



# City Hall Weekly Highlights

## April 16, 2015

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To: Honorable Mayor and City Council Members

From: City Departments

### **CITY MANAGER:**

**News from WRCOG TAC Meeting:** The following are few items of interest from today's Western Riverside Council of Governments (WRCOG) Technical Advisory Committee (TAC) meeting.

- **Senate Transportation Funding Proposal:** Senate Bill (SB) 16 is a proposal to create a five-year temporary funding source for California's transportation system which includes local streets and roads. The Pavement Condition Index (PCI) for California local streets and roads is currently estimated to be 66 out of 100. This represents a fairly poor system. This proposal is estimated to generate between \$2.8 and \$3.6 billion statewide through increases in excise tax on gasoline and diesel; \$35 Vehicle Registration Fee (VRF) increase; \$100 VRF increase for zero-emission vehicles; truck weight fees, etc. If approved, the City's allocation is estimated to be between \$555,000 and \$713,000 annually. The League of California Cities is supporting this Bill.
- **TUMF Nexus Study Update:** WRCOG is in the process of updating the TUMF Nexus Study which is used to set TUMF fees and plan for related capital improvements in the County. The word is that the fees are going to go up significantly especially for retail projects. The planned increases are likely to be phased in over several years to mitigate the impact.
- **Regional Business License Program:** WRCOG recently conducted a study to determine if there would be regional and City specific benefits to creating a central hub for processing and issuing business license and to make the cost uniform. At the completion of their study, it was determined that this would be very cumbersome to implement due the relationship between business license and land use issues which vary significantly between Cities.
- **Street Light Program:** WRCOG is nearing completion of a project to acquire street lights owned by Edison in several cities. Once acquired from Edison, WRCOG will then manage the operations and maintenance of these street lights at significant savings to Cities. At this time the efforts are focused on Cities with significant number of street lights and Norco is not one of them.

**Valley View Flashing Lights:** Staff has installed thermoplastic striping and raised pavement markers on Valley View between Fourth and Fifth Streets at the "S" curve as recommended by the City Engineer. With these improvements, the flashing beacon lights, which have helped reduce speeding but has been a source of complaints by some residents, will be removed.

### **ECONOMIC DEVELOPMENT:**

**Hospitality Industry:** PKF, the nation's leading hospitality research firm, has reported, based on the first quarter of 2015, that the hotel industry in the United States is no longer in "recovery" mode, but has now entered an "expansion" phase. This trend bodes well for the City's "Destination: Norco" strategy, and local hotels are already seeing robust occupancy rates. Hospitality consultants report there is demand for additional rooms in Norco.

**Business Development:** The owner/operator of Cowboy Joe’s Sports Saloon, which has leased a 5,300-square-foot space at the Town & Country Center, has announced a projected June 2015 opening. The establishment, a family-friendly, full-service barbecue restaurant seating approximately 150 guests, fills a niche in the community, and its Western flavor will create another attraction for locals and visitors to Horsetown USA.

**FISCAL AND SUPPORT SERVICES:**

**Bill Processing:** Staff mailed out 1,525 utility bills to Group 1 customers. Staff mailed out 220 delinquent notices to Group 4 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 3 by Public Works notifying 66 customers that if they did not pay on Tuesday, their water services would be shut off on Wednesday. By Wednesday, 6 customer’s water was shut off for nonpayment; 3 customer’s water services were restored the same day and 3 customer’s water remained shut off.

**Business License and Cash Receipts:** There were 25 new business license applications received during the week. Staff processed a combined total of 1,410 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$386,007.

**Miscellaneous Accounts Receivable:** A total of 10 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$3,166. 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:**

**George A. Ingalls Day:** The City of Norco celebrated George A. Ingalls Day on Thursday, April 16, 2015 at 8:30 a.m. with lowering of the flag and the reading of the George Ingalls bronze plaque. This day will be celebrated annually on April 16<sup>th</sup>.



**Rose M. Eldridge Day:** The City of Norco celebrated Rose M. Eldridge Day on Thursday, April 16, 2015 at 2 p.m. with presentations, cake and punch. This day will be celebrated annually on April 16<sup>th</sup>.



**Volunteer Opportunities:** Staff met with Shandra Carlsen, Public Affairs from The Church of Jesus Christ Latter-Day Saints Corona California Stake, to discuss a project in which they provide 75 volunteers to give back to the community. They will be doing a cleanup at the George Ingalls Equestrian Event Center east slope on Saturday, April 25, 2015 from 8 a.m.-noon. Details of the project can be found at [www.justserve.org](http://www.justserve.org) and search for “Ingalls Park in Norco”.

**Concerts in the Park:** Staff is soliciting sponsors for the Summer Concert Series at Pikes Peak Park. If you would like to sponsor this event, please call Janna Noyes, Recreation Specialist at (951) 270-5635. The concerts will not happen if funds to support their expense are not secured.

**Measure A Funding:** As a commitment in improving mobility of those with special transit needs in the community, Staff has received official notification from Riverside County Transportation Commission (RCTC) Board approving the Measure A award in the amount of \$180,000.00 to the City of Norco for the Senior Transportation Program. This is a three year grant cycle which allows this program to continue as it is currently operating.

#### **George Ingalls Equestrian Event Center**

- Your Saddle is Waiting is the theme of the 45<sup>th</sup> annual Horseweek event starting April 17<sup>th</sup> thru April 26<sup>th</sup>.
- Open Recreational riding will be closed M-W, April 13<sup>th</sup> – April 29<sup>th</sup> for Horseweek events and clean up and will resume

## 2015 Horseweek Schedule

Sunday, April 5th Easter Sunrise Service-Ingalls Park Moreno Arena 7 am.

Friday, April 17th - *Extreme Ranch Rodeo*- Gates open- 5:30PM, Rodeo starts at 7:00pm- Come out and see all our vendors- Plenty of Food, Western Wear, Beer on Tap, and so much more!

Saturday, April 18th - *Horseweek Parade* 6th St. Norco 10:00am

Saturday, April 18th - *Lawn Mower Races*- Ingalls Park, Gates open at 4:00pm. Races start at 5:00PM

Saturday, April 18th - *Day two Extreme Ranch Rodeo* - Ingalls Park, Gates open at 4:00pm Ranch Rodeo- 7:00PM- Day two- Extreme laughs and excitement.

Sunday April 19th- *Challenged Children's Rodeo*- Ingalls Park Gates open at 11:00, Rodeo at 12:00pm Come out and support these Kid's for a great day!

Sunday, April 19th- *Extreme Bull Riding Ingalls Park*, Gates open at 2:30pm Bull riding starts at 3:30pm- Now this is an Extreme sport! Nothing but Bull Riding! Kids 12 and under Military & Veterans free. Students with ID \$10.00

Monday, April 20th - *Chili Cook Off*- Nellie Weaver Hall 6:00pm -Bring your best chili and compete to be this year's Champion!

Monday, April 20th - *Beard Contest*- Nellie Weaver Hall 8:00pm

Tuesday, April 21st - *Quarter Dip*- Nellie Weaver Hall 6:00pm - A quarter a dip! Bring your appetites and your elastic pants!!

Tuesday, April 21st - *Team Sorting*- Ingalls park 6:30 sign ups Starts at 7pm

Tuesday, April 21st - *Horseshoe Pitch*-4-H Barns, 8:00pm

Wednesday, April 22nd - *Bingo*- now serving cocktails!! Nellie Weaver Hall 6:00pm - Ask yourself, "Do you feel Lucky...well do Ya?"

Wednesday, April 22nd - *Barrel Racing*- Ingalls Park Moreno Arena - 5 pm start

Thursday, April 23rd - *Obstacle Course*- Ingalls Park, 6:00pm, sign ups at 5:00pm- Let's see what your Steed and you can do! You never know what to expect!

Friday, April 24th- *Food Truck Festival* , Ingalls Park. 6:00pm

Friday, April 24th - *Adult Fun Night*- Ingalls Park, 6:00pm, sign ups at 5:00pm - A Great time for contestants and spectators alike!

Saturday, April 25th - *Pancake Breakfast* - Nellie Weaver Hall, 7:00am - of Yummy-ness for the whole family

Saturday, April 25th- *Poker Ride and BBQ*, Nellie Weaver Park 10:00am - What could be more fun then Poker on Horseback? Then stay for some food at the poker BBQ

Saturday, April 25th- *Food Trucks* , Ingalls Park. 4:00pm

Saturday, April 25th - *Pacific Coast JR. Bull Riders*- Ingalls Park 5:00pm Bucking Youngins!

Saturday, April 25th - *Texas Hold Em Tournament*- Nellie Weaver Hall, doors open at 5.00 pm, 6:00pm - - PRIZES for the final table and a championship Trophies for final three!!

Saturday, April 25th - *Lawn mower races*- Ingalls Park 7:00pm

Sunday, April 26th - *Youth Fun Day*- Ingalls Park , sign ups 8:00 - KID'S only!

## **Animal Control Services**

- Staff sent out 239 license renewals for May.
- The annual rabies clinic has been scheduled for June 14, 2015, 9am – noon. Animal Bird Hospital will be the administrating the clinic for us.
- Staff scheduled the annual snake seminar for May 14, 2015, 1pm – 3pm. Cliff Hadden will be putting on the seminar for us.

## **PLANNING DEPARTMENT:**

### **Approved Special Events:**

- March 3 to May 3: Relay for Life of Norco event advertising signs, 5 locations
- April 6 to June 5: G.G. Sister Massage, sale event
- April 1 - 30: Horseweek events advertising signs, 4 locations
- April 23: Food truck or outdoor BBQ, Sons of Liberty Aleworks, 1780 Town & Country
- May 2-3: Hillside Farm Spring Craft Fair, 3475 Hillside Avenue
- May 3: Farmers Market, St. Mel Catholic Church, 4041 Corona Avenue

### **Planning Activities:**

**Tentative Tract Map 36717 (DALLAPE):** Staff is reviewing a revised drainage plan for follow-up from the PRB meeting. There will be a follow-up meeting with Engineering and Planning to get the project ready for review by the City's commissions before it comes to City Council.

**Business Process Advisory Group – Code Enforcement Procedures:** A draft update to the current City Administrative Policy regarding Code Enforcement Procedures has been completed along with a flow chart of responsibility (and process) for the different types of code compliance cases. These will be presented to the Business Process Advisory Group at a meeting on April 27, 2015.

### **Code Compliance Updates:**

2015 Total code cases: 99  
Open cases: 62  
New cases: 12  
Citations issued: 6  
Closed cases: 6  
Yard sale signs removed: 10

- Staff conducted a joint inspection with Riverside County Flood Control District on a property affecting a flood channel.

## **PUBLIC WORKS DEPARTMENT:**

**Service Leaks:** Staff repaired two service leaks

**Main Leaks:** Staff repaired mainline leaks on Valley View in the 4100 block.

**Portable Water Production:** Production meters were tested at the Reservoir 4 booster station, Pedley booster station, Ridge Ranch booster and 8" meters at both CRC connections.

### **Graffiti/Debris:**

- 3 couches on Fifth Street
- 2 mattresses on Hillside Avenue
- Cleared weeds on Hamner between fifth and Sixth
- Cleared weeds from overflow parking lot across from City Hall.

**Streets:** Staff installed thermoplastic striping and raised pavement markers on Valley View between Fourth and Fifth Street at the "S" curve.

### **Building and Safety:**

- 17 Permits Submitted
- 17 Permits Issued
- 40 Inspections Performed
- 1 Sewer Connection Permit

### **Engineering:**

The City Engineer signed the Norco Equine precise grade plans and staff still reviewing their street improvement plans and WQMP.

### **Silverlakes Update:**

- Contractor continuing with installation of storm drain laterals
- Landscape and irrigation plans submitted to City
- Precise grade plans submitted to City
- Well permit signed by City for contractor to proceed with well rehabilitation
- Staff coordination with SCE and Contractor on electrical services

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

**Call 911 for Reporting Emergencies (A friendly reminder to our community and citizens):** The proper way for citizens to report emergencies is to call 911. The Norco Sheriff's Office has received several calls at our front desk from citizens wanting to report emergencies. The Norco Sheriff's Office is not a dispatch center and is not equipped to receive emergency calls. Therefore, any citizen wishing to report an emergency needs to call 911.

**Pedestrian Safety Operation:** On Friday, April 10, 2015, deputies assigned to the Norco Sheriff's Office conducted a traffic operation at the intersection of Hamner Ave. and 2nd Street in the city of Norco, in response to pedestrian safety related complaints. The main focus of the operation was to identify motorists who failed to yield to pedestrians in the crosswalk, a violation of California Vehicle Code 21950(a).

The operation consisted of a decoy deputy dressed in plain clothing, who would cross the roadway within the designated crosswalk when permitted via pedestrian signal device. A number of motorists did not yield to the crossing deputy and continued driving through the crosswalk. These motorists were stopped and issued citations by uniformed deputies participating in the operation.

The following are the results of the Crosswalk Safety Operation:

- 44 Citations were issue during the operation for the following violations:
- 19 Citations were issued for drivers failing to yield for a pedestrian in the cross walk.
- 19 Citations were issued for drivers failing to stop for a red light.
- 5 Citations were issued for drivers operating a vehicle while talking on a cell phone.
- 1 Arrest for unlicensed driver (cite released).

Additional operations are being planned.

**UNLOAD Meeting: \*\*RESCHEDULED to April 27\*\*** NOTE: this meeting is open to the public and parents are encouraged to attend.

**The City of Norco's UNLOAD Coalition**  
**United Norconians for LifeOver Alcohol and Drugs**

**WHAT:** The UNLOAD Coalition is a community-based organization comprised of the Norco Sheriff's Office, Norco Parks and Recreation, Mayor Pro Tem Kevin Bash, Council Member Kathy Azevedo, The Corona-Norco Unified School District, Norco High School's Friday Night Live Club and local youth and community members.

The mission of UNLOAD is to educate and bring awareness to youth, parents and community members about alcohol and substance abuse as well as other concerning issues that negatively impact youth in the City of Norco and surrounding areas. UNLOAD meetings are a great way for the public to discuss issues they see in the community related to youth and want to bring awareness to others, as well as brainstorm strategies to educate society on the dangers of alcohol and substance abuse.

UNLOAD meetings are open to the public and we encourage you to join us and help make our community better.

**WHERE and WHEN: Monday, April 27, 2014 @ 5:00pm**

Norco City Hall, Conference Room A & B  
2870 Clark Ave, Norco, CA 92860  
(951) 735-3900

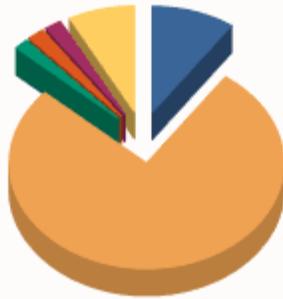
**NORCO FIRE DEPARTMENT (CAL FIRE):**

Battalion Chief Scott Lane and Battalion Chief Richard Owens have been assigned to fulfill City of Norco Chief Duties. BC Scott Lane duty days are Wednesday, Thursday, Friday, and BC Richard Owens Sunday, Monday, Tuesday.

*See Fire Department statistics on the following pages.*

## Response Activity – Norco

### Incidents Reported for Date between 4/9/2015 and 4/15/2015 and Norco City



False Alarm	5	9.6%
Medical	40	76.9%
Other Fire	1	1.9%
Other Misc	1	1.9%
Public Service Assist	1	1.9%
Traffic Collision	4	7.7%
Total:	52	100.0%

False Alarm	5
Medical	40
Other Fire	1
Other Misc	1
Public Service Assist	1
Traffic Collision	4
<b>Incident Total:</b>	<b>52</b>

# Riverside County Fire - Norco

## Weekly Activity Report

4/9/15 to 4/15/15

	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	10
New Construction	
Re-inspection (annual's)	8
Title 19 Inspections	2
Business License Review	
C of O's	
Weed Abatement	58
<b>TOTAL</b>	
<b>MEETINGS &amp; OTHER</b>	
	<b>Norco</b>
Meeting	2
Training	
Special Inspections/Events	

# Weekly Prevention Activity Report- Graph Summary

