



City Hall Weekly Highlights

July 30, 2015

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

New Finance Officer Named: Gina Schuchard has been hired as the City's new Finance Officer. The Finance Officer is part of the City's Executive Management Team that reports to the City Manager. She will oversee the activities of the City's Finance Department including budgeting, accounting and financial reporting, payroll, accounts payable, business licensing, accounts receivable, utility billing, special districts administration, cashiering, debt management and other financial activities that support City operations.

During her 24 year career, she has worked for the cities of Santa Ana, Santa Clarita, West Hollywood and Avalon where she managed financial teams and citywide financial processes, policies, programs and technologies. Most recently she worked for the City of Avalon as Interim CFO in the Finance Department and then as Project Manager in the City Manager's Office.

Her educational background includes a double Bachelor's Degree from California State University at Fullerton (CSUF) in Business Administration and International Business with emphasis in Finance and Spanish. She enjoys exploring professional and personal development, mentoring programs and is a long-time member of California Society of Municipal Finance Officers Association (CSMFO). Ms. Schuchard will assume her position on August 12, 2015.

Economic Development Intern: During the FY 2015-2016 Budget Process, the City Council stressed the need for increased efforts to attract more economic development into the City. One of the key elements of these efforts is marketing what the City has to offer to potential new businesses especially retail. To help achieve this goal in an effective and efficient manner, the position of part-time marketing intern was included in the FY 2015-2016 budget. City Manager Okoro has hired Kelli Newton to fill this position.

Ms. Newton has been a part-time volunteer in the City's Economic Development Division for more than a year. She has developed outstanding knowledge of the City's economic development processes and needs. Her responsibilities will include preparation of promotional materials, including media kit, press advisories and exhibits that will assist in attracting new revenue generating businesses to Norco.

CITY CLERK:

City Council Candidate Nomination Period: For the November 3, 2015 General Municipal Election, the City Council Candidate Nomination Period ends next week on Thursday, August 6, 2015 at 6:00 p.m. Qualified candidates may take out and file nomination papers with the City Clerk during business hours until August 6th. For questions or more information, interested persons may visit the City's website at www.norco.ca.us under the City Clerk's page, or contact the City Clerk at (951) 270-5623.

Norco Community Town Hall Meeting: Approximately 75 residents attended Monday's Community Town Hall Meeting held at Nellie Weaver Hall. Attendees received a City update from Mayor Higgins, as well as from a representative from Assemblyman Eric Linder's office. Senator Richard Roth's office provided area reports; and City staff, along with a consultant from Western Municipal Water District, gave a presentation on water conservation measures. Residents had the opportunity to ask questions of each presenter. Thank you to RURAL for hosting this Community Town Hall meeting.

ECONOMIC DEVELOPMENT:

Economic Development Advisory Council (EDAC): At its meeting on July 28, EDAC reelected Patrick Malone as Chair and voted to elect Brad Renfree as Vice Chair. The re-election of Chair Malone reflects a high degree of confidence in the leadership he has provided over the past two years. At the meeting, EDAC created a new "Gateway Development" Subcommittee to explore opportunities for development north of Sixth Street, between Hamner and Old Hamner Avenues, pursuant to City Council direction.

Sixth Street Gateway Sign: EDAC voted to retain the advertising sales services of Diana McGrew, a local resident with extensive sales experience, to sell ads for the new sign, which is expected to be installed by early September. Ms. McGrew will be paid on a commission-only basis and will work closely with YESCO Signs to create content during the first six months of operation.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,964 utility bills to Group 3 utility customers and mailed out 259 delinquent notices to Group 2. On Tuesday, a courtesy door tag was hung at the door of 58 customers that were delinquent in Group 4 by Public Works, notifying that their service would be shut off on Wednesday if payment was not received by Tuesday. By Wednesday, 7 customer's water was shut off for nonpayment; 2 customer's water services were restored the same day and 5 customer's water remain shut off.

Business License and Cash Receipts: There were 8 new business license applications received during the week and 80 renewal applications. Staff processed a combined total of 1,186 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$716,133.

Miscellaneous Accounts Receivable: A total of 13 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$28,568. 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:

Another fun and exciting **National Day of the American Cowboy** is in the books for Horsetown USA! Results from the participation events can be found [by clicking this link](#). Prizes that were not claimed on day of event can pick up at the Parks and Recreation office. For more info, please call 951.270.5632.

Thank you to all of the sponsors and volunteers who helped make this another successful community event! To view photos from this past weekend's National Day of the American Cowboy, please visit the City of Norco's Facebook page [by clicking on this link](#).



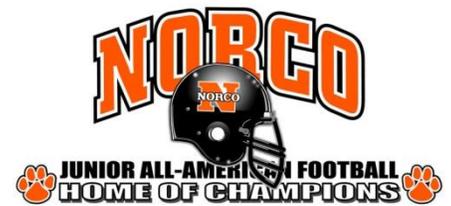
Horsetown Parade of Lights and Winter Festival committee met again this week. The Committee is seeking sponsors to help fund this year's event. If you would like to be a sponsor, [please click on this link](#). If you would like to be a vendor, [please click on this link](#). For more information, please contact Parks and Recreation office at 951.270.5632.

Summer Kidz Camp having fun this summer! Can you see "Norco"? ☺



Join us at Pikes Peak Park this Friday, July 31, 2015 for another **"Norco Rocks! Summer Concert in the Park"** featuring the classic rock band Suspect. Concert is from 6:30-8p.m., admission and parking are free! Food and refreshments will be available for purchase. The last concert will be held on Friday, August 14, 2015 and will feature Rockstars of Tomorrow.

Norco Junior All-American Football (NJAAF) season has officially begun! NJAAF "Hell Week" began Monday, July 27, at Wayne Makin Shearer Sports Complex. Practices will continue through the Summer and Fall at this facility during the week, and home games will be played at Norco High School's Campbell Stadium on Saturdays. For game schedules, and league information, please check NJAAF's website by [clicking on this link](#).



Staff is preparing permits for American Youth Soccer Organization (AYSO) Fall Season. League play begins again at Wayne Makin Shearer Sports Complex on August 17, 2015. Practices will be held during the week with games on Saturdays.

National Night Out

Staff is preparing information from the City of Norco to be showcased at the National Night Out event being held on Tuesday, August 11, 2015 from 5-7pm at the Eastvale Gateway Shopping Center in front of Target. This event is a great opportunity for Horsetown USA to showcase, promote and educate the public on community programs and services that we have to offer. National Night Out is organized by the Riverside County Sheriff's Department and is free to attend.

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.
- Community Barrel Racing will resume Thursday, July 30th at the Moreno arena
- Roping for Ropers Team Roping is scheduled Saturday, August 1st at the Moreno arena
- Open Recreation Riding at Clark arena M-W, August 3rd – 5th
- Saturday, August 8th, at 9 a.m. at the George A. Ingalls Veteran's Memorial Plaza one of our National Hero's, USMC First Sergeant (Ret) Nate Gomez, from Valencia, CA. will receive a specifically trained K-9 from Rebuilding Warriors, a non-profit charitable organization. Nate Gomez is a two time Purple Heart Recipient and was awarded two Bronze Stars for Valor and suffers from Post-Traumatic Stress. Lux, a trained K-9 specifically trained for obedience, anxiety recognition, as well as assisting Nate with his night terrors and lasting effects from his sacrifice in Iraq and Afghanistan. Lux is provided at no cost to Nate by the Rebuilding Warriors.
- The American Cancer Society Bark for Life event will be held at Pikes Peak Park Saturday, August 8th from 5:30 p.m. - 8:30 p.m. The Grand Marshal will be Cameron Hemmings. In Memoriam of Chuck Hemmings.



August 8, 2015
Pikes Peak Park, Norco
5:30pm – 8:30pm

Parks and Building Maintenance Services

Buildings

- The reefer unit on the ice house at Nellie Weaver Hall needed repair; the unit is now working.
- The Sheriff's Station parking lot security fence addition has been awarded to ElRod Fence Company. They had the lowest bid at \$3,132.00. New barbed wire and razor ribbon will be installed on top of the existing fence.

Miscellaneous

- Work at the Ingalls East Pad has been completed. Avenue Electric and our Parks and Buildings staff worked with SCE last Thursday to complete the East Pad project. We have permanent lighting in the parking lot, RV hookups for our larger events, and soon WI-FI will be

available throughout Ingalls and the Memorial areas. The new transformer that Edison installed will handle all our electrical needs.

- A plate on the back of the sound system used at Ingalls needed replacement; the work was completed by the City's contractor, Ireland Sound Systems.
- Staff repaired the USA slope below the Memorial that was damaged by rain.
- In response to a work order, traps were set at Wayne Makin Park to remove pests; a subcontractor of Valley Crest set the traps and caught 3 skunks, 1 opossum, and 1 raccoon.
- A car accident occurred on Valley View near Oldenberg within LMD 4; the district will recover the damage expenses.
- A new irrigation pump was installed this week by John Deere Green Tech in District 4 on the Crestview slope.
- We have received all quotes necessary to repair our Champ Forklift. A and J Truck Repair will be doing this repair.

LMD's and Valley Crest

- Valley Crest has been working on the horse trails within Districts 2, 3, 4, and 5. Their tractor broke down on the third day after the storm, it is now repaired. They are almost done with grooming District 4. It is the last District to complete.
- Valley Crest has planted new ground cover along River Road in District 1. This slope is difficult to keep plant material alive, and hoping this new plant will flourish.

Animal Control Services

Several members of staff attended the updated Riverside County Sheriff's Department training on the Alternative Sentencing Program.

CODE COMPLIANCE UPDATE:

2015 Total Cases:	198
Open Cases:	77
New Cases:	4
Citations Issued:	6
Closed Cases:	5
Yard Sale Signs Removal:	19

This week Code Compliance Officer, Javier Rodriguez, attended the monthly Norco Quality of Life Group and the first Norco Community Town Hall Meeting.

PUBLIC WORKS DEPARTMENT:

FIELD OPS:

This is how you welcome a new hire!!!! Steve did great jumping on a new valve "hot".



Main Leaks – On Sunday July 26, on call staff responded to a reported water leak on Shawnee between Corydon and Lasso. Upon arrival staff quickly concluded that an emergency mainline shutdown was necessary to prevent further damage to the roadway. After excavation and dewatering of the site staff concluded the poor condition of this section of the existing mainline necessitated replacement of approximately 9 feet of the existing 6” mainline. Staff executed the resection and restored service to the affected customers

While effecting repairs to the Shawnee mainline staff received notice of a leak in the center median fronting CRC on 5th street. Staff was able to successfully isolate the leaking transmission mainline. On Monday 7/27 staff excavated the area to discover that a bell coupling on the 16” mainline had failed and a short section (approximately 6’) of the mainline will need to be replaced to affect repairs. The appropriate parts have been ordered, on received the repairs will be completed,

Monday July 27, staff vacuum excavated and repaired a leaking 1” water service at 3538 Vine.

Staff continues to work on cleanup and repair the damage from the summer storms with the assistance of court service workers.

Hydrant repairs/maintenance:

- Valves exercised – 23

Graffiti/Debris sites:

- Removed dumped mattress and box spring set from the intersection of Second and Hillside
- DG
 - 3818 Hillside – dumped and spread 1 ton dg with court workers
 - 3257 Temescal – dumped and spread 1.5 tons dg with court workers
 - 1568 Temescal – smoothed driveway lip with 2 tons dg, spread by court workers
 - 3335 Temescal – dumped and spread 6 tons dg with court service workers
 - 2915 Corydon – filled trail ruts caused by customer overwatering, dumped and spread 1 ton dg with court workers
 - 4480 California – dumped and spread 3 tons dg with court workers
 - 4663 Trail Street – dumped and spread 2 tons dg with court workers
 - 2554 Corydon – dumped and spread 1 ton dg with court workers.
- Sheriff’s Labor Workers
 - Storm cleanup – multiple locations

Streets/Trails: 4570 California – installed 4 posts and 6 rails of replacement wood fence

BUILDING AND SAFETY:

20 Permits Submitted

11 Permits Issued

50 Inspections Performed

1 Commercial Certificate of Occupancy issued

ENGINEERING:

Vine Street and Sagetree Lane Water Project: The additional waterline installation in Corydon at Vine is nearly complete. The waterline is requires pressure testing and chlorination prior to becoming an active waterline and supplying water to residents. This should occur in the next week or so.

Third Street Improvement Project: First phase of curb and gutter has been poured. Contractor is doing sewer line relocations. Driveways are being staked in preparation of construction.

NORCO SHERIFF'S DEPARTMENT:

School Zone Safety: For most Norco students, the first day of school starts Tuesday, August 11, 2015. We want to make sure our children enjoy a safe school year. Parents, please take the time to educate your children with the safety tips from the [Safe Kids Worldwide website](#).

Pedestrian Safety



Whether your kids are walking to school, the park or a friend's house, here are a few simple tips to make sure they get there safely.

The Hard Facts

Unintentional pedestrian injuries are the fifth leading cause of injury-related death in the United States for children ages 5 to 19. Teenagers are now at greatest risk. Teens have a death rate twice that of younger children and account for half of all child pedestrian deaths.

Top Tips

Talk to your kids about how to be safe while walking. It's always best to walk on sidewalks or paths and cross at street corners, using traffic signals and crosswalks.

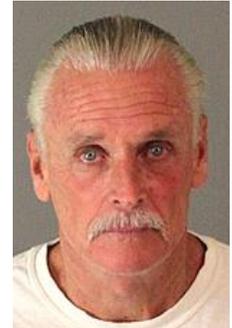
- Teach kids at an early age to put down their devices and then look left, right and left again when crossing the street.
- Children under 10 should cross the street with an adult. Every child is different, but developmentally, it can be hard for kids to judge speed and distance of cars until age 10.
- Remind kids to make eye contact with drivers before crossing the street and to watch out for cars that are turning or backing up.
- When driving, be especially alert in residential neighborhoods and school zones and be on the lookout for bikers, walkers or runners who may be distracted or may step into the street unexpectedly.

Sexual Registrant Compliance Enforcement-Norco Arrest:

On July 27, 2015, the Jurupa Valley Station Investigations Bureau conducted sex registrant compliance enforcement in accordance with Penal Code Section 290. The compliance checks were conducted in the cities of Eastvale and Norco. There were a total of seven registrants whose status was checked to ensure they were in compliance with their sex offender registration requirements. In addition to confirming residency requirements, offenders who were on probation or parole were also checked to confirm compliance with their court ordered terms. All of the sex offenders checked were in compliance.

During the course of the compliance enforcement operation, information was obtained as to the possible whereabouts of a sex offender who was currently absconding and was being sought after during a prior compliance enforcement operation conducted on June 29, 2015. While following-up on the information provided, Sheriff's personnel observed the sex offender in the area of Pedley Avenue and Fifth Street, in the city of Norco. The offender was contacted and detained. During the course of the investigation, the offender was also found to be in possession of methamphetamine.

Terry Chappell, age 63, of Norco, was arrested and booked into the Robert Presley Detention Center for a felony violation of failing to update his sex offender registration, a felony violation of failing to register within five days of his birthday, and a felony violation of possession of a controlled substance.



Terry Chappell

The Riverside County Sheriff's Department is dedicated to ensuring the safety of the citizens who reside in and visit the community we serve. If anyone has any information regarding a registrant who may be out of compliance, please contact

Corporal Robert Martinez or Investigator Darrin Contreras at the Jurupa Valley Sheriff's Station at 951-955-2600 or the Riverside County Sheriff's Dispatch Center (1-800-950-2444).

Robbery Investigation Update and Arrest:

On Thursday, July 23, 2015, at 3:37 p.m., deputies served a search warrant at a residence in the 10500 block of Bergerac Lane, City of Jurupa Valley. The warrant was based on information leading to the identity of a robbery suspect at the Target store in the City of Norco, located in the 1200 block of Hamner Ave. The robbery occurred on July 12, 2015.

Several items of evidentiary value were seized and the suspected was located. Arrested for robbery and a probation violation was **Mark Ronald Harman**, age 30, of Jurupa Valley. Harman was booked into the Robert Presley Detention Center.



Mark Harman

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 are asking anyone with additional information to contact Deputy Robles at the Norco Sheriff's Office at 951-270-5673.



Suspect

On Sunday, July 12, 2015, at 6:12 p.m., deputies responded to the Target store, located in the 1200 block of Hamner Avenue, in the City of Norco. A male suspect entered the business, took property with the use of a weapon (not a firearm), and fled in a newer model Toyota. No one was injured.

The suspect was described as a Hispanic male, in his early twenties, 5'6", medium build, wearing a gray shirt and tan shorts. The Toyota was a 2-door Scion with a partial California license plate of 6OT.

We are seeking the public's assistance to identify the suspect depicted in the photograph. The suspect's identity can be given anonymously to the Riverside County Sheriff's Department/Norco Sheriff's Office at 951-270-5673 or alternatively by providing the information to WeTip at 1-800-78-CRIME.

FIRE DEPARTMENT / CAL FIRE:

On July 25, 2015, staff inspected the Day of the Cowboy event for fire and life safety violation to ensure a safe and successful event. Each vendor was inspected and each food vendor was given a detailed inspections. Staff educated some vendors and answered questions about the best working practices of cooking around tents and canopies. Our staff also worked with event staff to make one minor change to the fire lanes to ensure fire personnel could respond to all areas of the venue without any issue. The event was very well planned and operated.

July 29, 2015: 124 Reminder notices were mailed the property owners of undeveloped parcels with in the City of Norco. Property owners are required to have their lots abated by the September 13th deadline.



Weekly Activity Report

7/23/15 to 7/29/15

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	8
INSPECTIONS	Norco
Annuals	2
New Construction	1
Re-inspection (annual's)	3
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	
TOTAL	
MEETINGS & OTHER	Norco
Meeting	4
Training	
Special Inspections/Events	2

RESPONSE ACTIVITY - NORCO

False Alarm	3
Medical	32
Other Fire	1
Public Service Assist	3
Traffic Collision	5
Vehicle Fire	1

Incident Total: 45