



City Hall Weekly Highlights

October 1, 2015

To: Honorable Mayor and City Council Members

From: City Departments

ECONOMIC DEVELOPMENT:

Sixth Street Gateway Sign: Final installation of this sign occurred on September 29 and its LED panel is now ready to display advertisements for community events, local retailers and public service messages. Based on initial feedback, the ambitious structure appears to have succeeded in creating a true sense of place for motorists entering the Sixth Street commercial district, and hopefully it can be a catalyst for future investment in the neighborhood. Interested advertisers may contact the sign's marketing director, Diana McGrew, at 951-805-5995 or norcogatewaysign@gmail.com



Retailer Recognition: Staff is working with the Norco Area Chamber of Commerce & Visitor's Center to honor the local winners of the *Press-Enterprise's* "Best of Inland Empire" readers' poll. Approximately a dozen Norco businesses and organizations are among the winners, including Black Horse Tavern & Grill (Best Local Restaurant), Norco Animal Hospital (Best Veterinarian) and Norco Fair (Best Community Event). City staff and Chamber leadership agree it is important to recognize these valued businesses and organizations.

Hospitality Industry: PKF, the nation's leading hospitality research firm, is reporting that the expansion of the U.S. hotel industry appears certain to continue into 2016. In 2017, the firm projects that the growth in the supply of rooms may begin to exceed growth in demand, but it will still be a healthy industry. The Inland Empire has traditionally been an underbuilt market and the national trends cited by PKF bode well for the City's "Destination: Norco" hospitality strategy. Local hotels are currently reporting robust occupancy rates and consultants suggest there is demand for additional rooms in Norco.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff did not send out bills this week on Thursday, October 1 since we mailed out bills to all groups for September the first four weeks in September. There was also no courtesy door tags, shut offs or final notices sent this week. Next week bills will go out for Group 4 as well as courtesy door tags for group1 and final notices to group 3.

Business License and Cash Receipts: There were 16 new business license applications and 19 renewal Business license applications during the week. Staff processed a combined total of 1,288 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$924,420. The City received this week \$468,598 in sales tax, \$53,826 in Measure A, \$43,532 in gas tax and \$48,184 in current unsecured taxes.

Miscellaneous Accounts Receivable: A total of 3 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$695,648. 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:

Adult Basketball: Championship games for adult basketball league took place on Thursday, October 1, 2015 at Riley Gymnasium. Team registrations are still being accepted for new league slated to begin October 8, 2015.

Halloween Makeup Workshop: Registrations are being accepted for the Halloween Makeup Workshop for Teens and Tweens being held on Saturday, October 10, 2015 at Community Center from 11am-1pm. Cost of this workshop is \$10 plus supplies. For more information, please contact 951-272-1619.

Youth Basketball: Registrations are being accepted for the upcoming youth basketball season. Pee Wee/Instructional registration ends October 12, 2015. Boys and Girls Divisional registration ends November 5, 2015. Volunteer coaches are also needed. If you would like to coach in the upcoming league, please contact Janna Noyes at 951-270-5635.

Party Parners had a GREAT time at their Family Fun Night last Friday! Thank you to McDonald's (Sixth Street), Carl's Jr (Hamner) and Wienerschnitzel (Hamner) for their donations which helped make this event a success!



AYSO Region 37 has elected a new Commissioner. Staff met with Commissioner Jen Canseco to discuss the relationship between league and the City and provided guidance for processes and permits. It is imperative to staff to provide clear communication and support to the youth sport organization's leadership during their Board of Directors transition period and throughout their tenure.

SAVE THE DATE!

**11TH ANNUAL
HORSETOWN
PARADE OF LIGHTS
& WINTER FESTIVAL**

PLUS BREAKFAST WITH SANTA!
PRESENTED BY HEMBORG FORD AND BROWNING DODGE

Saturday December 12, 2015
George Ingalls Equestrian Event Center

The Horsetown Parade of Lights and Winter Festival Committee is seeking monetary sponsorships to help support this year's community event which includes Breakfast with Santa, Winter Festival and Parade of Lights! If you would like to sponsor this event, please contact Recreation Specialist Janna Noyes at 951-270-5635. Make sure to mark your calendars for this event on Saturday, December 12, 2015!

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.
 - Groomed slope due to rain erosion at USA rock display at Memorial
 - Prepared Clark arena for 80 box stalls delivered and installed.
 - Prepare grounds and all arenas for show
 - Install water hoses, splitters, and drop down electrical was connection to spider boxes for the Sounds of Thunder Draft show scheduled October 1-4, 2015
 - Open Recreational Riding will resume Wednesday, October 7th from 10AM – 3Pm at Clark arena.
 - Staff is working with the National Barrel Horse Association and DOWNUNDER Horsemanship Tour with Clinton Anderson for multiple day events in in May and December 2016.

Buildings:

- Covers for electrical boxes at N.W.H. were installed.
- Fixed the fence at the pool 3 times this week due to vandalism.
- Installed a camera mount at the sheriff's station. The power and back drop still need to be completed.
- 2 windows repaired Scout House/Wee People.
- Replaced ceiling tiles city hall.
- Removed damaged rain gutters the Scout House and prepared the area for new ones.
- Removed and installed new kiln at the senior center.



Parks:

- Installed back flow for restroom at Neal Snipes Park.
- Set up camera at the pool to see if staff can identify the individuals who vandalize the fence.
- Repaired fence at the Corydon staging area.
- Repaired 2 electrical pedestals at Ingalls Park.
- Repaired stairs at the south snack bar Wayne Makin.

Miscellaneous:

- A beehive was located in the horse trail at Crestview close to Valle Drive. Staff closed the horse trail for riders and pedestrians and had everyone detour to the east side. Staff monitored the beehive until the bees moved on which was approximately 3 days.
- Staff delivered and picked up two light towers to and from senior center for a Party Partners special event.

Animal Control Services:

- During the month of September staff issued 665 licenses, an 11.6% increase over September 2014.
- 27 citations were issued for licensing, leash law and other violations during September 2015.
- 43 animals were adopted and 21 animals were redeemed by their owners in September.

PUBLIC WORKS DEPARTMENT:

Main Line Repairs:

- 1495 Valley View - Removed corroded weld on service coupling and installed new 8" standard tapping clamp and corporation stop.
- Trail Street at Lariat Lane – Field Operations staff excavated a reported mainline water leak and performed an emergency water shutdown which affected approximately 50 homes to remove a leaking and unused inline tee. Staff replaced the tee with five feet of new 8 inch diameter concrete lined steel pipe joined to the existing mainline using Smith/Blair compression collars.

Service Line Repairs:

- 1546 Elm Drive – vacuum excavated and repaired 1" poly service line
- 1511 Fifth – vacuum excavated leaking 1" poly service line and installed three foot copper "whip" at corporation stop
- 3267 Bronco – vacuum excavated and repaired leaking 1" poly service line
- 4634 Hillside – "jumped" on new curb stop and J130 meter coupling
- 4465 California – vacuum excavated and repaired leaking 1" poly service
- 756 River Drive – vacuum excavated and replaced 1" poly service. Installed 25 feet of type K copper tube and new brass fittings
- 1624 Valley View – vacuum excavated and replaced leaking galvanized service. Installed 30 feet of type K copper and new brass fittings
- 1500 Valley View – repaired leaking water service with three feet of type k copper tube and brass fittings
- 1495 Valley View – replaced leaking galvanized service with 15 feet of type K copper.

Reclaimed Water/Non-Potable Water System:

- Services are being transferred from the potable water system to the non-potable system. The first service tapped into the non-potable system was the 2" line feeding the meter for the center median and slope area across from the Prison on Fifth Street. This area is now being supplied via the non-potable system. In addition staff has tied in to the non-potable system with a 4" irrigation service at Snipes Park.

Graffiti/Debris Sites:

- Removed downed tree in the roadway on Hamner at the Santa Ana River bridge

DG/Misc Aggregate:

- 2421 Broken Lance – dumped and spread 2 tons DG
- 2657 Shadow Canyon – dumped and spread 2 tons DG
- 631 Seventh – dumped and spread 2 tons DG
- 2365 Corona – dumped and spread 1 ton DG
- 2310 to 2390 Norco Drive – graded trail area and filled minor remaining ruts with 2 tons DG
- 2671 Bronco – filled minor ruts in driveway with ½ ton DG
- 2000 Valley View – dumped and spread 2 tons DG
- 1414 and 1430 Second Street – dumped and spread 5 tons DG
- 1370 Second Street – dumped and spread 3 tons DG
- 2800 to 2818 Reservoir – dumped and spread 4 tons DG
- 2987 to 3009 Dapple Grey – dumped and spread 5 tons DG
- 2413 and 2443 Hialeah – dumped and spread 2 tons DG
- 1031 First Street – dumped and spread 2 tons class 2 base and 1 ton DG
- 3257 Temescal – filled driveway ruts with ½ ton DG
- 2130 to 2160 Del Mar – filled driveway ruts with 5 tons DG.
- 3553 Temescal – filled driveway ruts with 1 ton DG
- 3530 Temescal – dumped and spread 3 tons DG
- 2460 to 3501 Crazy Horse Lane – filled minor driveway ruts with 2 tons DG
- 140 to 202 Seventh – dumped and spread 8 tons DG

Tree Trimming:

- Norco Drive at the AM/PM driveway -- Trimmed trees blocking the view of oncoming traffic
- 2417 Norco Drive – removed low hanging growth

Drains:

- Empire pipeline cleaning has finished clearing the underground storm drains at:
 - Crestview and Mt Rushmore
 - Reservoir #3
 - 4180 Mt Baldy
 - 4211 Crestview
 - 425 Mt Shasta

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

- Intersection of Seventh and California – removed debris and placed aggregate back into the trail area.
- Crestview from Seventh to All View – removed rain debris from the roadway.

Trail Fencing:

- 2421 Broken Lance – replaced 2 posts and 6 rails

Signs:

- 2796 Vine – replaced downed STOP sign and pole assembly
- Signs have been placed in the Crestview storm debris control area to warn drivers of the continual presence of construction materials and activities. The signs placed include: **“ROAD WORK AHEAD”**, **“ROAD WORK SPEED LIMIT 15 MPH”** and **“TRAFFIC FINES DOUBLED IN CONSTRUCTION ZONES”**. All the signs placed are constructed of retro-reflective material for clear and bright visibility in both daytime and night time conditions. Signs have been placed at both ends of the project area to forewarn motorists traveling in both directions.



Special Note:



With the continuing forecast of strong winter systems around the corner, Field Op's staff has received a specialty backhoe bucket designed to clear the road side V-ditches while re-establishing the sloped edge of the drain. Staff will be contacting Digalert to have utilities marked in the expected work areas, and following the marking of the underground lines staff will install the new bucket onto the department's Case backhoe and begin clearing the flow lines. Along with the clearing and deepening of the roadside

ditches, type “L” signs will be installed to warn motorists of the roadside storm control structure.

Bluff Street & Western Avenue Water Improvements: City staff held a preconstruction meeting with the contractor (CP Construction) to discuss project details and scheduling. 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.

2014-1015 Pavement Management System - Phase I and Phase II: Construction is ongoing on several streets throughout town including Norco Drive. Construction will continue for the next several weeks.

Third Street Project: The remaining curb will be placed on Thursday, October 1st on Third Street between Reservoir Dr. (South) and Reservoir Drive (North). The contractor will be placing new base and asphalt in the following weeks. Storm drain improvements will resume in approximately two weeks after being delayed due to two gas main interferences.

PLANNING DEPARTMENT AND BUILDING DIVISION:

Approved Special Events:

- 9-2-15 to 10-7-15: Advertising banner for annual trail ride (Riverside Rec. Trails)
- 10-1-15 to 10-31-15: Pumpkin patch and sign, north of 3521 Hamner Ave.
- 9-1-15 to 6-1-16: Temporary food preparation and service modulars (SilverLakes)
- 10-2,3-15: Cal Fire “fill the boot” fundraiser at various intersections.
- 10-3-15: Block party that includes a cul-de-sac closure on Chaparral Drive.

Applications Submitted:

Conditional Use Permits:	1	(1 commercial, 0 residential)
Site Plan Applications:	1	(0 commercial, 1 residential)
Sign Permits:	1	(1 wall sign)

Building Division:

Permit Applications Submitted:	19	(2 commercial, 18 residential)
Building Permits Issued:	17	(2 commercial, 15 residential)
Valuation of Construction:		\$ 287,005.52
Building Fees Collected:		\$ 16,412.62
Field Inspections:	36	
Stop Work Notices:	1	
Occupancy Permits Issued:	0	
Sewer Permits:	2	
Estimated sewer flow:		\$0
Capacity Fees collected:		\$4,240.00
Connection Fees collected:		\$615.00

Former Wyle Labs Tour: Staff held two on-site tours of the former Wyle Lab properties with the property owners’ contract team and two Planning Commissioners each time to assist in their reviews for upcoming discussions addressing what areas of the property will ultimately be recommended to the City Council for preservation as part of the “Preservation and Development” zone which is the zoning of the property. A workshop meeting with the Planning Commission is being planned to replace the cancelled Official Planning Commission meeting in November; however, a date has not been set. The Official Planning Commission meeting in November is cancelled due to the Veterans Day holiday when City Hall is closed and due to the lack of other available Wednesday’s that month.

Proposed Norco College Marquee Sign: Staff held a coordination meeting with Beth Gomez, Vice President for Business Services; Shirley McGraw, Technology Manager; and Steve Monsanto, Director of Facilities, all from Norco College to discuss a proposed marquee sign in the Third Street median west of Hamner Avenue, construction related traffic congestion management on Third Street during heavy student traffic periods, and on-going discussions regarding additional access for the college campus. The marquee sign will require a memorandum of understanding between Norco College and the City and will be coming to the City Council for approval at a future undetermined date.

Les Schwab Tire Grading Permit: A grading permit has been issued for the Les Schwab Tire Store on the northwest corner of Third Street and Hamner Avenue which was the subject of the construction congestion with Norco College. All of the fill material has been delivered so there should

not be any more blockages of traffic. The developer will be coordinating with Public Works for any future need to temporarily block the street for construction access and that should only now be occurring during non-peak hours for student traffic.

Code Enforcement:

2015 Total Cases:	263
Open Cases:	106
New Cases:	14
Citations Issued:	8
Closed Cases:	3
Yard Sale Sign Removal:	18

OTHER HIGHLIGHT ACTIVITY:

- Attended the Norco Quality of Life Group meeting to discuss current issues.
- Joint inspection with Animal Control at multiple locations.

NORCO SHERIFF'S DEPARTMENT:

Continued Sixth Street Traffic Enforcement: On Tuesday, September 29, the Norco Sheriff's Office continued traffic enforcement operations on Sixth Street, to address public safety concerns with speeding. The operation resulted in the issuance of 17 citations as follows:

- (15) Speeding violations
- (1) Red light violation
- (1) Equipment violation

Anyone wishing to report traffic concerns to the Norco Sheriff's Office can call Sergeant Dekker at (951) 270-5673. Concerned citizens can also email their concerns to trafficconcerns@ci.norco.ca.us

911: As a reminder, if you should witness or become involved in a situation where you need a law enforcement response, you should call law enforcement as soon as possible. Depending on the urgency, 911 may be appropriate. The 911 system was developed to rapidly assign a dispatcher who could best direct the needed resource to address a problem. In a short time, fire, police, or medical personnel could be dispatched to render aid. In some cases, every second counts. Whether it be a fire, a heart attack, or a crime in progress, each has a better chance of a successful outcome with a faster response time.

The Power of Alert Residents in Fighting Crime: While no city is crime free, we can reduce the attractiveness of our city to those who wish to commit crimes in Norco. Say you see someone who you suspect of trying to break you're your neighbor's home or even acting suspiciously around it, what should you do? The property is not yours. You are safe and have no legal obligation to take action, right? What if you see something happening to your neighbor's property and you are not on friendly terms with your neighbor? What you allow, you will get. A weed unattended will grow additional weeds.

Crooks are not great at keeping secrets. In fact, crooks are notorious for word of mouth advertising. They will not hesitate to tell others of the easy pickings in the area they were successful in. They will also advertise the areas to avoid. Do we want to be labeled as an easy target or an area to avoid?

On 9/28/15, at 10:17 a.m., a concerned resident reported seeing a suspicious vehicle back in her neighbor's driveway. The resident quickly called 911 and a deputy was dispatched. A description of the vehicle was obtained. The vehicle left the driveway, but the responding deputy saw the vehicle as it was leaving the area. The driver of the suspicious vehicle panicked and accelerated to avoid the deputy. The deputy began to follow the vehicle. The vehicle, traveling at a high rate of speed, failed to negotiate a corner, jumped the curb, crashed through a stop sign and a street sign, and collided with a support beam directly in front of a residence. The driver exited the vehicle and began jumping fences to elude capture. Several residents in the area called 911 and the driver was subsequently captured. Another subject, who was a passenger in the vehicle, was apprehended a short distance away.

The success of this story was that teamwork was needed to create a favorable outcome. When you go to the grocery store, you pay for the items at the checkout register. Do you leave the groceries you paid for behind? No, you take them with you because you paid for them. The same is true for law enforcement. You pay for law enforcement services. Why would you not use the services you pay for?

Regardless of any physical limitations, fears, or desire to remain anonymous, it is important to understand law enforcement is here to serve and protect. Our joint goal is to create an environment that provides for our well-being, safety, and allows us to improve our quality of life. If you do not take a stand against crime, it may come to your doorstep next. Let's remember, even if you do not know your neighbor, we all must take a stand against criminal activity and do the right thing to protect our community.

The Norco Sheriff's Office strongly encourages Norco residents to familiarize themselves with the Neighborhood Watch Program and look toward working with their neighbors to help protect their neighborhoods. Anyone with questions about the program can call Deputies Robles or Ghiliotty at (951) 270-5673.



FIRE DEPARTMENT / CAL FIRE:

Sand Bags: Fire Staff distributed more than 100 Sand Bags from 9/24/15 to 9/30/15 to community members.

EOC Training: On October 24, Station 47 hosted the second of four Emergency Operations Center (EOC) trainings for City employees. The training was conducted by Diana Rockot of the Riverside County Office of Emergency Services.

Training: Engine Crew 47 completed R.O.A.M SCBA (Self Contained Breathing Apparatus) training.



CERT training is a commitment of 20 hours of training (must attend all 20hrs). There is no cost for the training. Only those who successfully complete the practical exercise with hands-on instruction in fire suppression, search and rescue, cribbing and medical will receive a certificate of completion and a free CERT kit. Class size is limited to the first 40 people who register.

CERT is about readiness, people helping people, rescuer safety, and doing the greatest good for the greatest number. CERT is a positive and realistic approach to emergency and disaster situations where residents will be initially on their own and their actions can make a difference. Through training, residents can manage utilities and put out small fires; treat the three killers by opening airways, controlling bleeding, and treating for shock; provide basic medical aid; search for and rescue victims safely; and organize themselves and spontaneous volunteers to be effective.

WHEN: Oct. 16, 2015: 5:30 pm - 9:30 pm
Oct. 17, 2015: 8:00 am - 5:00 pm
Oct. 18, 2015: 8:00 am - 5:00 pm

WHERE: 8930 Limonite Avenue
Jurupa Valley Ca. 92509
(New City Hall Building)

WHO: Open to the public

HOW TO REGISTER:

Visit: <http://tinyurl.com/JurupaCERTOct2015>
or call 951-955-4700



COMMUNITY EMERGENCY RESPONSE TEAM

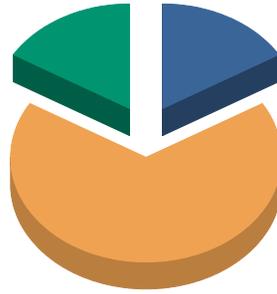


This Training is sponsored by: Riverside County Fire Department - Office of Emergency Services



If you require a reasonable accommodation for this event, please contact: (951) 955-4700 no later than Sept. 24, 2015. Alternative formats of this flyer are available upon request at no cost.

**Response Activity – Norco
9/24/15 to 9/30/15**

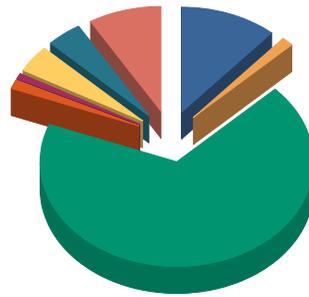


False Alarm	7	16.3%
Medical	29	67.4%
Traffic Collision	7	16.3%
Total:	43	100.0%

Incidents Reported for Date between 9/24/2015 and 9/30/2015 and Norco City

False Alarm	7
Medical	29
Traffic Collision	7
Incident Total:	43

Response Activity 9/1/15 to 9/30/15



False Alarm	16	11.3%
Haz Mat	2	1.4%
Medical	96	68.1%
Other Fire	2	1.4%
Other Misc	1	0.7%
Public Service Assist	6	4.3%
Standby	6	4.3%
Traffic Collision	12	8.5%
Total:	141	100.0%

Incidents Reported for the month of September, 2015 and Norco City

False Alarm	16
Haz Mat	2
Medical	96
Other Fire	2
Other Misc	1
Public Service Assist	6
Standby	6
Traffic Collision	12
Incident Total:	141

Riverside County Fire - Norco

Weekly Activity Report

9/24/15 - 9/30/15

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
All Plan Reviews	2
INSPECTIONS	Norco
Annuals	1
New Construction	3
Re-inspection (annual's)	1
Title 19 Inspections	
Business License Review	
C of O's	1
Weed Abatement	20
TOTAL	
MEETINGS & OTHER	Norco
Meeting	4
Training	2
Special Inspections/Events	

Weekly Prevention Activity Report- Graph Summary

