



City Hall Weekly Highlights

February 25, 2016

To: Honorable Mayor and City Council Members

From: City Departments

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,975 utility bills to Group 3 customers. Staff also mailed out 290 delinquent notices to Group 2 utility customers that had not paid their bill on time. On Tuesday, a courtesy door tag was delivered to delinquent customers in Group 4. By Wednesday, 6 customer's water was shut off; 4 customer's water services were restored and 2 remained shut off.

Business License and Cash Receipts: There were 17 new business license applications during the week. Staff processed a combined total of 1,744 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$1,020,460.

Miscellaneous Accounts Receivable: A total of 5 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$1,155. 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.

ECONOMIC DEVELOPMENT:

Farmers Market: The Economic Development Advisory Council (EDAC) is exploring the feasibility of creating a certified farmers market in the City. Members of EDAC's Special Events Subcommittee were joined by two Parks & Recreation Commissioners and staff to discuss the possibilities with Gretchen Sterling, a veteran farmers market manager who has launched markets in multiple cities. The interested parties will continue to pursue the possibilities of bringing this exciting amenity to the community.

Housing: Another homeowner has repaid a home improvement loan, which with interest amounts to \$53,992.87. Since the City's affordable housing funds were reinstated almost exactly one year ago, approximately \$224,000 has been collected, either voluntarily or from owners in default. The repayment of these funds is critical to the sustainability of the City's affordable housing programs, as all repaid loans become available to assist other deserving Norco families.

Sales Tax Revenue: Staff met with HdL, the City's sales tax consultants, to review sales tax figures for the 3rd Quarter of 2015. Yet another strong quarter was reported, with most major business categories—including auto sales, restaurants/hotels and building/construction—showing significant increases over the same quarter of last year (see attached summary). However, some these increases were offset by decreases in gasoline and general consumer goods receipts. The net increase during the quarter based on actual sales activity was 7%. Norco's per capita sales continues to compare very favorably to neighboring jurisdictions.

Q3 2015



City of Norco Sales Tax Update

Fourth Quarter Receipts for Third Quarter Sales (July - September 2015)

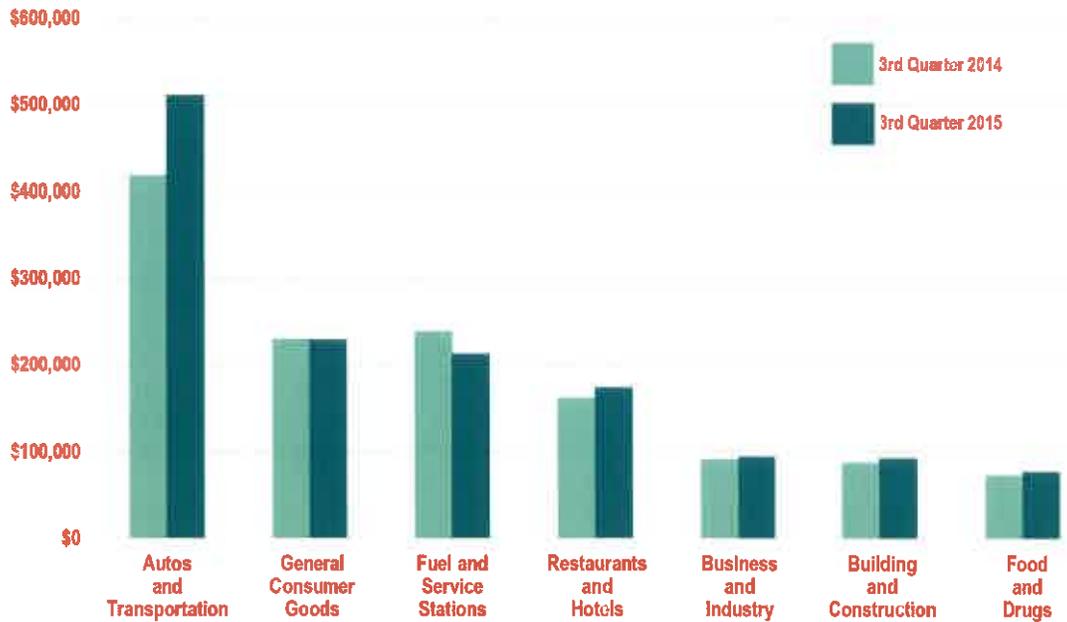
Norco In Brief

Norco's allocation of sales and use tax from its July through September sales was 6.1% higher than the same quarter of 2014. Actual sales activity was up 7.0% when reporting anomalies are factored out.

A solid quarter for autos and auto related sales, building supplies, home furnishings and restaurants were the primary contributors to the overall increase. The gains were partially offset by declines in fuel prices and in some categories of general consumer goods.

Adjusted for aberrations, sales and use tax receipts for all of Riverside County grew 3.1% over the comparable time period while the Southern California region as a whole, was up 3.6%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS IN ALPHABETICAL ORDER

7 Eleven	Norco Truck & Auto Barn
All In Auto Sales	Norco Truck Center
Allied Building Products	Quick Crete Products
Arco AM PM	Rancho Taco Shop
Browning Dodge Chrysler Jeep Ram	Stater Bros
Chevron	Target
E Z Up	Tesoro Refining & Marketing
Floor & Decor	Thrifty Gas
Hemborg Ford	Tilly's Marine
Hobby Lobby	Tonys Hay & Grain
Norco RV Center	United Oil
Norco Shell	Valero Gas
	Winco Foods

REVENUE COMPARISON

Two Quarters – Fiscal Year To Date

	2014-15	2015-16
Point-of-Sale	\$2,588,052	\$2,786,054
County Pool	294,139	309,998
State Pool	1,860	1,414
Gross Receipts	\$2,884,050	\$3,097,466
Less Triple Flip*	\$(721,013)	\$(774,366)

*Reimbursed from county compensation fund

Statewide Results

The local share of sales and use tax revenues from the summer sales quarter were up 2.4% over last year's comparable quarter after adjusting for payment aberrations.

New and used auto sales and leases continued to exhibit solid gains and were the primary contributor to the quarter's statewide growth. The countywide allocation pools were the second largest contributors to the overall gain, boosted by increased online sales activity. The state's travel and tourism industry contributed to a robust increase in receipts from restaurants and hotels. Recovering building and construction activity was also significant with an 8.6% increase over the comparison period.

Gains in most other segments were relatively modest while receipts from fuel and service stations declined for the fourth consecutive quarter.

Overall performance was similar throughout most regions of the state, however the effect of lower fuel prices significantly dampened results in portions of the San Joaquin Valley.

Online Retail Sales Continue to Outpace Brick & Mortar Stores

Fourth quarter tax results will not be available until March but preliminary reports indicate holiday purchases from some brick and mortar stores are flat or down from 2014, while the volume of online shopping has set new records.

Although stores are not in danger of disappearing, the trend has many retail chains considering long-term plans for smaller "showroom" units with less square footage, employees, and in-store inventory.

HdL's statewide sales tax database for the first three quarters of 2015 shows that online orders for general consumer goods rose 17.6% over the first three quarters of 2014, while the overall sales gains at brick and mortar stores grew a modest 2.2%.

New Restrictions on Tax Sharing Agreements

Tax rebates are subject to additional restrictions and reporting requirements in 2016.

Newly adopted Government Code Section 53084.5 prohibits tax sharing agreements that reduce another agency's sales tax if the business generating the tax continues to maintain a physical presence in the losing agency's jurisdiction.

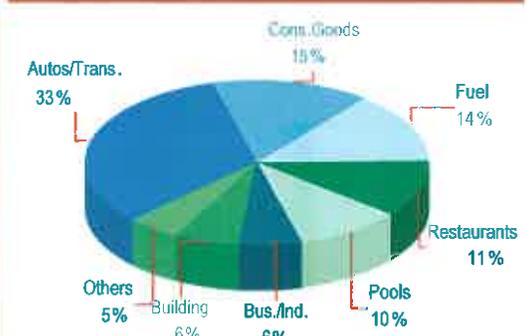
The Government Accounting Standards Board (GASB) has also adopted new requirements outlined in GASB Statement 77 for detailed disclosure of rebates in government financial reports.

The rule issued on August 14, 2015 by GASB will require state and local governments to disclose the amount of property, sales, and income taxes that have been waived or rebated under tax abatement agreements with companies or other taxpayers. The requirements of Statement 77 are effective for financial statements with periods beginning after December 15, 2015.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP
Norco This Quarter



NORCO TOP 15 BUSINESS TYPES

Business Type	*In thousands of dollars			
	Norco Q3 '15*	Norco Change	County Change	HdL State Change
Auto Repair Shops	27.2	8.1%	16.2%	6.3%
Automotive Supply Stores	28.5	18.7%	3.0%	5.2%
Casual Dining	38.4	-0.6%	5.2%	5.5%
Discount Dept Stores	--- CONFIDENTIAL ---		2.7%	2.1%
Fast-Casual Restaurants	22.8	12.9%	10.7%	10.9%
Garden/Agricultural Supplies	31.9	15.6%	-9.5%	2.7%
Grocery Stores Liquor	--- CONFIDENTIAL ---		11.0%	3.8%
Home Furnishings	64.1	15.9%	7.3%	5.1%
Lumber/Building Materials	75.7	5.4%	8.4%	6.7%
New Motor Vehicle Dealers	--- CONFIDENTIAL ---		11.1%	8.2%
Quick-Service Restaurants	105.5	8.5%	6.7%	6.7%
Service Stations	212.5	-10.8%	-9.1%	-11.8%
Specialty Stores	38.0	10.0%	11.3%	5.8%
Trailers/RVs	27.7	88.7%	25.9%	21.4%
Used Automotive Dealers	112.3	8.9%	-4.5%	13.8%
Total All Accounts	1,389.4	7.1%	2.6%	2.3%
County & State Pool Allocation	152.3	-2.6%	-6.6%	3.5%
Gross Receipts	1,541.7	6.1%	1.6%	2.4%

PARKS, RECREATION, AND COMMUNITY SERVICES:

UNITY Award Luncheon: Staff attended the 18th Annual UNITY Awards Luncheon on Thursday, February 25, 2016 at 11:30 a.m. at the New Circle City Center.



Summer Concerts in the Park: Staff and sub-committee members are seeking sponsors for the upcoming Summer Concerts in the Park. Concerts will be held on selected Friday nights from 6-8p.m. at Pikes Peak Park. Admission and parking are free. Donations are being sought to offset the costs associated with this community special event. If you would like to donate, please contact Recreation Specialist Katrina Enriquez at 951-270-5635.

Annual Easter Egg Hunt: Save the date! Peter Cottontail is coming to Horsetown USA on Saturday, March 26, 2016 for the Annual Easter Egg Hunt! This festive free event is for children 1-12 years of age. Hunt for the "Golden Egg" will take place at 10am SHARP and will be held at the Wayne Makin/Shearer Sports Complex located at the corner of Fifth Street and Western Ave. Pictures with the Easter Bunny will be available!

Astronomy Nights in Norco: The Riverside Astronomical Society is hosting another Astronomy Night in Norco on June 14, 2016 from 8-9:30pm at the Corydon Staging Area. This event is free of charge. For more information, please contact Recreation Specialist Katrina Enriquez at 951-270-5635.

Youth T-Ball: Spring Youth T-Ball registration is open now through March 10, 2016. Cost is \$85 per player which includes team jersey, hat and award. Games are slated to begin Saturday, April 9, 2016. Games will be played at Parmenter Park. Volunteer Coaches are being recruited. For more information, please contact the Parks and Recreation office at 951-270-5632.

Adult Basketball: Horsetown Showdown Tournament was cancelled due to lack of registrations. Feedback from potential players/teams is that they prefer full season leagues rather than weekend tournaments.

Adult Spring League (Thursday nights) registration is now being accepted through March 22, 2016. Registration fee is \$350 per team. Available divisions:

- *Competitive (C Division) *Open 6-9pm*
- *Recreation (D Division) *6'3 & under 6-9pm * One Exception*
- *Recreation (35+) *35 & Older 6-9pm *One Exception*

For more information, please contact Jamie Carper (jcarper@ci.norco.ca.us) or Matt Porras (mporras@ci.norco.ca.us) or call 951 270-5632.

Wee People Playschool: A new 8-week session began for Wee People Playschool this week. Participants are learning their letters of the alphabet, days of the week, colors, numbers, sight words, songs and so much more in a safe and wholesome environment! The caring staff provides a fun atmosphere where children ages 3-5 years old learn through play, make new friends and promote

human development! For more information about this program, please contact Recreation Coordinator Chrystal Foster at 951-272-1619.

Tiny Tot Olympics! Save the date! Tiny Tot Olympics is coming back to Horsetown USA on Saturday, May 7, 2016 from 8:30 a.m.-12 noon. Activities will take place at Community Center Park. This one-day event is designed for children 2-6 years of age to participate in obstacles and games fit for tots. Each participant will receive a Tiny Tot Olympic T-shirt at registration. Upon completion of group events, participants will receive a medal, snack and bottle of water! Registration starts February 22, 2016. [Click here for flyer.](#)

Norco Girls Softball (NGS) and Norco Little League (NLL): Staff is working with NGS and NLL organization representatives in preparation for their 2016 Opening Day festivities and Spring season play. NLL Opening Day will be held on Saturday, March 5, 2016 and NGS will be Saturday, March 12, 2016 at Wayne Makin Sports Complex. Good luck to all the leagues for fun and successful seasons!

WEX Volunteers: The Senior Center currently has 2 part time volunteers, provided by the WEX program, through Riverside County Social Services. The purpose of the WEX program is to provide these volunteers, positions that allow them to learn new skills while receiving financial assistance. The WEX volunteers at the Senior Center are serving as a maintenance volunteer and a general services volunteer. Each volunteer has provided dedicated and diligent service.

Party Parners: Calling all Superheroes! Grab your cape and fly on over to Party Parners on Friday, February 26, 2016! It's time to celebrate your favorite superhero and help save the world at this "super" event! DJ, dancing, refreshments and games will be provided from 6-8:30 p.m.

George Ingalls Equestrian Event Center

- Norco Horseweek Pageant started their practicing at Moreno arena. Practice is scheduled every Monday from February 1st – April 11th
- Open Recreational Riding is scheduled February 23rd – 24th at Clark arena
- ROTC Promotion Friday, February 26th at Nellie Weaver Hall
- Colt Starting Challenge USA evening event is scheduled at Moreno Arena February 26th & 27th
- Rebuilding Warriors presented a Service/Companion Dog named Dreamy to U.S. Army Veteran Gary Orvis on Saturday, February 20th at the George Ingalls Veterans Memorial
- Staff and volunteers groomed the arenas and cleaned up after the team roping and 2-day barrel racing events. They removed 128 portable stalls and reinstalled arenas to their normal configuration



PUBLIC WORKS:

Potable Water Meter Repairs

- 687 Fifth – installed new meter to replace vandalized meter
- 793 Fourth – repaired register wires
- 2970 Corona – spliced register wires

- 2704 Hidden Trails – repaired MXU magnetic mount
- 2624 Hidden Trails – spliced transmitter wires
- 3109 Corona – replaced MXU magnetic retainer
- 1728 Valley View – spliced transmitter wires
- 1160 Hamner – inspected meter setting

Potable Water Service Repairs

- 3138 Temescal – hot tapped new 1” copper water service.
- 1801 Pacific – replaced broken curb stop

Potable Pump Stations

- Iron/Arsenic/Manganese removal plant – replaced chlorine injection corporation stop

Hydrant Repairs

- Valley Drive at Reservoir #5 access road – replaced wet barrel fire hydrant and shear spool
- 2820 Temescal – cleared debris from leaking port seal
- 3138 Temescal – rebuilt central operating assembly, painted and flushed hydrant.

Potable AirVac Repair

- 685 Foxtail – installed HDPE air-vac enclosure

Non Potable Water System

- Repaired the roof and repainted the pipework at irrigation well A.
- Installed steel cover over hypochlorite system at irrigation well A.

Collection System Maintenance

- Norco Drive lift station – installed rebuilt submersible pump
- Old Hamner lift station – cleaned dry well

DG/Misc. Aggregate

- 4619 Hillside – dumped and spread ½ ton DG
- 5055 Pinto Place – filled ruts in horse trail
- 3565 Chestnut – spread 2 tons DG
- 758 Seventh – spread 1 ton DG

Trail Fence

- 3980 California – installed 2 line posts, 1 end post and 6 rails
- 3342 Sierra – installed 4 post, 10 rail
- California at Sixth – replaced 2 line posts, 1 end post, 2 rails
- 371 Eighth – 2 end posts, 1 inline, 4 rails
- 4603 Center – replaced rail
- 343 Eighth – 1 end post, 1 line post, 2 rails

Graffiti/Debris Sites

- Removed broken tree branch from travel lanes on Sierra at Sixth
- 4512 Crestview – painted over graffiti on guard rail
- 767 Fifth – removed downed tree limb in travel lanes
- Second Street from Hamner to I-15, cleared dirt, weeds and debris from the gutter
- 4th at Walking horse – cleared dirt and weeds from the gutter

- Third Street from Hamner to Valley View – cleared approximately 15 yards of dirt and debris from the gutters and pedestrian walk-way
- Hillside from Fourth to Kingman – cleared approximately 3 yards of dirt and debris from the gutters and roadway

Tree Trimming and Removal

- 1063 Parkridge – trimmed three trees
- 2533, 2651 and 2671 Bronco, trimmed trees to clear delivery route for the postal carrier
- 3460 Vine – trimmed sucker growth from 4 trees
- 1328 Willow – trimmed sucker growth from 3 trees to clear delivery route for the postal carrier
- 2611 and 2641 Lasso Lane – trimmed sucker growth from 3 trees to clear delivery route for the postal carrier
- 3790 Corona – removed 2 trees

Weed Abatement

- 1170 River Drive – cleared weeds and debris in the right of way

Drains

- Norco Intermediate School – cleared various yard litter and accumulated dirt from the drain inlet.

Signs/Striping

- Intersection of Stagecoach and Bluff – replaced vandalized STOP sign with new retro reflective sign
- Intersection of Sunny Hills at Corydon – replaced street name signs, STOP sign and pole assembly with new components per current MUTCD standards.
- Crestview between North Drive and Eighth – installed 12 new type “L-1” signs and posts along the flood control V ditch.
- Eighth Street between California and Pedley – installed new speed limit sign and pole assembly

Potholes

- Corona at Second – filled subsidence at leak area with ½ ton temporary asphalt. **NOTE** – this area of asphalt damage has been assigned to an outside contractor for permanent repair. ETA 2 weeks
- Fifth Street at Western – excavated road edge failure, patched with temporary asphalt
- California Avenue – 4044 to 4175

Sidewalk Repair

- 741 Parkridge – built asphalt ramp to adjust sidewalk being affected by tree roots

Special Notes

- On Sunday, February 21st Field Operations on-call personnel received notice from the Riverside Sherriff's dispatch center that random sections of the trail fencing on Fourth Street between Valley View and Temescal had been vandalized. A total of 6 end posts, 21 line posts and 37 rails were knocked over in front of various residents along Fourth Street. A Sherriff's incident report has been filed, and all the damaged fencing has been removed.

- Public Works Maintenance Worker II Karl Chamberlain has left the City of Norco and accepted a position with the City of Riverside. We wish him well in his new position

PLANNING DEPARTMENT AND BUILDING DIVISION:

Building Division:

Permit Applications Submitted:	8	(0 commercial, 8 residential)
Building Permits Issued:	12	(0 commercial, 12 residential)
Valuation of Construction:		\$ 109,703.04
Building Fees Collected:		\$ 3,239.20
Field Inspections:	29	

NORCO SHERIFF'S DEPARTMENT:

Norco Sheriff's Office Meeting with Local Clergy and Church Officials: On Tuesday, February 23, the Norco Sheriff's Office hosted a meeting with local clergy and church officials to discuss crime prevention strategies and community collaboration. The event included a presentation by our Special Enforcement Team Deputies, Ignacio Robles and Arturo Mendez. Lt. Mike Lujan talked about the Riverside County Sheriff's Department's collaboration with the Cops and Clergy Network, and Lt. Eric Briddick discussed the city program, United Norconians for Life Over Alcohol and Drugs (UNLOAD). At the close of the meeting, attendees were provided with a tour of the Norco Sheriff's Office Sub-Station. The meeting was well attended and we look forward to additional meetings in the near future. Thank you to all who participated!



Norco-Suspect Arrested for Indecent Exposure: On February 17, 2016, at approximately 12:30 p.m. two citizens reported seeing a black male exposing himself at the Pikes Peak Park, located in the 100 block of 6th Street, in the City of Norco. Norco Sheriff Deputies arrived and conducted an investigation. The deputies subsequently located the suspect near the edge of the park. The suspect was identified as **Simon McGee**, 54 years old. McGee is believed to be a transient. McGee was arrested for indecent exposure and booked at the Robert Presley Detention Center.

The Norco Sheriff's Office is committed to the safety of the citizens of Norco and is vigilant in combating crime. Citizens are encouraged to call 911 when they believe a crime is being committed.



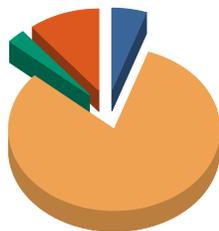
FIRE DEPARTMENT / CAL FIRE:

Training: On February 22nd, Engines 47 and 57 participated in a multi-company auto extrication training at Ingalls Park. Firefighters used the jaws of life and other tools to practice cut and rescue techniques.

On February 23rd, Engine Company 57 attended a Tactical Response to Active Shooter training at the Corona Fire Training Center with Corona Fire Department and other regional fire agencies. These drills include the integration of police and fire departments in response to an active shooter situation, by participating in these Active Shooter Drills fire personnel are placed in the response model to provide immediate care to victims under the protection of law enforcement



Response Activity – Norco



False Alarm	2	5.4%
Medical	30	81.1%
Standby	1	2.7%
Traffic Collision	4	10.8%
Total:	37	100.0%

Incidents Reported for Date between 2/18/2016 and 2/24/2016 and Norco City

False Alarm	2
Medical	30
Standby	1
Traffic Collision	4
Incident Total:	37

Riverside County Fire - Norco

Weekly Activity Report

2/18/16 - 2/24/16

	CITY
Activity Totals	Norco
Plan Reviews	TOTAL NORCO
<i>All Plan Reviews</i>	4
INSPECTIONS	Norco
<i>Annuals</i>	2
<i>New Construction</i>	5
<i>Reinspections</i>	2
<i>Title 19 Inspections</i>	1
<i>Business License Review</i>	
<i>C of O's</i>	
<i>Weed Abatement</i>	
TOTAL	24
MEETINGS & OTHER	Norco
<i>Meeting</i>	2
<i>Training</i>	1
<i>Special Inspections/Events</i>	

Weekly Prevention Activity- Graph Summary

