



City Hall Weekly Highlights

July 16, 2015

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Meeting with US GSA Staff: During the week, staff met with United States General Services Administration staff to discuss potential cleanup of Parcel F located at the corner of Corydon and Fifth Street. For months, I have been trying to establish whether this parcel of blighted and contaminated property is owned by the state or the federal government. The purpose of establishing ownership was in an attempt to see if the property can be secured to prevent it from continuing to be nuisance. As it turns out this meeting did not resolve the issue of ownership. The GSA staff said the property was transferred to GSA by the State and the deed recorded at the county without their formal consent. GSA staff promised to have follow-up conversations with state officials in order to determine the way to proceed further.

Meeting with Lewis Retail Centers: Staff met with Lewis Retail Centers and the owner of the vacant lot at the corner of Corydon and River Road to discuss potential commercial development at the site. In recent years, the owner approached the City with plans for residential development but was told that the property is zoned for commercial development. The owner is now working with Lewis Retail Centers to develop the property for commercial use and expects to submit application soon. Lewis Retail Centers has outstanding reputation for developing quality retail centers in the area. They developed the shopping center at the corner of Schleisman and Archibald in the City of Eastvale.

City Council Rejects Infrastructure Ad-Hoc Committee Recommendation: After fourteen months of reviewing the City's infrastructure needs and funding options, the Ad-Hoc Committee on City Infrastructure Needs and Funding Options presented their final report to the City Council last night. Following the presentation, the City Council voted to reject the general recommendations of the Ad-Hoc Committee for the City Council to consider approving a ballot measure for ½ cent to 1 full cent of Add-on Transactions and Use Tax (TUT) in order to generate the revenue needed to fund the City's infrastructure needs over the next 20 years.

CITY CLERK:

City Council Candidate Nomination Period: For the November 3, 2015 General Municipal Election, the City Council Candidate Nomination Period began this week. Between July 13, 2015 and August 6, 2015, qualified candidates may take out and file nomination papers with the City Clerk during business hours. For questions or more information, interested persons may contact the City Clerk at (951) 270-5617.

Norco Community Town Hall Meeting: July 27, 2015 – Save the Date! (see attached flyer)

— A QUARTERLY EVENT —

NORCO COMMUNITY
TOWN HALL
M E E T I N G

MONDAY **JULY 27**
6:30 P.M.
NELLIE WEAVER HALL
3737 CRESTVIEW DRIVE

B E I N F O R M E D

Hear updates from City staff, regional agencies, Corona-Norco Unified School District, community organizations, and more! Residents will be allowed to ask questions as time allows after each presentation. Town Hall Meetings will be hosted by various community organizations.

*Doors open at 6 P.M.

HOSTED BY:



ECONOMIC DEVELOPMENT:

Historic Preservation: On July 12, Parks & Recreation staff assisted volunteers from the Historic Preservation Commission in transporting all remaining archives from the trailer at the Norco Library to the Bob and Karlene Allen Historical Room at the Community Center. Renovations to the new home of the collection now begin in earnest, with the goal to create a space that not only ensures the protection of Norco artifacts but also provides an opportunity for them to be exhibited to the public.

Sales Tax Revenue: Staff met with HdL, the City's sales tax consultants, to review sales tax figures for the 1st Quarter of 2015. Yet another strong quarter was reported, with most major business categories—including auto sales, restaurants/hotels and general consumer goods—showing significant increases over the same quarter of last year (**see attached summary**). Unfortunately, sales tax from gasoline sales showed a significant decline for the quarter due to lower gas prices. Norco continues to perform well in terms of per capita sales, at a higher level than Riverside County as a whole or the State of California.

Business Development: Staff has begun evaluating economic development opportunities for the space currently occupied by the Norco Library—which may soon be moving to a new location—by meeting with various stakeholders and receiving input on the market from commercial real estate brokers. The building is strategically located, particularly given the anticipated September debut of Silverlakes nearby. It also has historical value, having served as the original Norco City Hall.

Q1 2015



City of Norco Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2015)

Norco In Brief

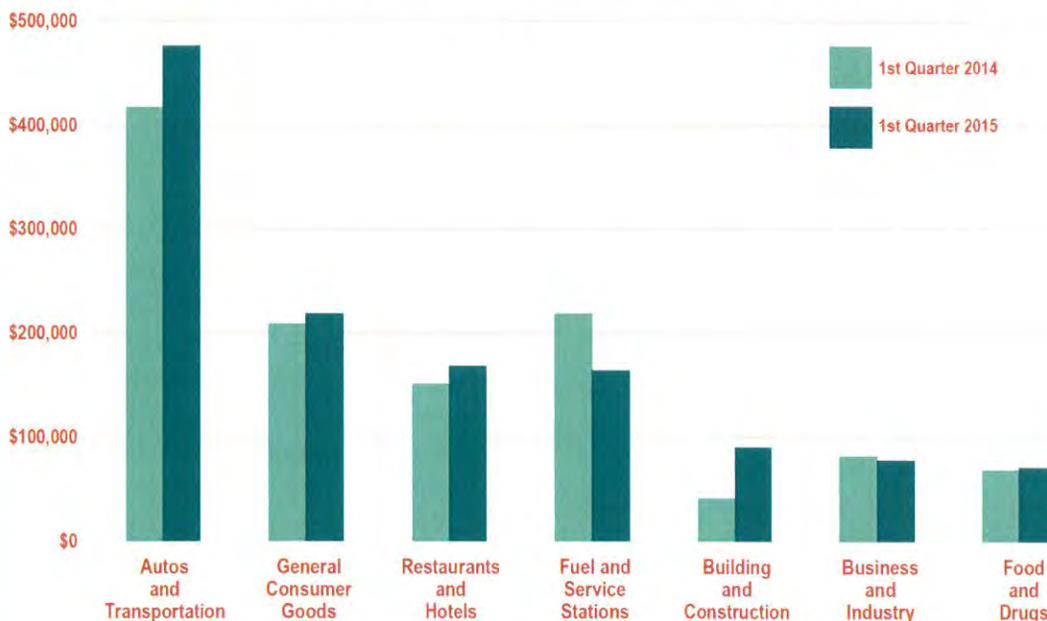
The allocation of sales and use taxes for Norco's January through March sales was 7.4% higher than the same quarter one year ago. Actual sales activity increased 8.7% when accounting aberrations were excluded.

Solid sales from existing outlets, combined with the opening of a used car dealer, buoyed receipts from the automotive group. The correction of a reporting problem that temporarily cut last year's returns was a major factor for the increase from lumber/building materials. Postings were also up from the restaurant group and some categories of general consumer goods, including specialty stores that were helped by a reporting shift and a prior addition. Adjustments inflated results from trailers/RVs and the food and drugs group.

Gains were partially offset by the impact of lower fuel prices on proceeds from service stations and accounting aberrations that depressed comparisons for home furnishings and auto repair shops.

Adjusted for onetime reporting events, taxable sales for all of Riverside County rose 3.9% over the same period, while the Southern California region as a whole was up 3.2%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

All American Trailers	In N Out Burgers
All In Auto Sales	Kens Sporting Goods
Allied Building Products	Norco Shell
Arco AM PM	Norco Truck & Auto Barn
Browning Dodge Chrysler Jeep Ram	Norco Truck Center
Car Champs	Quick Crete Products
Chevron	Scala Auto Group
E Z Up	Staples
Floor & Decor	Stater Bros
Frahm Chrysler Jeep Dodge	Target
Hemborg Ford	Thrifty Gas
Hobby Lobby	United Oil
	Winco Foods

REVENUE COMPARISON

Four Quarters – Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$4,823,985	\$5,197,007
County Pool	519,130	544,715
State Pool	3,215	3,290
Gross Receipts	\$5,346,330	\$5,745,011
Less Triple Flip*	\$(1,336,582)	\$(1,436,253)

*Reimbursed from county compensation fund

California as a Whole

Local one cent tax receipts from sales occurring January through March rose 3.65% over 2014's comparable quarter after adjusting for reporting anomalies.

An exceptionally strong quarter for auto sales/leases and restaurants was the primary contributor to the overall increase. A rise in building-construction materials was also a factor although much of this growth came from specific office and sports facility projects in Northern California.

Gains from sales of general consumer goods were primarily in value priced clothing, home furnishings and specialty retail which includes pet supplies and cosmetics. Online shopping involving goods shipped from out of state continues to shift a major portion of the growth in general consumer goods to the countywide pools.

The statewide gains were largely offset by a 21% decline in receipts from fuel and service stations.

Tax on Services

The Board of Equalization has released an estimate that levying sales and use tax on services would raise over \$122.5 billion in state and local revenues or enough to lower the overall tax rate to under 4%.

Originally imposed in 1933 as a 2 1/2% tax with only three exemptions, the legislature has gradually exempted more and more goods from the sales tax while raising rates to compensate for the corresponding revenue loss. This and the state's shift from a manufacturing to service economy has created the nation's highest sales tax rate on the narrowest basket of goods.

Although more discussion is needed, there is interest in expanding the sales tax to services and lowering the rate to make the tax less regressive and

more competitive while providing greater flexibility in the development of local tax bases.

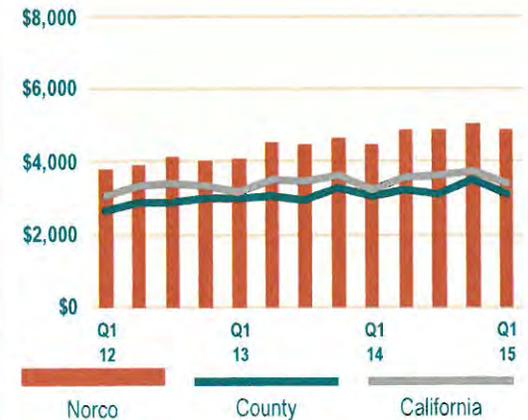
Tax on Jet Fuel

The Federal Aviation Administration has ruled that sales taxes on jet fuel must only be used for airport and aviation programs. The rule applies to taxes levied after 1987 but is unclear as to transactions tax districts, Proposition 172 revenues, or revenues collected by jurisdictions without airports. Clarification will not be available until FAA review and approval of a plan that has to be submitted by the state Department of Finance by December 8, 2015.

Tax on Marijuana

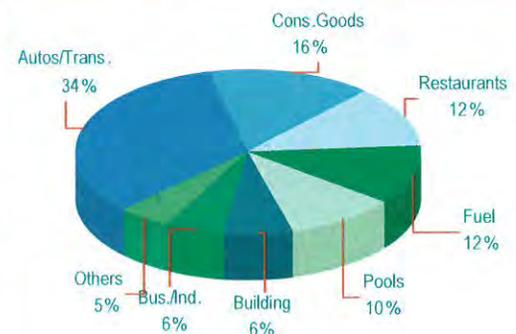
A pilot study for more effective tracking and collection of sales taxes on medical cannabis is underway in the central and northern California districts. Because current registration policy allows a "decline to state" to avoid self-incrimination, the precise number of cannabis retailers is unknown. BOE findings are expected by November 2015.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP

Norco This Quarter



NORCO TOP 15 BUSINESS TYPES

Business Type	*In thousands			
	Norco Q1 '15*	Norco Change	County Change	HdL State Change
Auto Repair Shops	26.4	-3.9%	10.7%	7.2%
Automotive Supply Stores	28.6	5.2%	4.8%	5.2%
Casual Dining	40.1	18.2%	4.7%	5.1%
Discount Dept Stores	— CONFIDENTIAL —	—	2.1%	4.2%
Fast-Casual Restaurants	23.7	17.9%	15.7%	11.4%
Garden/Agricultural Supplies	25.0	1.0%	22.3%	16.9%
Grocery Stores Liquor	— CONFIDENTIAL —	—	8.5%	5.1%
Home Furnishings	50.6	-10.4%	6.0%	8.3%
Lumber/Building Materials	75.2	184.9%	-2.0%	-2.9%
New Motor Vehicle Dealers	— CONFIDENTIAL —	—	11.8%	11.1%
Quick-Service Restaurants	98.0	9.8%	11.5%	10.9%
Service Stations	164.5	-24.8%	-20.8%	-21.9%
Specialty Stores	35.3	43.3%	42.1%	10.1%
Trailers/RVs	21.3	24.6%	32.5%	25.2%
Used Automotive Dealers	129.5	24.2%	7.7%	15.7%
Total All Accounts	\$1,268.4	6.8%	2.7%	3.6%
County & State Pool Allocation	\$144.7	13.2%	8.8%	1.1%
Gross Receipts	\$1,413.1	7.4%	3.3%	3.3%

PARKS, RECREATION, AND COMMUNITY SERVICES:

Youth Summer Basketball Awards Ceremony: the ceremony was held on Thursday, July 16, 2015 at Riley Gymnasium. Summer Basketball Camp was held at Riley Gymnasium this week for boys.

New Recreation Employee: Matt Porras has been re-hired to fill the vacant Recreation Leader III position. Matt is a past employee who has knowledge and understanding of the sports programs for the City. He is excited to bring some new ideas and recreational opportunities to the community.

Staff is finalizing an agreement with **Inland Empire Lacrosse League** for an introductory program for youth in the community. The goal is to promote the sport and use this program as a feeder program into a higher level division such as high school competition. Program is anticipated to begin within the next month.

Norco Rocks! Summer Concerts in the Park continues this Friday at Pikes Peak Park with a performance from Superlark from 6:30-8pm. Parking and admission is free. Bring a blanket, your chairs and your friends for a fun night. Lions Club will have food and refreshments available for purchase. Thank you to our sponsors: Norco Lions Club, hemborg Ford, AYSO Region 37, Waste Management, Supervisor Tavaglione, E-Z Up, Air Temp, Inc., RURAL and Norco Mounted Posse.



National Day of the American Cowboy Committee met to finalize details of the event being held at the George Ingalls Equestrian Event Center on Saturday, July 25, 2015. Gates open to the public at 3:00p.m. and Opening Ceremonies begin at 5:00p.m. Admission to the event is \$5 per person, 10 and under free. Parking is \$2 per vehicle. Food and refreshments will be available for purchase. You won't want to miss the cow chip toss with local dignitaries and the stunning presentation of flags from all 50 states presented on horseback. Performances include the Mane Attraction Drill Team. Participation events are sorting and ribbon races; each has an additional \$10 per team/run entrance fee. Additional participation events include obstacle course, speed barrels, poles one, and speedball at \$5 per run. Contestant Arrival/Signups: 12:00p.m. through gate 7; Start: 3:00p.m.

The Australian Light Horse Association representatives, the guests of honor and performing at this year's event, will be arriving in Horsetown USA this Sunday and will take in the town for an entire week.

The Norco Woodcarvers group at the Rose M. Eldridge Senior Center stepped up to a challenge and carved "wood" cow chips to be used for the award at National Day of the American Cowboy Cow Chip Contest. We hope to see you at the event!

Generous Party Partners Donation: Beacon Hill Assembly of God presented the City Council a check in the amount of \$20,000.00 for the Party Partners Program. Thank you Beacon Hill Assembly of God!



(951) 270-5632.

It may be summertime, but it's not too early to plan the **Horsetown Parade of Lights and Winter Festival** which is slated for Saturday, December 12, 2015. Staff and committee members are mapping out details for another fun and exciting community event! Most critical, donations are needed to support all of the festivities for the kids such as snow, skate rink, train, petting zoo and more! If you would like to sponsor this event or know of a business, organization or individual who would like to support this, please contact Parks and Recreation at

Summer Kidz Camp continued this week with "Take Me to your Leader" week. Activities were filled with fun and exciting space aliens, UFO's, 3-D moon, galaxy gak and more! The kids took a long awaited field trip to see the Minion movie.

Wee People Playschool is in the midst of fun and this week is especially a summertime favorite with a "Sweet Treat" week. The children are always eager to learn through play and create special themed crafts to share with their families. Tuesday and Wednesday classes enjoyed making their very own ice cream sundaes!

Staff is actively seeking dependable volunteers for the Rose M. Eldridge Senior Center to maintain the level of programs and services at the facility due to the reduction of personnel in the FY 15-16 approved budget. To date, no programs, services or hours of operation have been reduced. Skills needed are clerical and maintenance. Those individuals interested should contact Supervisor Calvert at 951-270-5647 for more information and direction on how to become a volunteer.

George Ingalls Equestrian Event Center

- George A. Ingalls Veteran's Memorial Plaza Open 10 a.m.-Dusk. Entrance is located through Gate 5 off of Crestview just south of Sixth Street.
- Open Recreational riding was held July 13th – July 15th from 10 a.m. to 3 p.m. at the Clark arena. OPEN RIDING is CLOSED July 20th – July 22nd due to the National American Cowboy Practices and Setup.
- Community Barrel Racing is scheduled Thursday, July 16th.
- Norco Ranglers Gymkhana show is scheduled Saturday, July 18th at Clark Arena and Pacific Coast Miniatures Horse Club will host their show at the Moreno Arena.
- A private 30th Wedding Anniversary will be held at Nellie Weaver Hall Saturday, July 18^h.
- Rubidoux Riding Club will be hosting their ride from Corydon Staging area on Saturday, July 18th
- Saddle & Harness Open Buggy show will be held Sunday, July 19th at the Moreno Arena

Parks and Building Maintenance Services

Buildings

- Staff used court workers to clean the parking lot for the Sheriff's Station at City Hall and do minor maintenance and weed control.
- Staff has worked with the Historical Commission and has completed the move of all artifacts and historical material from the old Historical Society trailer over to the Bob and Karlene Allen Room located at the Community Center.
- Staff had the annual backflows for both fire stations tested and certified.

Parks

- Staff flushed the sewer line at Pikes Peak Park as part of our scheduled maintenance.
- Staff weeded and cleaned the bio swells as well as other locations around Ingalls Park.
- Staff weeded and cleaned the memorial. This is also weekly scheduled maintenance.
- The bleachers were power washed with the help of the court workers.
- Staff and court workers painted the newly repaired columns on the pavilion at Sundance Park.



Miscellaneous

- Staff had 3 new signs made, and located around City Hall to direct the public to the Sheriff's Station Office.



LMD's and Valley Crest

- Staff has received a couple of requests concerning trees in District 4. These requests are out of scope of the maintenance contract. They have been turned over to Public Works.
- Valley Crest is working on another 14-day punch list. They have been removing a lot of plant material over the past few weeks as part of the purning process and this will continue for for another 30 days.

Animal Control Services

- Staff mailed 316 license renewal notices to residents whose licenses are coming due during the month of August.
- Officer Sparks removed an unwanted raccoon from an upstairs bathroom to the relief of the resident on the 5700 block of Bluff Street.

PLANNING DEPARTMENT:

Approved Special Events:

- 7/17/15 – Teen dance fundraiser for Hawaii trip, 2743 Hamner Avenue

Conditional Use Permit: An application for an accessory storage building was received. It is not known when it will be scheduled for Planning Commission review.

Site Plan: An application for an accessory garage building was received. It is not known when it will be scheduled for Planning Commission review.

TTM 29588: Staff is working with the project engineer trying to find the right balance between grading requirements for sewer lines and lot drainage and the height of retaining walls that will result from that grading.

Code Compliance Updates: (from 6-25-15 through 7-9-15):

2015 Total Cases:	188
Open Cases:	79
New Cases:	6
Citations Issued:	2
Closed Cases:	2
Yard Sale Sign Removal:	21

Surrounding Jurisdictions: the Gabrieleno Band of Mission Indians formally requested notification of any projects subject to CEQA review within the tribe’s historical geographical area that includes Norco pursuant to AB52 that went into effect July 1, 2015.

NORCO SHERIFF’S DEPARTMENT:

Riverside County Sheriff’s Jurupa Valley Station National Night Out: “A great night to get acquainted with the Riverside County Sheriff’s Department and your neighbors!”

Come join us!

On Tuesday, August 11, 2015, from 5-7 p.m., the Riverside County Sheriff’s Department, Jurupa Valley Station, will be hosting [National Night Out](#) at the Target parking lot, located at 12471 Limonite Avenue, in the city of Eastvale. This event is open to the public. On display will be the Riverside County Sheriff’s Bomb Squad, K-9 Demonstration Team, SWAT Team, McGruff the Crime Dog, the Hazardous Materials Unit, and Explorers. Riverside County Fire will have a ladder truck and paramedic squad at the location. Staff will be providing child fingerprinting, pepper spray certifications (18 and older), and face painting. There will be carnival games, a petting zoo, rock wall, and bouncers. The city of Norco, Norco Sheriff’s Office, and Norco Citizen’s on Patrol (NCP), will also be participating in the event. Each Department will have tents on-site with vehicles and equipment for demonstrations.

This is a fantastic opportunity for the public to mingle with members of the Riverside County Sheriff’s Department, the city of Norco, as well as other communities and organizations.



JOIN US FOR A NIGHT OUT AGAINST CRIME!

A great night to get acquainted with the Riverside County Sheriff’s Department and your neighbors!

- BOMB SQUAD
- K-9 DEMONSTRATION
- SWAT TEAM
- MCGRUFF THE CRIME DOG
- CHILD FINGERPRINTING
- EXPLORER PROGRAM
- HAZARDOUS MATERIALS UNIT
- CARNIVAL GAMES
- LADDER TRUCK
- PARAMEDIC SQUAD
- CHANCE TO WIN A BIKE FROM TARGET IN THE BASKETBALL SHOOT-OUT
- FREE PEPPER SPRAY CERTIFICATIONS (18 AND OLDER ONLY)
- FACEPAINTING, PETTING ZOO AND BALLOON ANIMALS
- ROCK WALL, BOUNCERS, AND FUN!

WHEN: Tues., August 11, 2015 from 5-7 p.m.
WHERE: 12471 Limonite Ave. Target Parking Lot, Eastvale Gateway
Visit NNO.org for more information

SPECIAL THANKS TO OUR EVENT PARTNERS:



DUI Checkpoint Results: July 11, 2015 checkpoint result press release:

Checkpoint Results:DUI/ Driver's License Checkpoint Nets 4 DUI Arrests

Norco, CA - The Riverside County Sheriff's Department/Jurupa Valley Station/Norco Office conducted a DUI/Driver's License checkpoint on July 11, 2015, at Hamner Ave. and Commerce St., between the hours of 8:00 p.m. and 3:00 a.m. Checkpoints are placed in locations that have the greatest opportunity for achieving drunk and drugged driver deterrence and provide the greatest safety for officers and the public.

DUI/Driver's License checkpoints have been shown to lower DUI deaths and injuries. A major component of these checkpoints are the deterrent effects it has on those who might drive drunk or drug impaired, bringing about more awareness and encouraging everyone to use sober designated drivers.

According to the National Highway Traffic Safety Administration (NHTSA), checkpoints have provided the most effective documented results of any of the DUI enforcement strategies, while also yielding considerable cost savings of \$6 for every \$1 spent. Ninety percent of California drivers approve of checkpoints.

Checkpoint results:

- **598 Vehicles through the checkpoint**
- **549 Vehicles screened**
- **4 DUI suspects arrested**
- **7 Drivers arrested for operating a vehicle unlicensed**
- **3 Drivers arrested for operating a vehicle on a suspended license**
- **2 Misdemeanor warrant arrests**
- **6 Vehicles towed**

The Riverside County Sheriff's Department/Jurupa Valley Station/Norco Office will be conducting additional DUI/Driver's License Checkpoint throughout the year, in our ongoing commitment to lowering deaths and injuries upon our streets and highways. The checkpoint was funded by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration. Report Drunk Drivers - Call 9-1-1!

Crimes against the Elderly: From the [National Crime Prevention Council](#), "Financial fraud can be difficult to recognize. This type of fraud can include identify theft, fake check and wire transfer scams, investment and credit card fraud, and bogus online charitable solicitations. Unfortunately, only one if five of these crimes is reported."

Seniors can stop scoundrels and scams (www.ncpc.org):

- It's shrewd not rude to hang up on a suspicious telemarketer.
- Don't give personal information to people you don't know unless you initiated the contact.
- Don't let yourself get pressured into a verbal agreement or signing a contract.
- Be skeptical of online charitable solicitations and other online offers. If interested, ask to receive the information in the mail and check to be sure the company is legitimate.
- Never agree to pay for products or services in advance.
- Get estimates and ask for references on home repair offers and other products or services.

If you suspect fraud, contact your local law enforcement agency immediately.

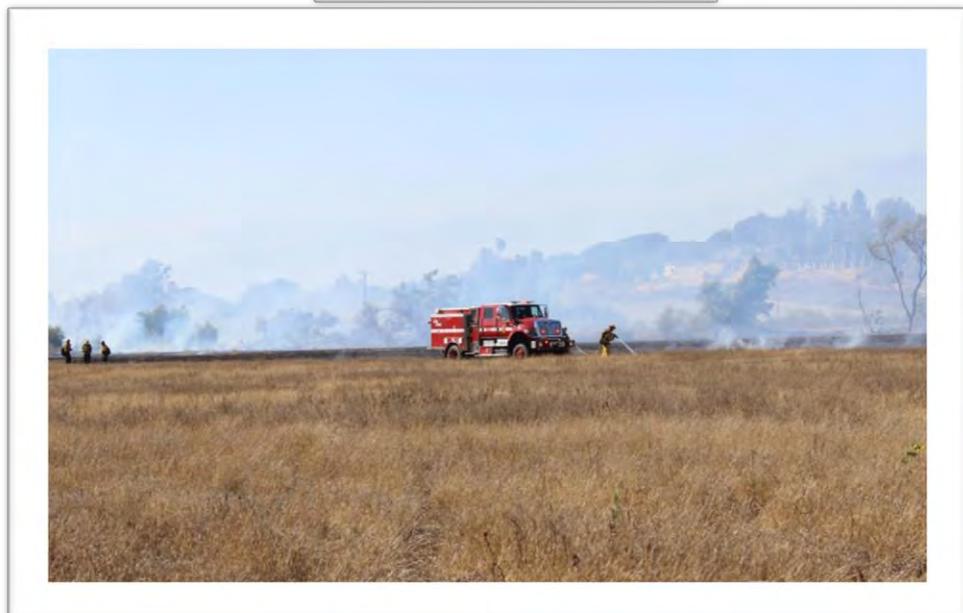
FIRE DEPARTMENT / CAL FIRE:

Training: Multi-company drills were held at Station 47.



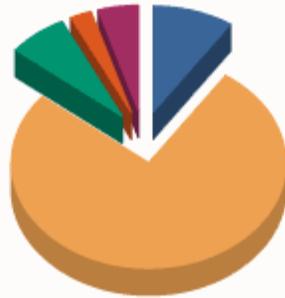
Assistance with Vegetation Fire:

On July 15, CAL FIRE/Riverside County Fire Department including Norco Stations 47 and 57 assisted the City of Corona Fire Department with a vegetation fire in the area of West Rincon Street and Auburndale Street in Corona.



Norco Response Activity Report 7/9/15 to 7/15/15

Incidents Reported for Date between 7/9/2015 and 7/15/2015 and Norco City



False Alarm	4	9.5%
Medical	32	76.2%
Public Service Assist	3	7.1%
Standby	1	2.4%
Traffic Collision	2	4.8%
Total:	42	100.0%

False Alarm	4
Medical	32
Public Service Assist	3
Standby	1
Traffic Collision	2
Incident Total:	42

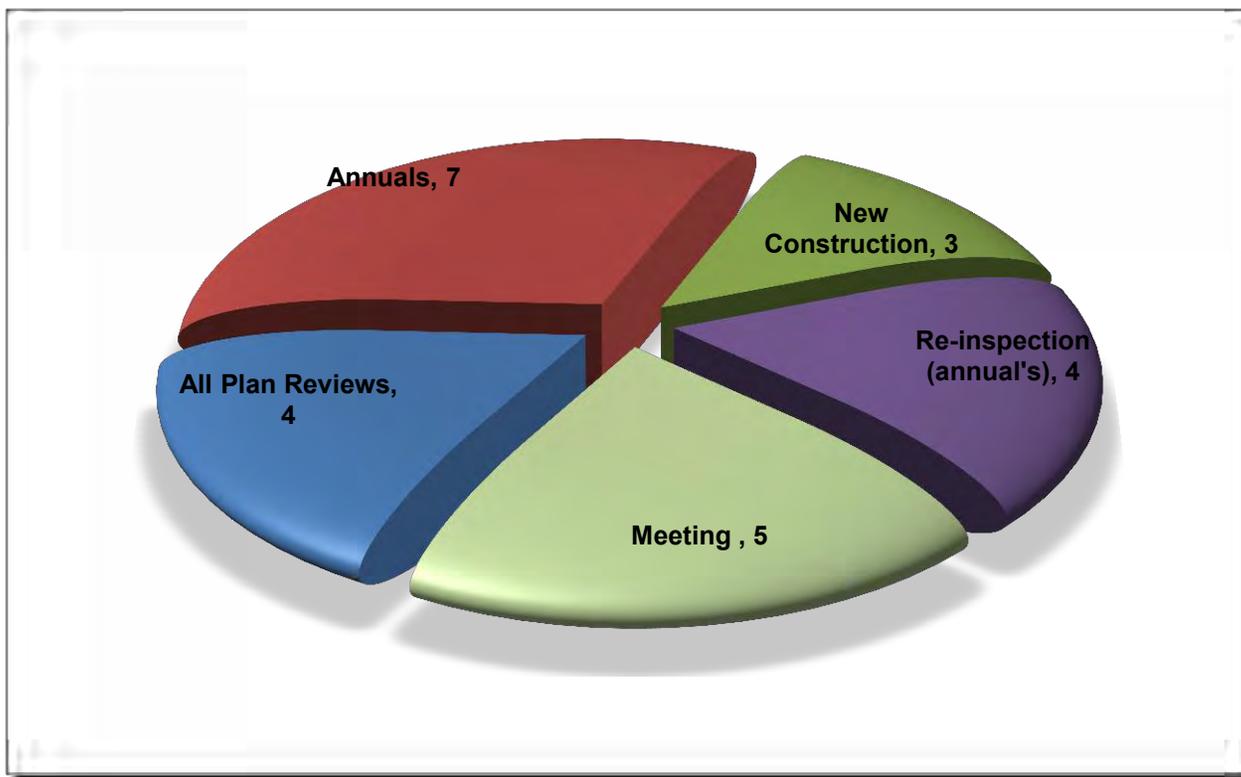
Riverside County Fire - Norco

Weekly Activity Report

7/9/2015-7/15/2015

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	4
INSPECTIONS	Norco
Annuals	7
New Construction	3
Re-inspection (annual's)	4
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	
TOTAL	
MEETINGS & OTHER	Norco
Meeting	5
Training	
Special Inspections/Events	

Riverside County Fire - Norco





Riverside County Fire
Office of the Fire Marshal
City of Norco
3902 Hillside Ave. Norco, CA 92860
Bus (951) 737-8097 FAX (951) 734-8531



DPSS Certificate of Occupancy Report July 14, 2015

Bringing together all the details...

- ✓ This week Fire Department Staff completed our requirements for the Certificate of Occupancy of the new County Department of Social Services (DPSS) building.
- ✓ These requirements included Fire Lanes, red curbing and notices posted pictured above. Also pictured above is the sprinkler OS&Y values, Post Indicator Valves (PIV), and Fire Department Connections (FDC), which are required for the sprinkler system.
- ✓ What is not pictured is the full fire alarm system to keep the occupants safe. This system includes automatic shutdown of the HVAC systems when smoke is detected to prevent the spread of smoke throughout the building. Also not seen is a sophisticated sprinkler pre-action system to protect the IT server room from accidental activation of the sprinkler system.