



City Hall Weekly Highlights

September 10, 2015

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Silverlakes Soft Opening: Soccer “showcase” games will commence at the Silverlakes Equestrian and Sports Park this Saturday at 8:00 AM, gates open at 6:30 AM. The Southern California Developmental Soccer League (SCDSL) will be the primary user of the complex during this “soft opening” weekend. The SCDSL is responsible for scheduling and administering game activities. It is anticipated that approximately 200 teams will play each day of this weekend with each team playing twice a day. Competition for each day is expected to be completed by 6:00 PM. The age range for participating teams is U9 to U19 for both boys and girls. During this weekend activities, the teams will be utilizing 19 of the 24 soccer fields.

Legislative Matters – Transportation Funding: The Governor has released a framework for transportation funding package. The proposed framework, which is being supported by the League of California Cities, would generate revenues for local streets and roads maintenance, through CPI adjustments in gas and diesel excise tax; \$65 per vehicle highway user fee and cap and trade. If finalized and approved, the City is estimated to receive \$4.3 million over a ten year period.

FY 2014-2015 Traffic Enforcement Close-out: In FY 2014-2015, the City Council approved \$75,000 funding specifically for Norco Sheriff’s Office to conduct City-wide traffic enforcement. The program kicked off in November 2014 and concluded June 30, 2015. While the program’s long-term effectiveness in terms of reducing traffic collisions will be measured using statistics collected over a longer period of time, it is important to note that as a result of this program, a total of 1,826 traffic citations were issued for various traffic offenses from November 2014 through June 2015. The total cost of the program during the period of enforcement was \$74,781. This program is continuing in FY 2015-2016 with City Council approved funding of \$100,000 to cover the entire Fiscal Year. As part of this program, Norco Sherriff’s Office will continue to work with residents to identify traffic problems; review deployment strategies; and collecting bi-monthly collision statistics in order to measure the long-term effectiveness of the program.

Functional Job Re-assignments: In order to be more responsive to the needs of City residents and customers, certain functional responsibilities in the City have been re-assigned. The City’s Building and Safety function, which primarily consists of plan checks and building inspections, is now in the City’s Planning Department under the direction of the Planning Director. Similarly, the City’s Public Works Field Operations, which includes streets maintenance, water operations, sewer operations, parkway maintenance, trail maintenance, and storm drain maintenance, is now part of the Parks, Recreation and Community Services Department under the direction of the Deputy City Manager and Director. City Engineering functions, which includes the design, project management, and construction of City capital projects, is being accomplished through a contract City Engineer and in-house Civil Engineer under the direction of the City Manager. The contract Sewer and Water Utilities Manager is responsible for water and sewer utilities special projects and technical matters under the direction of the City Manager. Given the importance and scope of the City’s water and sewer utilities, especially in view of current state regulations, recruitment is underway for the position of Water and

Sewer Utilities Manager. Final organizational structure will be determined upon completion of the Water and Sewer Utilities Manager recruitment.

ECONOMIC DEVELOPMENT:

Housing: The number of Norco households enrolled in the City's Utility Bill Assistance Program has reached 100, meeting a critical need in the community for seniors or disabled individuals. Seven (7) households have been approved for grants and/or loans for essential home repairs, and the first approved household for the First-Time Homebuyer Program (a couple currently renting in Norco) has made an offer on a home. Year-to-date, more than \$170,000 in existing loans has been repaid to the City, ensuring these housing programs are financially sustainable. For additional information on any of Norco's housing programs, residents should call (909) 261-2770 or drop by City Hall for an application.

Business Development: Staff has undertaken a comprehensive redesign of site-specific marketing materials for development opportunities in Norco. Some of these new materials will be distributed at the International Council of Shopping Centers (ICSC) Western Regional Conference in San Diego, September 16-18, at which the City is an exhibitor. Following that, the Economic Development pages of the City's website will receive a complete makeover with updated marketing information.

FISCAL AND SUPPORT SERVICES:

Annual Independent Audit of City: The City's new independent auditors, White, Nelson, Diehl, Evans LLP, certified public accountants will be in City Hall over the next two weeks to conduct independent audit of the City's books and accounts for the Fiscal Year ended June 30, 2015. Audited financial reports of the City for FY 2014-2015 will be available in late November.

Business License and Cash Receipts: There were 4 new business license applications and 29 renewal business license applications during the week. Staff processed a combined total of 1,684 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$877,569.

Miscellaneous Accounts Receivable: A total of 5 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$1,385. 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. The City received \$342,892 in development fees from Evergreen Development for the new Les Schwab Tire store going in on the northwest corner of Third and Hamner.

PARKS, RECREATION, AND COMMUNITY SERVICES:

Silverlakes Soft Opening: staff has been working with Balboa Management Group regarding the soft opening soccer tournament scheduled for this weekend. Staff from Public Works, Fire, Sheriff, Parks, Recreation and Animal Control was all part of a pre-planning logistics meeting for public safety

and access, emergency calls for service, traffic planning, and review of operational planning by Balboa.

Youth Basketball: staff is working on Youth Basketball season preparations. Registration is open and is now being taken for Pee Wee, Instructional and Divisional players. Deadline for Pee Wee and Instructional is October 15, 2015 and November 5, 2015 for boys and girls divisional players. Volunteer Coaches are needed for the youth basketball season. If you would like to volunteer as a coach, please contact us by calling (951) 270-5635. All coaches must clear a background check and be approved by the City of Norco.

Wee People Playschool will be having their Teddy Bear picnics Thursday, September 10 and Friday, September 11, 2015 at Community Center Park.

Seniors & Pets Breakfast and Bingo is being held on Saturday, September 12, 2015 9:00 a.m. – 11:00 a.m.

Seniors on the Move took a trip to San Manuel Casino on Wednesday, September 09, 2015.

George Ingalls Equestrian Event Center

- Volunteers and staff prepared facility for Norco Fair
 - Created Warm up arena
 - Moved bleachers to 4-H level
 - Removed north and south end of Clark arena to allow room for Main Stage and additional vendors
 - Cleaned and provided 3 golf carts with keys for Fair volunteers
 - Moved City trailer in position for use
 - Cleaned, charged and provided trained staff to operate large passenger shuttles for event use
 - Received and tracked all necessary paperwork for ABC permit to sell alcohol on fair grounds and for BINGO event at Nellie Weaver Hall.
 - Received and verified 27 food vendors, 49 retail vendors, and 21 entertainment vendors all of which required documentation including sellers permit, insurance with additional insured endorsement, Fish and Game, Wildlife permits and electrical requirements.
 - Created and provided site map identifying all electrical for arena level
 - Staff met with Fire and Health departments for inspection of all booths and coordinated with fair chairperson for any follow necessary after original inspection.
 - Staff prepared grounds and arenas for events which included ranch rodeo, lawnmower races and ladies night out a fundraiser for Cancer Awareness. Staff and volunteers also prepared the warm up arena for the event.
- Community Barrel Racing will resume after the Norco Fair on Thursday, September 10th
- Modjeska Mavericks Gymkhana Show is scheduled September 12th at Moreno Arena
- Open Recreation riding will resume at the Clark Arena M-T, September 14th -15th.



Watch the Calendar for more exciting events at the GIEEC. September brings you grassroots local Horseshow, World Series Team Roping, CA High School Rodeo and set up begins for the 1st Open Draft Horse Show, "Sounds of Thunder"

Parks and Building Maintenance Services

- Moved bleachers from upper level to the 4H level.
- Repaired a 5-row set of bleachers.
- Took down north and south end of Clark arena.
- Staff cleaned the bleachers for the Norco Fair.
- Supplied the fair with flags (USA flag, and City flag)
- Parmenter Park back bathroom has stains on the floor. The stains look similar to burnt syrup.
- Clark Park - there was a dead dog outside the fence parallel to hammer. Called Animal Control and they picked it up.
- Staff picked up 20 old paint cans at the end of Pedley Ave and the river bottom.
- Staff and W.R.P weeded and removed tumble weeds at the end of Pedley Ave and River bottom.
- Fixed pool fencing again.
- Repaired playground equipment Community Center.
- Park and LMD inspections.
- Training 2 new people for driving positions (Kyle Schieman and Ron Lindblom)

Animal Control Services

Norco Animal Control Services would like to remind everyone that the West Nile Virus is here in California. There have been 83 confirmed human cases of WNV state wide this year. The virus is transmitted through the bite of a mosquito. There are a few precautions you can take to lessen your risk. They are the following:

Protect yourself from Mosquito Bites

- **Use Insect Repellant-** Use a repellant with DEET
- **Dawn and Dusk-** Dawn and dusk are peak biting times for many mosquitoes. Try to avoid or limit your time outside during this time.
- **Clothing-**Wearing long sleeves, long pants and socks when outdoors can reduce exposure to mosquito bites. Exposed skin should be covered with an insect repellant with DEET.

Mosquito proof your home

- **Drain or dump standing water-** Mosquitoes lay their eggs in standing water; therefore, eliminate any standing water on your property. Check rain gutters and drains. Empty unused flowerpots and wading pools. Change water in bird baths, pet bowls and livestock containers at least once a week.
- **Screens-** Keep mosquitoes outside by having tight fitting screens on all your window and doors. Repair and replace any torn or missing screens.

Livestock

- Keep all horses current on WNV vaccinations

To report standing water in the community or for more information regarding West Nile Virus, Vector Control can be reached at (951) 340-9792.

Animal Control will be circulating a flyer in regards to West Nile Virus including the information above.

PUBLIC WORKS DEPARTMENT:

Water Meter Repairs:

- 2579 Echo Hill – replaced and upgraded the meter to interface with the radio read system.
- 2665 Clark – emergency repair to the strainer assembly installed before the meter at the Senior Apartments

Service Line Repairs:

- 1452 Fortuna – hand excavated and repaired leaking 1” poly water service.
- 2698 Corona Avenue – vactor excavated and repaired leaking 1” poly service line.

Water Samples:

- To facilitate the soft opening of Silverlakes, on-staff certified Potable Water Treatment Operators extracted a series of bacteriological samples from the newly installed water mainlines at Silverlakes. Certified, negative bacteriological samples are required to allow any connection to the potable water system. The samples extracted by the on-staff personnel were analyzed by an independent laboratory and found to be free of coliform bacteria.

Potable Water Production Site Maintenance and Repair:

- Electrical efficiency testing has been completed at well 15
- The well head, suction tube, bowl assembly, column and shaft have been removed from inactive well 6, located across Hamner Avenue from Silverlakes. The casing and sanitary seal are still in place, and a locking cap has been installed.

Backflow/Cross Connection Prevention Program:

- 22 devices at various locations verified by in house cross connection control specialists
- Located and confirmed the backflow device at 1111 Sixth Street

Collection System (Sewers):

- Video inspected 400 feet of sewer mainline to locate a missing sewer manhole in a backyard easement. The internal video inspection was successful and the missing manhole has been located. The homeowner will be notified that the concrete driveway installed on top of the manhole cover must be cut, the concrete removed and the manhole raised to an accessible grade.

Graffiti/Debris Sites:

- Picked up mattresses in the right-of-way at 2903 Temescal Avenue
- Cleared a discarded recliner and dumped patio set from the right-of-way at 3077 Corona Avenue
- Cleared discarded love seat from the right-of-way at 1138 Fifth Street.
- 1423 River Drive – painted over graffiti on steel barricade
- North Drive at Crestview – repainted private brick property line wall to cover graffiti.

DG/Misc Aggregate:

- 19 tons dg dumped and spread on the non-trail side of the road at 2995, 2985 and 2975 Corona Avenue.
- 6 tons DG dumped and spread in the trail at 250 Sixth Street
- 2 tons DG dumped and spread at 2290 Alhambra
- 1 ton DG dumped and spread in the trail at 2717 Shadow Canyon
- 1 ton DG dumped and spread in the trail at 2697 Shadow Canyon
- Dumped and spread 8 tons DG from 2698 Corona thru 2714 Corona

Weed Abatement:

- Cleared weeds and debris from around the guard rail at River Drive and Woodward
- Cleared weeds and debris from the privately owned empty field located at Valley View and Sixth Street in preparation for the Norco Fair parade.

Drains:

- CALFIRE crews have cleared the weeds and debris from the large V-ditch behind the Stater Bros. located 1999 River Road in preparation for the upcoming rainy season.
- Valley View at First – large transition structure cleared of weeds and debris by CALFIRE inmate crews

Signs:

- Installed new red type “N” signs, damaged by graffiti vandals at Woodward and River Drive.

Potholes:

- 2 tons cold A/C placed in various locations

Trail Fence:

- In preparation for the awarded trail fence replacement project, Field Op's staff has been removing the old wooden fence in the Trail/Corral/Roundup area to allow for the installation of vinyl fence

Special Projects:

- Field Operations staff has been tasked to construct debris walls and energy dissipaters on Mt Rushmore as advised by the City Engineer. Staff has begun the process of rebuilding the eroded arroyo bed with large aggregate to control erosion and allow percolation of low storm flows. The crew assigned will use City owned "enviroblocks" weighing 4000 pounds each to construct two debris walls to catch large flowing debris and break the energy from fast rushing waters. Additional details will be relayed as the project continues.
- Staff placed STOP signs on barricades at Valley View and Sixth for a planned SCE shutdown that caused disruption to the electrical service that feeds the Valley View traffic signal. Placement of the signs provided continuing control of the intersection while Edison completed their required assignments.
- Staff executed the modified road closure for the 2015 Norco Fair Parade. As a result of the modified parade plan delays exiting the freeway (an ongoing safety concern with the previous plan) were eliminated. Additional signage guiding attendees to the fairgrounds were also placed along the detour route. Feedback from the public about the modified traffic plan has been overwhelmingly positive.



PLANNING DEPARTMENT AND BUILDING DIVISION:

Approved Special Events:

- 9-2 to 10-7: Advertising banner for annual trail ride (Riverside Rec. Trails)
- 9-1-15 to 6-1-16: Temporary food preparation and service modulares (SilverLakes)

Site Plan Applications:	2	(2 commercial, 0 residential)
CUP Applications:	5	(4 commercial, 1 residential)
Tentative Parcel Map:	1	(commercial)
Zone Change:	1	(commercial)
Variance:	1	(commercial)
Sign program Review	1	
Application Fees Collected:		\$ 47,970.00

Project Updates:

- Tenant improvement plans were submitted to convert the old “Magic Wok” space into a “Pieology” restaurant.
- Tenant improvement plans were submitted to convert the old “Yogurt Juice” space into expansion space for “Badlands BBQ.”
- Architectural plans were submitted for O’Reilly Auto Parts façade improvement at 1175 Sixth Street. The PC Architectural Review Subcommittee is reviewing these but neither the use nor the architecture requires approval by the full Planning Commission.

Building Division:

Permit Applications:	19	(7 commercial, 12 residential)
Building Permits Issued:	24	(4 commercial, 20 residential)
Valuation of Construction:		\$ 392,333.40
Building Fees Collected:		\$ 16,076.09
Field Inspections:	38	
Stop Work Notices:	0	
Occupancy Permits Issued:	0	
Sewer Permits:	1	
Estimated sewer flow:		0
Capacity Fees collected:		\$2,120.00
Connection Fees collected:		\$307.50

Code Enforcement:

2015 Total Cases:	232
Open Cases:	92
New Cases:	7
Cites Issued:	4
Closed Cases:	4
Yard Sale Sign Removal:	21

NORCO SHERIFF’S DEPARTMENT:

Veteran Services: Our veterans served a vital role in serving our country. If you know of any veterans who could benefit from these services, please pass this information to them.

Crime Prevention & Public Safety: Citizen involvement is one of the best deterrents to crime in a community. Report crimes that occur in your community to your local law enforcement agency. <http://www.riversidesheriff.org/crime/>

Crime Statistics

You can find crime and registered sex offender data for areas patrolled by the Riverside County Sheriff’s Department and for other law enforcement agencies in Riverside County at the [CrimeReports](http://www.riversidesheriff.org/crime/) website (see above). The website displays a map with flags for a variety of crimes

STAND DOWN
FRIDAY SEPTEMBER 25th
8:00 A.M. - 3:00 P.M.
THE ARMY NATIONAL GUARD ARMORY
14941 RIVERSIDE DRIVE
MARCH AIR RESERVE BASE, CA 92518

Services Provided:

- Food
- Showers
- Clothing
- Pet Services
- Employment
- Medical
- Legal
- VA Enrollment
- Public Health
- Family Services
- VA Claims
- Laundry
- Hygiene Supplies
- Haircuts
- Housing Assistance
- DMV
- Dental
- Veterans Court
- Military Records
- Social Security
- Support Groups
- Counseling

U.S. Vets March Air Reserve Base 15105 6th St. Moreno Valley, CA 92518	VA Loma Linda 11201 Benton St. Loma Linda, CA 92354	Temecula Vet Center 40935 County Center Dr. Suites A & B Temecula, CA 92591
Hemet Service Center 749 North State St. Hemet, CA 92543	Coachella Valley Rescue Mission 47470 Van Buren St. Indio, CA 92201	Roy's Deans Resource Center 19531 McLane St. North Palm Springs, CA 92258
Fairmont Park 2601 Fairmont Blvd. Riverside, CA 92501	Path Of Life Access Center 2840 Hulien Place Riverside, CA 92507	Housing Authority 5555 Arlington Ave. Riverside, CA 92504

TO SPONSOR OR DONATE:
Contact Eddie Estrada at (951) 212-0277

TO REGISTER, FOR MORE INFORMATION, OR TO VOLUNTEER:
Visit www.usvetsinc.org/inland-empire
or call Alberto Rivera at (951) 269-1119

PICK UP LOCATIONS - ALL FIRST BUSES DEPART AT 7:00A.M.

and allows you to select which crimes to display for any 30-day date range within the prior six months.

Type the address or city and state you wish to see then press the search button next to the address box. If you don't see any crime flags on the map, try zooming in or out. Use the "Advanced Search" in the gray bar to select the date range within the past six months, and to select any of the crime types to be displayed. You can also print a list of the crimes by clicking the "Show Details" button.

Due to report processing times, recent specific crime incidents may take 5-10 days to appear on the CrimeReports website.

Sexual Crimes

- [Registered Sex Offenders in Riverside County](#) ↗
Names, addresses, and photos of convicted sex offenders in Riverside County can be found on the [CrimeReports](#) website. Click "Advanced Search" in the gray bar and select a 30-day date range within the past six months.

 **Sex Offender** Check the box for sex offender crime types then click the "Show Crimes" button and the map will display registered sex offenders in the map window.

- [Megan's Law Registered Sex Offenders](#) ↗
Database of registered sex offenders in California with important tips on how to defend yourself and your family.

Drug & Alcohol Abuse

- [Avoid the 30](#) ↗
Thirty Riverside County law enforcement agencies have joined together to reduce the number of people driving under the influence of alcohol or drugs.
- [DEC - Drug Endangered Children](#) ↗
A multi-agency approach to assist and protect drug-endangered children whose lives are jeopardized by their family's illegal manufacturing, sales, possession and use of drugs in the home.

Technology Crimes

- [Internet Crime Complaint Center](#) ↗
The Internet Crime Complaint Center (IC3) gives victims of cyber crime a convenient and easy-to-use reporting mechanism that alerts authorities of suspected criminal or civil violations.

Neighborhood Watch

- [USAonwatch.org - National Neighborhood Watch \(National Sheriff's Association\)](#) ↗
Find or start a Neighborhood Watch program in your area. The USAonwatch Program lets you search by zip code for programs in your area, or can help you to start a watch program. If you already have a watch program you can register your group and receive important information on how to run a successful group.

Contact your local Sheriff's Station [Volunteer Coordinator](#) to find programs in your area.

FIRE DEPARTMENT / CAL FIRE:

Public Education: On September 3, 2015, Engine 57 presented a public education program at Turning Point Christian School in Station 57's PRA. During the program, the engine crew taught topics such as: How/when to call 9-1-1, Stop, Drop and Roll, Exit Drills in the Home (EDITH), Smoke Detector Education, and Don't play with fire. The program reached 126 students in grades K-5th and approximately 12 staff members / parents. Engine 57 personnel present were FC Don L Camp Jr, FAE Nick Pecore, and FFII/PM Mike Baca. The program concluded with a guided tour of Engine 57 and its equipment.



Special Event Inspections: On September 3rd, 2015 the Riverside County Fire System Inspector Gonzalez was involved in conducting Fire/Life Safety Inspections on approximately 50 food/retail vendors and approximately 20 carnival rides to ensure a reasonable degree of fire safety was present before they began to operate. The Fire Inspections included: fire extinguishers (appropriate type and size), proper fire resistive tent material, appropriate signage was mounted (no smoking signs) and appropriate use of electrical wiring. The Inspector Gonzalez also ensured that there was appropriate access for emergency vehicles and proper means of egress throughout the entire venue for all patrons in attendance.

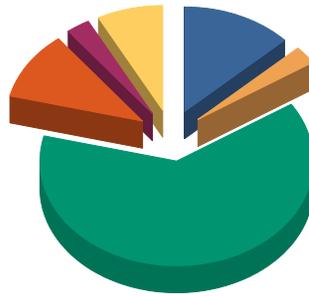
Labor Day Parade: On September 7th Riverside County/Cal Fire Engine Crews E57, E3174, and T17 as well as Norco's NART response vehicle, participated in the Annual Labor Day Parade down 6th Street.



Never Forget ~ Patriot Day 9/11 Remembrance: Please join us in prayer and remembrance for the victims of the terrorist attacks on September 11, 2001. The ceremony will begin at 8:30am on Friday, September 11, 2015 at Fire Station #47 located at 3902 Hillside, Norco.

CERT: Battalion Chief Owens and Fire Staff met with the members of Norco CERT on 9/8/15 to scheduled monthly trainings for CERT members. The 1st training will be a refresher course to be held on September 20, and a 2nd training will be a “Flooding Module” exercise scheduled for September 2.

**Response Activity – Norco
9/3/15 to 9/9/15**



False Alarm	5	13.2%
Haz Mat	1	2.6%
Medical	24	63.2%
Public Service Assist	4	10.5%
Standby	1	2.6%
Traffic Collision	3	7.9%
Total:	38	100.0%

Incidents Reported for Date between 9/3/2015 and 9/9/2015 and Norco City

False Alarm	5
Haz Mat	1
Medical	24
Public Service Assist	4
Standby	1
Traffic Collision	3
Incident Total:	38

Riverside County Fire - Norco

Weekly Activity Report

9/3/15 - 9/9/15

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	2
INSPECTIONS	Norco
Annuals	5
New Construction	1
Re-inspection (annual's)	2
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	
TOTAL	
MEETINGS & OTHER	Norco
Meeting	3
Training	
Special Inspections/Events	

Weekly Prevention Activity Report- Graph Summary

