



City Hall Weekly Highlights

May 21, 2015

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Economic Development Funding: During the City Council Budget Workshop on May 6th, the City Council expressed desire to increase funding for Economic Development programs to ensure that the City is able to attract desirable businesses in the City while promoting the City's Horsetown USA Brand. Following the Workshop, I asked our Economic Development Consultant to put together a realistic Economic Development marketing and promotional plan for Fiscal Year 2015-2016 to meet the Council's Economic Development goals. The Economic Development Consultant has developed a program that includes new business prospecting and hospitality promotion designed to increase economic activity in the City. The estimated total cost for these programs range from \$33,000 to \$54,000. The preliminary budget includes \$15,000 for these programs.

The funding for these programs can now be increased, thanks to expected funding from WRCOG. As a result of the great success achieved by WRCOG's Home Energy Renovation Opportunity (HERO) Program, WRCOG has realized significant savings in administrative costs. These savings are now being proposed to be passed on to participating Cities and other program participants in Riverside County to be used for economic development and other eligible programs such as transportation and water conservation. The City's share of this available funding is estimated to be \$38,650. Consequently, I will be increasing the recommended appropriation in FY 2015-2016 for Economic Development by \$38,650.

City of Norco Recognized for Energy Efficiency Good Practice: The City of Norco has been recognized through WRCOG by Southern California Edison Company and Southern California Gas Company as a leader in energy efficiency use. The City's Silver category recognition for efficient use of energy in its facilities places the City in a position to achieve bigger savings for each kilowatt of electricity saved. I have directed Water, Sewer, and Facilities Managers to continue working with Southern California Edison to explore ways to become more energy efficient in the use of City facilities. This is something we discussed as part of our internal budget review process weeks ago. We hope to be in the Gold Category next year.

ECONOMIC DEVELOPMENT:

Development Opportunities: Pursuant to guidance from staff, the owner of the approximately 15-acre site at the corner of River Road and Corydon Avenue, which has long sat vacant, continues to explore commercial development opportunities with a leading Inland Empire developer. He hopes to have something to report in the coming months.

Co-Marketing Effort: Architects retained by Beacon Hill Assembly of God have created a marketing brochure to assist with the leasing of approximately 15,000 square feet of commercial space the church plans to develop with its new 600-seat sanctuary. Because sales tax-generating retail and dining activities on the site would benefit the City of Norco, staff has taken an active role in working with church leaders to attract quality tenants.

Business Prospecting: This week, the International Council of Shopping Centers (ICSC) held its national conference in Las Vegas. Although the City of Norco was not an exhibitor this year, several brokers representing commercial properties in Norco attended, promoting those sites. The City plans to be an exhibitor at the ICSC Western Regional Conference in San Diego this September to aggressively market Norco's development opportunities.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 2,039 utility bills to Group 2 customers and 214 delinquent notices to Group 1 utility customers that had not paid their bill on time. On Tuesday, May 19, a courtesy door tag was hung at the door of customers that were delinquent in Group 3 by Public Works notifying 54 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; 4 customer's water services were restored the same day and 1 customer's water remained shut off.

Business License and Cash Receipts: There were 9 new business license applications received during the week. Staff processed a combined total of 1,703 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$2,717,869. The City received a direct deposit payment for the Navy's utility payment of \$52,455.29; sales taxes of \$355,900 and assessments of \$2,258,919 that included secured taxes, CFD and LMD assessments.

Miscellaneous Accounts Receivable: A total of 12 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$4,097. 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.

Health Care Reform Training: Myrna Paakkonen, Jennifer Ward and Olivia Hoyt attended training that informed participants of the IRS reporting requirements under the Affordable Care Act. Under these new reporting rules, the City of Norco must provide information to the IRS about the health plan coverage that is offered (or not offered) to its employees. The additional reporting is intended to promote transparency with respect to health plan coverage and costs.

PARKS, RECREATION AND COMMUNITY SERVICES:

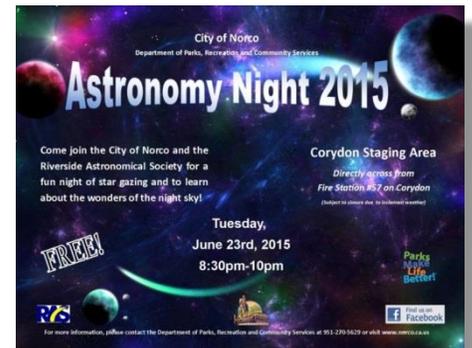
- The basketball court lines at Riley Gymnasium were repainted by a contractor this past week.
- Summer youth basketball teams have started practices at Riley Gymnasium. Jersey order and game schedules are being finalized.
- There is no T-Ball this weekend due to the Memorial holiday weekend.

- National Day of the American Cowboy Committee met on May 18, 2015 to continue planning for this year's event being held on Saturday, July 25, 2015.
- Parade of Lights Committee met on May 19, 2015 to continue planning for this year's Parade of Lights, Winter Festival and Breakfast with Santa event which is slated for Saturday, December 12, 2015. Vendor applications will be available this week.
- Seniors on the Move took an excursion to Planes of Fame & Flo's on May 20, 2015. The Rose M. Eldridge Senior Center will be closed on Monday, May 25, 2015 in observance of the Memorial Day holiday.



- Details are being finalized for the Memorial Day Salute "Forever on Duty" Memorial Day Continuous Salute at the George A. Ingalls Veterans Memorial Plaza being held on Monday, May 25, 2015 from 9am-noon. Join us in remembering those who gave all to protect our freedoms. Official Ceremony will take place at 11 a.m. This event is free and open to the public. Guest speakers include Retired Major General, State Senator Richard D. Roth and Norco Mayor Herb Higgins. Please enter Gate 5 off Crestview.

- Astronomy Night in Norco returns on Tuesday, June 23, 2015 at 8:30 p.m. At this free event, participants have the opportunity to gaze at stars and learn about the wonders of the night sky! This event is brought to the city by the Riverside Astronomical Society.



George Ingalls Equestrian Event Center:

- George A. Ingalls Veteran's Memorial Plaza Open * 10 a.m. to Dusk. Please enter through Gate 5 off of Crestview just south of Sixth Street.
- Mustang Makeover Trail Challenge and Mustang Gathering All-Around Show was well attended and is scheduled in May 2016
- The National Area 7 Miniature Horse Show has returned to Ingalls for their fourth year. Their show starts Friday, May 22nd through Sunday, May 24th. Estimated times for the show are 8 a.m. to 11 p.m. Friday and Saturday, and Sunday 8 a.m. to 6 p.m. 180 stalls are set up in the Clark arena with a 90' by 180' warm up arena created for this event. The show will be held in the Moreno arena.

- The Horse Town Brew N' Que Festival starts Friday, May 29th with a Meet and Greet at Nellie Weaver Hall and a BBQ & Beer Festival on May 30th at the Arena level and finally a BBQ Judges Class with a Brew101 Class on Sunday, May 31st at Nellie Weaver Hall.
- Staff met with K-FROG representatives for a site walk of the George Ingalls complex in regards to two special events. K-FROG will submit proposals.
- Open Recreational Riding Closed for Area VII National miniature Horse Show and the Horse Town Brew N' Que Festival. Open Riding will resume Monday, June 2nd and Barrels will resume June 4th.

Parks and Building Maintenance Services:

- Staff supported the clients at Ingalls, Mustang Makeover was on the grounds last weekend; and are now preparing for the Miniature Horse Club this weekend.
- There was a water leak resulting from the rain last Thursday and Friday from the skylight closest to the City Manager's office. This has been repaired.
- Bay City Electric was here this week doing the maintenance on the City's emergency generators.
- CDF crews are working again this week, clearing the fence line around the retention basin that borders Norco Hills Park and some of the homes in District 2. This area hasn't been cleared for several years now and the homeowners are concerned about the fire hazard.
- Staff has spliced new galvanized columns on the gazebo at Sundance Park. The bottoms of these columns had rusted through at the base plates and needed to be repaired.
- A meeting was held with the homeowners in Landscape Maintenance Districts 1, 3, 4, and 5 on Tuesday. This was an informational meeting to let each district know its budget and review of the Engineer's Report.
- Staff met with Mariposa Landscape Inc. and Valley Crest Landscape Maintenance to interview for the new City contract that covers the "Maintenance of City-Wide Parks, Street Medians, Open Space Right-of-Ways, Trails, and Landscape Maintenance Districts". The decision has yet to be declared.

Animal Control Services:

- We are processing 128 late notices for licenses; an additional 119 calls are being made to residents that are more than 60 days late, prior to our officers issuing citations.
- Reptile Seminar hosted by Norco Animal Control was a success. Many external agencies were present for this hands-on seminar, including animal control agencies from Moreno Valley, Corona, Banning, Perris, and staff from Valley Crest, members of Seniors and Pets, as well as members of NART and Norco citizens.



Cynda Henry
A.C. Officer



Instructor



Frank Scagnamiglio
A.C. Superintendent



Rattle Snake



Snake Demo Table

PLANNING DEPARTMENT:

Approved Special Events:

- 4-6 to 6-5: G.G. Sister Massage, sale event
- 5-22: Classy male revue fundraiser, 2741 Hamner Aven.
- 5-22, 23: Father-son overnight campout, 3600 Norconian Drive (ballfield)
- 5-23: Carwash, SEC Hamner Ave. and Fourth St. (Carl's Jr.)

Planning Activities/Applications/Projects:

- TTM 36717 (DALLAPE): A meeting was held between the project engineer and the City Associate Engineer to discuss that cross-lot drainage is not going to be allowed and proposed rain gardens on individual lots need to be replaced with a single water quality management plan basin.

Direction was given to the applicant that a proposed on-site "leftover" area that is separated from the rest of the project site by an existing SCE easement needs to be divided and included in the adjacent proposed lots so as to remove the leftover area altogether since there was no real viable solution to who would own and maintain it. The area is not needed for a park and the fact that it would be hidden behind existing homes with no access could make it a magnet to problems in the future.

- EQUINE MEDICAL CENTER: Lighting and photometric plans submitted for review. Signed off (Planning) on revised plans check for the building permit.
- SITE PLAN APPLICATION: 2 new applications: an accessory building application and a site plan for an ice vending machine site location. It is not known when these will be scheduled for Planning Commission review.
- CONDITIONAL USE PERMIT: 1 new application for a workshop accessory building. It is not known when this will be scheduled for Planning Commission review.
- NORCO PRIDE BEAUTIFICATION CONTEST: Kick-off meeting held to assign tasks and set schedule for future meetings to have winners selected in time for the Norco Fair. Nomination form finalized and started going as an insert with water bills last week. Keller Williams Realty will be donating the cost of the award winner's yard signs.

Code Compliance Updates:

2014 Total code cases:	328
2015 Total code cases:	127
Open cases:	63
New cases:	6
Citations issued:	1
Closed cases:	7
Yard sale signs removed:	10

Notable Actions:

- Attended Reptile seminar training.
- Assisting Sheriff's Department on a house on Second Street regarding criminal activity due to it being vacant / unsecured.
- Assisted Public Works with a potential hazardous materials spill from a commercial location on Hamner Avenue / Third Street.

PUBLIC WORKS DEPARTMENT:

Field OPS:

Service Leaks

- 2389 Reservoir – replaced leaking ell fitting at the one inch corporation stop
- 3316 Pacer – Installed one inch Air/Vac valve
- 181 East Street – clamped leak on one inch poly service line
- 3126 Bronco Lane – repaired the one inch poly service
- 3957 Pedley – replaced one inch angle meter stop and one inch meter

Main Leaks

- 3501 Corydon – repaired emergency leak on 10” mainline
- 2680 Vine – repaired emergency mainline leak

Sewer collection system and lift station maintenance/repair

- Reprimed pumps at the Corona lift station
- Replaced Pump 1 at the Norco Hills lift station.
- Reset the control point and checked the prime of pump #2 at lift station 10 (River at Corydon)
- Replaced the pneumatic supply pump for the level control system at the Oldenburg lift station
- Cleared clogs from both pumps at lift station 10 (River at Corydon)

Sheriff's Labor Workers

- Hidden Valley Drive at Lonesome Dove – removed weeds and debris
- Sierra at Fourth – removed weeds and debris
- Hillside between 3rd and 4th – cleared weeds on road edge

Signs

- 1280 Second Street -- Reinstalled down speed limit sign
- Replaced stolen street name signs at Wild Horse and Branding Iron

Building and Safety:

- 16 Permits Submitted
- 13 Permits Issued
- 42 Inspections Performed
- 2 Commercial C of O Issued
- 1 Stop Work Notice Issued

Engineering:

- 1 Residential Grading Plan Submitted
- 4 Encroachment Permits Issued
- 1 Oversize Load Permit Issued

NORCO SHERIFF'S DEPARTMENT:

Norco Sheriff's Deputies Arrest Vandalism Suspects

During March and April of 2015, the Norco Sheriff's Office investigated a series of vandalisms committed by vandals who spray-painted on a number of businesses located in the 2500 block of Hamner Avenue, in the City of Norco. These same vandals also spray-painted on the Riverside County Flood Control channel that paralleled the rear portions of these businesses. The vandalism was visible from different views in the city, and caused thousands of dollars in damage.

The Norco Sheriff's Office Community Oriented Policing and Problem Solving team (COPPS), assumed the investigation and was able to gather evidence, which led to the identification of the three suspects, subsequent a lengthy investigation. On Monday, May 18, a Norco COPPS deputy authored and served a search warrant in the 6100 block of Camino Real, in the City of Jurupa Valley, which resulted in the arrest of Blake Wilson, an 18-year-old Jurupa Valley resident.

The two remaining suspects were identified as Gregory Stoddard, a 21-year-old Riverside resident, and George Zavala, a 19-year-old, Eastvale resident. These two suspects were also arrested.

All three suspects were linked to similar vandalisms in the cities of Jurupa Valley, Eastvale, and Riverside, and the investigation into these additional vandalisms is continuing. All three suspects were transported to the Robert Presley Detention Center where they were booked on charges related to felony vandalism.

The Riverside County Sheriff's Department is committed to the safety of the citizens of Norco and will be vigilant in investigating all crimes of this nature. This investigation is ongoing and we're asking anyone with additional information to contact Deputy R. Ghiliotty at the Norco Sheriff's Office at 951-270-5673.

Norco Sheriff's Office-Neighborhood Watch Program: The Norco Sheriff's Office is pleased with the continued Norco residents' interest in our Neighborhood Watch program and we welcome more to join.

Key points of this program include:

- Partnerships that actively involve the local community and its residents are key to preventing crime.
- Prevention is a highly cost-effective alternative to the costs of crime to individuals, neighborhoods, and communities.

Anyone interested in joining our program is encouraged to contact our office at (951) 270-5673.

4th of July - An Early and Friendly Reminder:

Have a Safe, Sane and Legal 4th of July

All fireworks are illegal in Riverside County. The only cities in the county that allow State Fire Marshal Safe and Sane Fireworks are Cathedral City, Indio, Blythe and Coachella. However, these fireworks must not be transported or possessed outside of the cities where they were purchased.

ALL fireworks, including sparklers are illegal in Riverside County. All fireworks are illegal because they cause serious injuries and very often, cause fires. Riverside County has very diverse terrain. The vegetation is very dry, where fireworks can easily start a brush fire. Individuals who cause fires by using illegal fireworks will be held responsible for all suppression costs. These costs can run into the millions of dollars.

Those caught with illegal fireworks will be subject to fines, citation and/or arrest; including confiscation of all illegal fireworks. We urge you to leave the fireworks to the professionals!

NORCO FIRE DEPARTMENT (CAL FIRE):

Response Activity – Norco

Incidents Reported for Date between 5/14/2015 and 5/20/2015 and Norco City



False Alarm	3	7.3%
Medical	27	65.9%
Public Service Assist	7	17.1%
Traffic Collision	4	9.8%
Total	41	100.0%

False Alarm	3
Medical	27
Public Service Assist	7
Traffic Collision	4
Incident Total:	41

See additional Fire Department statistics on the following pages.

Riverside County Fire - Norco

Weekly Activity Report

5/14/15 to 5/20/15

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	7
INSPECTIONS	Norco
Annuals	25
New Construction	1
Re-inspection (annual's)	6
Title 19 Inspections	
Business License Review	5
C of O's	
Weed Abatement	
TOTAL	
MEETINGS & OTHER	Norco
Meeting	
Training	
Special Inspections/Events	1

Weekly Prevention Activity Report- Graph Summary

