD No. 4 was conducted on March 2, 2015 to respond to any questions regarding alternative specification for vinyl fencing for LMD No. 4. Samples were provided. A letter to all residential owners in LMD No. 4 was sent discussing the new standard for trail fence and an invitation to attend the Open House to discuss their trail fence replacement project and use of the vinyl fencing standard for LMD No. 4 which is out to bid by Public Works.

Animal Control Services

- Norco Animal Control Services hired a New Animal Control Officer her name is Cynda Zomphier and she will be starting this next week and will be going through orientation and training over the next couple of months. Please welcome her as you see her in the community as she starts her new job in Horsetown USA.
- Norco Animal Control Services issued 12 administrative cites in the pass week.
- Animal Control adopted 7 dogs and returned 3 back to their homes in the past week.

PLANNING DEPARTMENT:

Approved Special Events: March 1 - 15: NHA Casino Night Fundraiser event advertising signs, 10 locations

Code Enforcement: A meeting was held with the Business Process Advisory Committee and staff to discuss possible revisions to the current code enforcement procedures. The intent is to minimize the steps to get quicker enforcement. Code enforcement procedures were amended and will begin immediately. A follow up meeting will be scheduled to evaluate the effectiveness of the changes.

Code Compliance Updates:

2014 Total code cases: 328

2015 Total code cases: 69

Open cases: 41 (39 carry-over cases from 2014)

New cases: 6

Citations issued: 5

Closed cases: 6

Yard sale signs removed: 12

PUBLIC WORKS DEPARTMENT:

Field Ops:

- 3 mainline water leaks repaired including a 20' long crack in a 10" plastic pipe at Well 13
- Total of 19 tons of DG added to various trails and hand spread with Sheriff's labor workers
- Staff replaced the mechanical seals on the reclaim pump at the Arsenic removal plant
- Staff repaired the pump seal lubrication lines at Lift Station #9
- Staff was called out to reset the traffic signal at Hidden Valley Pkwy and Corona Ave. The signal cabinet had been broken into and all breakers had been turned off causing the traffic signal to black out. Staff re-energized and secured cabinet.

Building and Safety:

- 15 permits submitted
- 14 permits issued
- 17 inspections performed
- 3 Stop Work notices issued
- 4 Commercial Certificate of Occupancies issued

Engineering:

On-Call Engineering: the Request for Statement of Qualifications for On-Call Engineering Services was closed. A total of seven submittals were received and will be reviewed within the next week to determine qualifications. Award of a design contract to one or more companies is expected soon to prepare construction documents for any of the various public works projects requiring design.

Caballeros Road Encroachments: All three residents on Caballeros Rd have now obtained permits to remove encroachments in the right-of-way.

NORCO SHERIFF'S DEPARTMENT:

Neighborhood Watch Meeting: On Thursday, February 26, the Norco Sheriff's Office hosted a Neighborhood Watch Meeting at City Hall. This was the first meeting of 2015, and additional meetings will be scheduled. The Sheriff's Staff and attending Norco citizens had the opportunity to discuss a number of topics. The discussion included the value of the Neighborhood Watch Program, recent crime trends, quality of life issues, and networking with their neighbors. Thirteen citizens attended the meeting and we are hoping for additional participation. Anyone with questions about the program is encouraged to contact Deputies Robles or Ghiliotty at (951) 270-5673.

Traffic Safety Operation: On Friday, February 27, the Norco Sheriff's Office conducted a traffic safety and speed enforcement operation at various locations within the city. The areas of enforcement were chosen to address citizen concerns based upon known violations and safety issues. The operation resulted in the issuance of 98 citations for various vehicle code violations. A [press release](#) was issued.

Public Service Announcement: The Riverside Sheriff's Department has released a [public service](#) announcement regarding fraudulent scam phone calls, which also has impacted Norco citizens. The information is included below:

Details:

This is another reminder to the public about ongoing fraudulent scam phone calls. Recently, various frauds have occurred in the Riverside County area where criminals contact victims by telephone to impersonate law enforcement officials or utility company officials.

Court Scam

In the first type of scheme, the caller claims to be a member of law enforcement, or the court system. The victim is told he or she has a warrant for failing to appear for jury duty. The caller demands payment for the warrant via credit card information, or a Green Dot card. The suspect typically remains on the phone with the victim while he or she travels to the store to obtain the Green Dot card. The suspect further instructs the victim not to tell anyone who they are talking with. After obtaining the serial numbers to the Green Dot cards, the money deposited to the card is immediately removed by the suspect.

The caller is not connected with the Riverside Superior Court or the Riverside County Sheriff's Department. No Riverside County Court or Sheriff's Department employee will ever contact the public and ask for financial information or payment in lieu of attending court proceedings, or to make up for failure to appear for jury duty.

Utility Scam

In the second scheme, the caller claims to be from a utility, or service provider-type company. The victim is told their bill is overdue, or a meter needs to be replaced at the victim's expense. The caller demands immediate payment for the overdue bill, or installation of a new meter. If payment is not received, the victim's service will be shut off. The caller demands credit card information or a Green Dot card as described in the first scheme.

The caller is not connected with any utility or service providers. Victims are encouraged to advise the caller they will call the utility company directly, and discontinue the call. The victim should then contact the utility company themselves through legitimate and verified numbers.

It should be noted there are several technologies and methods that allow callers to conceal what number they are calling from, or to give the appearance they are calling from the Sheriff's Department, court, service provider or utility company.

Anyone receiving a telephone call from a person claiming to be a Riverside County Court or Sheriff's Department employee or other law enforcement official seeking money should refuse the demand and report the incident to your local Sheriff Station or Police Department.

Citizens may also submit an anonymous tip using the Sheriff's CrimeTips online form.

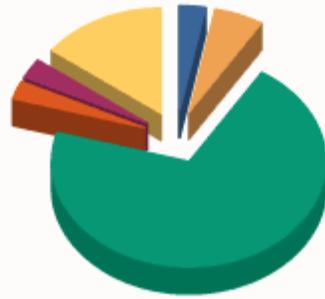
NORCO FIRE DEPARTMENT (CAL FIRE):

Structure Fire: 2/26/15: Engine 57 responded to a reported commercial structure fire at the Norco Prison Rehabilitation Center in housing Unit A. Upon arrival, E-57 worked with the prison Fire Chief and inmate staffed engine who advised that the fire was out but there was smoke on several floors. The source of the fire was quickly located as being from an inmate bathroom area. A lit cigarette and some toilet paper were put in a crack in the wall of the bathroom which is what caused the smoke to travel in the wall. E-57 was able to confirm there was no extension in the wall.

See Fire Department statistics on the following pages.

Response Activity – Norco

Incidents Reported for Date between 2/26/2015 and 3/4/2015 and Norco City



Com Fire	1	2.9%
False Alarm	2	5.9%
Medical	24	70.6%
Public Service Assist	1	2.9%
Standby	1	2.9%
Traffic Collision	5	14.7%
Total:	34	100.0%

Com Fire	1
False Alarm	2
Medical	24
Public Service Assist	1
Standby	1
Traffic Collision	5
Incident Total:	34

Riverside County Fire - Norco

Weekly Activity Report

2/26/15 to 3/04/15

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	5
INSPECTIONS	
	Norco
Annuals	4
New Construction	2
Re-inspection (annual's)	5
Title 19 Inspections	6
Business License Review	
C of O's	
Weed Abatement	2
TOTAL	
MEETINGS & OTHER	
	Norco
Meeting	
Training	2
Special Inspections/Events	

Weekly Prevention Activity Report- Graph Summary

