



# City Hall Weekly Highlights

## September 24, 2015

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To: Honorable Mayor and City Council Members

From: City Departments

### **CITY MANAGER:**

**Emergency Operations Center (EOC) Training:** Several employees from various departments attended EOC training provided by Diana Rockett from the Riverside County Emergency Management Department. The purpose of today's training was to familiarize employees with basic concepts regarding the processes and principles of Emergency Operations Center. This was the second of three EOC planned trainings prior to a "Mock " EOC drill in late October.

### **CITY CLERK:**

**Sample Ballots Arriving Soon:** Sample ballots and information pamphlets for the November 3<sup>rd</sup> election started going out to residents today and will continue through early next week. Voter polling place locations are printed on the back cover of the information pamphlet, which includes an application to request a vote-by-mail ballot.

Below is a list of important deadlines for the November 3<sup>rd</sup> election:

- October 5<sup>th</sup>: First day of early voting in the Registrar of Voter's office and the first day the Registrar is allowed to mail vote-by-mail ballots to voters.
- October 19<sup>th</sup>: Last day to register to vote for the November 3<sup>rd</sup> election.
- October 27<sup>th</sup>: Last day the Registrar may accept mailed requests for vote-by-mail ballots.

### **ECONOMIC DEVELOPMENT:**

**Business Development:** Last week, for the first time in several years, Norco was an exhibitor at the International Council of Shopping Centers (ICSC) Western Regional Conference in San Diego. Represented by Mayor Pro Tem Bash, Council Member Azevedo, the Economic Development Consultant and the Planning Director, the City aggressively promoted a dozen development sites to retailers, restaurants and hotel operators. By all accounts, it appears to have been a very productive event, and follow-up with business prospects is already underway.

**Sixth Street Gateway Sign:** Final installation of the Sixth Street Gateway Sign is scheduled to begin on September 24 at 9:00 p.m., a time intended to minimize the impact of the temporary street closure. The sign, designed to promote community events and provide marketing opportunities for local businesses, will be operable within a matter of days. Interested advertisers may contact the sign's marketing director, Diana McGrew, at 951-805-5995 or [norcogatewaysign@gmail.com](mailto:norcogatewaysign@gmail.com)

**EDAC:** Members of EDAC have volunteered to assist staff in an effort to determine the economic impact of SilverLakes Equestrian & Sports Park on local business establishments. EDAC members have created a survey for Norco restaurants, retail stores and gas stations to gauge the degree of increased traffic and revenue during the first several weekends of events at SilverLakes. This exercise will not only assist the City of Norco in its future planning efforts, but will help local

businesspeople make more informed decisions on hours of operation, staffing and inventory to accommodate future demand.

### **FISCAL AND SUPPORT SERVICES:**

**Bill Processing:** Staff mailed out 1,956 utility bills to Group 3 customers. Staff also mailed out 302 delinquent notices to Group 2 utility customers that had not paid their bill on time. On Tuesday, a courtesy door tag was hung at the door of customers that were delinquent in Group 4 by Public Works notifying 89 customers that if they did not pay on Tuesday, their water services would be shut off on Wednesday. By Wednesday, 6 customer's water was shut off for nonpayment; 4 customer's water services were restored and 2 remained shut off.

**Business License and Cash Receipts:** There were 18 new business license applications and 27 renewal Business license applications during the week. Staff processed a combined total of 1,579 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$492,629.

**Miscellaneous Accounts Receivable:** A total of 7 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$6,429. 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:**

**Fall 2015 / Winter 2016 Activities Guide** is now available online and can be found at the bottom right hand corner of the front page of the City's website at [www.norco.ca.us](http://www.norco.ca.us) under "Most Popular". Click on "City Activity Guide" for information on programs, services and special events for the months of October 2015 through January 2016.

**Parade of Lights and Winter Festival Committee** met again this week. A big THANK YOU to Hemborg Ford and Browning Dodge for being the presenting sponsors. Critical to the committee is securing additional monetary sponsorships to help support this year's community event. If you would like to sponsor this event, please contact Recreation Specialist Janna Noyes at 951-270-5635.

**Plan. Prepare. Prevent.** During each rainy season and with the potential for a strong El Niño event to occur this winter, sandbags are available to Norco residents for flood control purposes only. Homes can be protected by redirecting the water flow using sandbag walls to divert water and mud flows. Each Norco Fire Station will have 1,000 sandbags on hand for distribution for Norco residents. Listed below are the Fire Station locations:

- \*Station #47: 3902 Hillside Avenue (951) 737-1479  
(\*Station #47 will also have available to Norco residents a pile of sand material for filling sandbags during predicated rain periods.)
- Station #57: 3367 Corydon Avenue (951) 735-3921

- Station #14: 1511 Hamner Avenue (951) 737-5541

For additional information, please call Fire Administration at (951) 737-8097 Monday-Thursday from 10am-2pm.



**Senior Center:** A new kiln was delivered and installed for the ceramics class at the Rose M. Eldridge Senior Center this week. Participants will be busy firing their pieces in time for the holiday season!

Staff was invited and attended the Rotary Club of Norco's monthly meeting on Thursday, Sept. 24, 2015. Staff provided those in attendance information on upcoming events and current programs available to seniors at the Rose M. Eldridge Senior Center. Thank you to the Rotary Club of Norco for their continuous donation of food for seniors and volunteering at the holiday luncheons!

With Open Enrollment right around the corner, seniors have the ability to make a free appointment with HICAP on the fourth Tuesday of each month from 1-4pm to discuss the changes in insurance and review their own coverage.

**Party Partners** will be hosting its annual Family Fun Night Country Fair on Friday, September 25, 2015 at the Rose M. Eldridge Senior center from 6-8:30p.m. Event will include a BBQ, face painter, DJ, games and a photo booth!

**Youth Activities:** Registration is currently open for the upcoming youth basketball season. Pee Wee/Instructional registration ends October 12, 2015. Boys and Girls Divisional registration ends November 5, 2015.

Staff met with volunteers for a roundtable discussion regarding the organization of a wheelchair basketball tournament at Riley Gymnasium next April.

Staff issued a permit to Norco Intermediate School for use of Riley Gymnasium for their basketball team's practices through October 2015.

Staff attended UNITY General Meeting on Thursday, September 24, 2015, 11:30 a.m. at the Corona Public Library.

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

- George A. Ingalls Veteran's Memorial Plaza is OPEN daily from 10 a.m. - dusk.
- Volunteers and staff prepared facilities for the following events.
  - Prepared grounds and both arenas for Gymkhana, Barrel Race & Saddle and Harness shows held Saturday and Sunday.

- Cleaned front of storm drain area outside gate 1 which was 75% blocked. continued sandbag placement in preparation for rain
- Assisted Parks in cleaning rain gutters at the Community Center
- Groomed slope due to rain erosion at USA rock display at Memorial
- Removed dirt from bio swales, brow ditch, v-ditch and clean drain areas of debris
- Site walk meeting with client for Sounds of Thunder Draft show scheduled October 1-4, 2015
- Working with client on bringing the National Barrel Horse Association to the event center
- Community Barrel Racing was held Thursday, September 17<sup>th</sup> at Moreno arena
- NHA Candidates Night held at Nellie Weaver Hall, Thursday, September 17<sup>th</sup> had approximately 200 in attendance.
- Norco Ranglers Gymkhana horse shows held on Saturday, September 19<sup>th</sup> at Clark arena
- Sunday, September 20<sup>th</sup> Saddle and Harness Open Breed show at Clark arena
- Open Recreation riding was held at the Clark Arena M-W, September 21<sup>st</sup> -23<sup>rd</sup>
- The arena level will be closed from September 28<sup>th</sup> – October 6<sup>th</sup>. Staff and Volunteers will be cleaning up after the World Series Las Vegas Qualifiers R4R Team Roping event held Saturday, September 26<sup>th</sup> and the Sunday, September 27<sup>th</sup> CA High School Rodeo event. The Sounds of Thunder Draft Horse Show will be moving in and getting ready for their show starting Thursday, October 1<sup>st</sup>.

#### **Parks:**

- The flag was lowered at Ingalls Memorial again this month on the 21<sup>st</sup>. This is done every month to honor and remember our fallen soldiers and those soldiers who have and are protecting our freedoms.
- The timers have been reset at Pikes Peak Park and are working as scheduled.
- Staff repaired two electrical pedestals after the Norco Fair. The doors had been torn off and repairs will be reimbursed by the Norco Fair Committee.
- With the new reclaimed water about to come on line, staff is working with Public Works in the parks and sports fields to make sure potable water is retained in those areas required, i.e., buildings, drinking fountains quick connects to those areas that require potable water. All irrigation will be connected to the new reclaimed water lines.
  - Work on Fifth Street median, parkway and slope across from CRC will begin this week and be completed by next week for retrofit. Reclaim water will be energized by end of next week for this area. Pikes Peak Park will be next in succession immediately after the 5<sup>th</sup>. Street project is completed.

#### **Buildings:**

- As a result of vandalism staff found two windows broken at the Youth Center/Scout House building off Cedar Street Community Center Park. A police report was filed for investigation. Repairs will complete by week end. Staff has secured the windows and building until repairs are made.

### **Landscape Maintenance Districts:**

- Staff met with residents in District 2 on Tuesday night to discuss where they want to direct their budget money due to the failure of the Prop 218 voted on earlier this year. Several options were discussed and we will be looking into the different levels of service that we can provide. Most of the concerns are for the horse trails and the entry monument on Hidden Valley Parkway. Adjustments will be made for a later review.
- Valley Crest has been busy repairing the trails since the last rain. They will also start placing the sandbags into the trails this week. This is about two weeks earlier than required. They are also working on a 14-day punch list.

### **Animal Control**

- Senior Animal Control Officer Sparks picked up a rattlesnake from a trash can to the relief of a resident on the 300 block of Cavaletti Lane.
- Officer Henry picked up an Akita mix dog on the 900 block of Fourth Street that was hit by a car.
- Officer Henry gave a class on how to body score a horse at the request of Sunshine Stables on the 4800 Block of California.

### **PUBLIC WORKS DEPARTMENT:**

#### **Main Line Repair:**

- 1630 Valley View – repaired leaking 8” water main

#### **Service Line Repairs:**

- 335 8<sup>th</sup> – Vacuum excavated and repaired leaking 1” poly service line
- 1758 Valley View – repaired leak on 1” galvanized service line
- 1495 Valley View – repaired coupling gasket on the corporation stop.
- 1624 Valley View – repaired leaking 1” galvanized service line
- 1630 Valley View – repaired leaking galvanized service line
- 1470 Valley View – repaired leaking 1” service line

#### **Potable Water Production Site Maintenance and Repair:**

- Dumped and spread 50 tons class 2 base rock on the access road to Reservoir #1

#### **Backflow/Cross Connection Prevention Program:**

- 5 backflow device sites inspected

#### **Reclaimed Water/Non-Potable Water System:**

- Inspections of the connection points and related use areas are ongoing. Any onsite cross connections between meters discovered in the course of the inspections is being addressed prior to the introduction of non-potable water.
- The automatic pressure release valve provided free of charge from Wachs/Zurn valve company has been installed on the line leading to Lake Norconian. The vault needed to contain the valve and allow maintenance access will be installed once received.

#### **Fire Hydrant Assembly Repair:**

- 1630 Valley View – repaired leak on 6” diameter hydrant lateral

**Graffiti/Debris Sites:**

- Well #14 – removed 4 bags of comingled trash dumped outside the well site
- 5450 Roundup – removed rocking chair dumped on the road edge
- 5377 Bluff – removed chair dumped on the road edge
- 4532 Corona – removed 55 gallon drum containing contaminated rags and rain water left standing in the right of way. The drum has been relocated to the hazmat containment structure located at the corporate yard. Our contract hazmat company has been directed to remove the barrel from the containment area and begin the disposal process as directed by State and Federal law.
- 778 Fifth Street – removed 2 mattresses and 1 box spring dumped on the road edge

**DG/Misc Aggregate:**

- 450 Seventh -- Dumped and spread 3 tons DG
- 2471 Hillside – filled rut on the road edge with 3 tons class 2 base rock
- 2570 Vine – filled sinkhole in the road edge with 3 tons class 2 base rock
- 1990 Valley View – to inhibit recurring rain erosion, staff placed  $\frac{3}{4}$  ton NextPave in the drive approach area and compacted per manufacturers specs.
- Filled rutting caused by rain erosion with 8 tons DG at:
  - 2122 Valley View
  - 2130 Valley View
  - 2140 Valley View
- Draft Horse -- Filled erosion ruts with 4 tons DG

**Tree Trimming:**

- Walking Horse Ranch Road from Hillside to Fourth -- Trimmed sucker growth from the street trees
- Trimmed trees to improve STOP sign visibility at:
  - Branding Iron and Wild Horse
  - Branding Iron and Dapple Grey
  - Hillside and Fourth
  - Wild Horse and Cavaletti
  - Branding Iron and Pedley
  - Pedley and Fifth
- West Coast Arborist is currently in town trimming trees for the City of Norco on California Avenue.

**Drains:**

- Cleared clogged storm drain inlets and tubes at:
  - 4181 Mt Baldy – Cleared basin, inlets and tubes clogged with mud and debris
  - Intersection of Crestview and Mt Rushmore – Cleared the basins and under street tubes of mud and debris
  - 2191 Valley View – cleared the outlet structure of the under street tubes to allow unrestricted storm flow and cut new V-ditch

**Rain Debris Sites (debris cleared from the roadway and placed back onto the trail):**

- Intersection of Corona and First
- Intersection of Walking Horse and Hillside -- cleared DG from the intersection and spread it back into the trail area in front of 698-708 Walking Horse

- Intersection of Ranch Road and Fifth
- Hillside at Fifth
- Fifth between Hillside and Pedley
- Pedley at Fifth
- Pedley at Bareback
- Pedley at Branding Iron
- Valley View at Willow
- Valley Way near the golf course maintenance road
- 2140 Valley View
- Sixth at California
- Valley Drive at Norco Hills Drive

### Potholes:

- Filled potholes in the following areas
  - River Road between Second Street and Bluff
  - 4001 Bluff
  - Norconian Drive
  - Hamner -- City limit to City limit
  - Fourth and Sierra
  - Second Street from Four Wheel Drive to Mountain
  - Mountain from Paddock to First
  - Intersection of Second and Mountain
  - Intersection of Parkridge and Second Street
  - First Street from Mountain to Parkridge

### Special Projects:

- The preliminary placement of K-Rail in the Crestview/Rushmore/Shasta storm debris area has begun. K-Rail has been placed fronting the areas on Crestview Drive cleared and prepared last week by Field Operations staff intended to create an area to break the energy of the downward rushing water and debris. K-Rail has also been placed at the intersection of Mt Rushmore and Crestview to intercept the debris that flows down Mt Rushmore Drive and deflect the debris away from the residential homes
- Placed sandbags to prevent rain erosion at:
  - Draft Horse Place – placed 375 sandbags across trail at 4 houses to prevent erosion on the steep trail grade
  - Corner of Mt Verde and Mt Rushmore
  - 217 Mt Rushmore
  - 208 Mt Rushmore
  - 183 Mt Rushmore
  - 175 Mt Rushmore
  - 111 Mt Rushmore
  - 4160 Mt Blanc



**Special Note:**

Congratulations to Karl Chamberlain! Through a combination of education, experience, and the successful completion of State mandated testing requirements that verifies his knowledge of water distribution concepts and applications, Karl has earned certification from the State Water Resources Control Board as a Grade 3 Potable Water Distribution Operator.



**Engineering**

**Bluff Street and Western Avenue Water Improvements:** Project was awarded at the City Council meeting on September 16<sup>th</sup>. Project includes approximately 4,000 linear feet of 6", 10", 12" and 16" waterline that will replace the aging water distribution system in Bluff Street & Western Avenue.

**2014-2015 Pavement Management System – Phase I and Phase II:** Phase I construction has begun on several streets throughout town (Sierra Avenue, Fourth Street, Valley View Ave). Additional streets, including Hillside Avenue and Hilltop Lane are scheduled to be under construction within the next couple of days. Construction will continue throughout town for the next several weeks.

As part of the PMS project, Hamner Avenue (between the Detroit Avenue and the River Road Bridge) will be closed on September 27<sup>th</sup> (Sunday) between 10 p.m. and 5 a.m. for asphalt work.

**Sixth Street Closure:** Sixth Street will be closed on September 24<sup>th</sup> (Thursday) between Valley View Avenue and Sierra Avenue from 9 p.m. to 5 a.m. to install the new City of Norco Sign across 6<sup>th</sup> Street.

**PLANNING DEPARTMENT AND BUILDING DIVISION:**

**Approved Special Events:**

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

**Applications Submitted:**

Site Plan Applications:	1	(0 commercial, 1 residential)
Sign Permits:	4	(2 wall signs, 2 monument signs)

**Project Updates:**

An on-site meeting and follow-up meeting was held with the development team of a potential new business for Sixth Street. Building permit hold-up issues were resolved so that the business can move forward without the permit hurdles that were holding it up.

**Code Enforcement:**

2015 Total Cases:	249
Open Cases:	93
New Cases:	8
Citations Issued:	4
Closed Cases:	6
Yard Sale Sign Removal:	24

- Responded to a hazardous material report of a dumped barrel on Corona Ave and River Dr. along with Fire, Haz-Mat, and Environmental Health Department.
- Working with Vector Control regarding a green pool on Del Mar Ave.
- Joint inspection with Animal Control and Fire Inspector regarding a fire and excessive roosters on Crestview.

**NORCO SHERIFF'S DEPARTMENT:**

**Sixth Street Traffic Enforcement:** On Tuesday, September 22, the Norco Sheriff's Office conducted a traffic enforcement operation on Sixth Street. This operation was based upon concerns stemming from a number of speeding and exhibition of speed violations witnessed from previous weeks. During the operation, 9 citations were issued as follows:

(3) Speeding violations

(4) Equipment violations

(2) Unlicensed driver violations

One motorcyclist was found to be travelling in excess of 100 mph down 6<sup>th</sup> Street, before merging onto the I-15 Freeway. This poses great risk to the safety of all motorists using the roadway.

The Norco Sheriff's Office will continue to conduct traffic enforcement operations to ensure public safety.

**Graffiti:** We all know graffiti is an eyesore that defaces personal and public property. It brings unwelcomed negative attention to **our** community. In this forum, it is too cumbersome to discuss the motivating factors of those who commit vandalism by defacing property with graffiti. Graffiti has a tendency to grow as it attracts others who write it. **We** do not want to be known as a town who condones this negative behavior for any period of time. While **we** strive to live in a safe and thriving community, there will always be those who encroach negative behavior into **our** way of life.

A question comes to mind about whose problem is it. It is easy to say, since it is on your property, it is your problem. This is not entirely true. If **we** look at problems as being someone else's, then the solution becomes difficult to attain. On its face, graffiti seems to be someone else's problem; however, in truth, it is **our** problem. When you look at a building, wall, or sign, marred by graffiti, what kind of emotion do you feel? Disappointment, sadness, anger, hatred, or frustration are all types of emotions that can be evoked by the sight of graffiti. **We** all take pride in **our** community and agree graffiti should be removed as quickly as possible.

In this article several words are in bold. Do you see a pattern? The main thought is to get you to think of graffiti in **our** community as **our** problem. **We** must take an active role in combating it. Individuals are sometimes not noticed, but as part of a group, **we** can make noticeable change. Think of throwing a pebble into the water. The ripple is small and vanishes quickly. Now what about many pebbles or even a boulder? **Let's** make a big splash against graffiti!

The City of Norco, in conjunction with the Norco Sheriff's Office, are taking steps to address removing graffiti as quickly as possible. If you see graffiti in your area, please do not hesitate to contact the City's Graffiti Hotline at (951)270-5607. If a recording answers, please leave a message.

Over the last several months, the Norco Sheriff's Office has made several felony arrests pertaining to graffiti (tagging). We will continue to actively investigate and prosecute anyone involved with vandalizing property.



**Postmaster General Sends Advice to Prevent ID Theft: WASHINGTON, DC** — The U.S. Postal Service begins delivering an important message from Postmaster General John Potter this week to every household in America. The letter provides advice to protect against identity theft.

Identity theft is one of America's fastest growing crimes, costing billions of dollars each year. Victims can spend months or years and thousands of dollars cleaning up their financial records and restoring their good names.

A recent Federal Trade Commission survey on identity theft determined that only 2 percent of all victims reported that the theft was connected to the mail. But even 2 percent is too much, Potter said.

"We will keep working to make the mail even more secure and strive to reduce that percentage to zero," he said. "Your identity is valuable. If someone steals it to commit fraudulent acts, it can affect every aspect of your life — your credit standing, your ability to buy a car or house, even get a job or medical care."

The Postal Service teamed up with the FTC to provide tips and tools to help Americans protect their identities and information on actions they can take if they become victims of identity theft. The FTC brochure, "Deter. Detect. Defend. Fighting Back Against Identity Theft," is included in the mailing.

Americans depend on the security of the mail and they trust the U.S. Postal Service, above all other federal agencies, to protect their privacy. The Postal Service has ranked first among all federal agencies for the past three years, according to national surveys by the Ponemon Institute.

In addition to educating consumers about identity theft, the Postal Service, through its Postal Inspection Service, and the FTC are leading the fight against this crime. The FTC and the Postal Service offer the following tips to help protect against identity theft:

- Check credit card statements, bank documents and financial reports every month for unauthorized activity.
- Protect Social Security numbers. Don't carry Social Security cards in wallets or write the number on a check.
- Don't provide personal information over the phone or the internet.
- Never click on links sent in unsolicited email messages.
- Keep personal information in a secure place at home.

More information on identity theft and information on reporting the crime can be found at these websites:

- U.S. Postal Inspection Service ([usps.com/postalinspectors](http://usps.com/postalinspectors))
- The Federal Trade Commission ([www.consumer.gov/idtheft](http://www.consumer.gov/idtheft))
- The Federal Deposit Insurance Corporation ([www.fdic.gov/consumers](http://www.fdic.gov/consumers))
- The Department of Justice ([www.ojp.gov/topics/identitytheft.htm](http://www.ojp.gov/topics/identitytheft.htm))

## **FIRE DEPARTMENT / CAL FIRE:**

**Public Education:** On 9/10/15 students from JFK school in Norco visited Station 47. Students were able to tour the station and also had a Q & A session with the Engine Crew.



**CERT:** The CERT team met with Captain Wetherholt on 9/20/15 at Station 47. The group received a refresher course covering organization and dispatch procedures. The next CERT meeting is scheduled for 9/28/15.

**Sand Bags:** Fire Staff distributed more than 820 Sand Bags from 9/17/15 to 9/23/15 to community members.