



City Hall Weekly Highlights

March 10, 2016

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Strategic Planning: The last revision to the City's Strategic Plans was in FY 2008-2009. As part of the FY 2016-2017 Budget Process, staff, City Council and other interested stakeholders will engage in a Strategic Planning Process designed to identify and establish key Strategic Goals that will guide major policy decisions and provide direction to the City for the next 3-5 years. The City Manager will be meeting on Friday with McIntyre-St. Clair Consulting, LLC to formalize the Strategic Planning approach, scope and work plans. It is anticipated that the process will include at least one full day of facilitated Strategic Planning Meeting with staff, City Council and interested stakeholders. The Strategic Planning Process is expected to be completed no later than June 30, 2016.

WRCOG Development Fee Study: WRCOG has selected a consultant to perform analysis and compile listing of development fees in the region, including adjacent jurisdictions for comparison purposes. Staff believes that this study will be useful in helping the City to review and shape its own development fees in the future especially as development fees are become one of the issues businesses consider in determining where to expand or build. The draft study results will be released by summer of this year.

ECONOMIC DEVELOPMENT:

Historic Preservation: At its meeting of March 8, 2016, the Historic Preservation Commission voted to recommend that Collections Management Consultant Theresa Hanley be retained for another year, subject to funding availability and, ultimately, the approval by the City Council as part of the Fiscal Year 2016-17 City Budget. Ms. Hanley's proposed work plan for the next fiscal year includes preparation for an Open House event at which time some of the Collection can be exhibited to the public.

Business Appreciation: The Department has launched its Business Appreciation Initiative, which will recognize one local business at every City Council meeting. The program, spearheaded by Mayor Bash, will honor a diverse array of businesses, from small family-operated enterprises to Fortune 500 corporations investing in Norco. The first honoree, Tractor Supply Company, will be presented a framed certificate on March 16, 2016.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,907 utility bills to Group 4 customers. On Tuesday, a courtesy door tag was hung at the door of customers that were delinquent in Group 2 by Public Works notifying 93 customers that if they did not pay on Tuesday, their water services would be shut off on

Wednesday. By Wednesday, 11 customer's water was shut off for nonpayment; 6 customer's water services were restored and 5 remained shut off.

Business License and Cash Receipts: There were 18 new business license applications and 2 renewal Business license applications during the week. Staff processed a combined total of 1,810 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$357,185.

Miscellaneous Accounts Receivable: A total of 31 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$42,356. 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:

What a wonderful **Opening Day Ceremony for Norco Little League** last weekend! Play Ball!



Norco Girls Softball League Opening Day: On Saturday, March 12, Norco Girls Softball League will host Opening Day Ceremonies on Field 5 at Wayne Makin Sports Complex, 3364 Western Avenue. The day starts off with a pancake breakfast at 7:30 a.m.; Opening Ceremonies at 9:30 a.m. **(new time!)** The banner and team parade is always the highlight of the day! Good luck to all the coaches and girls for a fun and exciting season!

Girls Youth Basketball semi-final games took place on Wednesday, March 09, 2016 and will conclude with Championship games on Saturday, March 12, 2016. Following Girls' championship game on Saturday will be Boys Championship games. Awards will take place the following Tuesday, March 15, 2016 at 6 p.m. for girls and 7:15 p.m. for boys. Coaches vs. staff game will take place at 8:30 p.m. to end the season the same night.

Youth T-Ball registrations have been extended through March 17, 2016. Cost is \$85 per player which includes team jersey, hat and award. Games will begin Saturday, April 9, 2016 and 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.

George Ingalls Day: Staff along with the George A. Ingalls Executive Committee are preparing for George Ingalls Day which will be held on Saturday, April 16, 2016 at the George A. Ingalls Veterans Memorial Plaza. More details will be released when finalized.

Summer Concerts in the Park: A HUGE YOU to our first secured sponsors for this Summer Concerts in the Park:

- Norco Lions Club
- Air Temp
- RURAL
- Norco Mounted Posse

Concert dates have been finalized. They held from 6 p.m.-8 p.m. on the following Friday nights:

June 10 – Yard Sale

June 24 – Kirk and the Krazy Hillbillies

July 8 –The Cougrzz

July 22 – Sterling Sylver

August 5 – Woodie and the Longboards

August 12 – Rockstars of Tomorrow

Staff is seeking additional sponsors to cover the costs associated with these free community events. If you would like to or know of someone who would like to sponsor this event, please contact Recreation Specialist Katrina Enriquez at 951.270.5635 or kenriquez@ci.norco.ca.us



THANK year's

will be selected

Wee People Playschool held Picture Day through LifeTouch Photography this week for each class. Picture day is an annual fundraiser for the playschool to raise money to purchase items from their "wishlist" throughout the year.

Seniors and Pets Breakfast will take place on Saturday, March 12, 2016 from 9 a.m.-noon at the Rose M. Eldridge Center.

"An Irish Surprise!" Party Partners will be wearin' the green in celebration of St. Patrick's Day this Friday, March 11, 2016 at the Rose M. Eldridge Center. They will keep their eyes out for leprechauns and rainbows and they might just find a pot of gold! Event hours: 6-8:30 p.m. For more information on this program for developmentally challenged adults, please contact Recreation Specialist Theresa Hora at thora@ci.norco.ca.us or 951.270.5647.

George Ingalls Equestrian Event Center

- Open Recreational Riding is scheduled March 7th thru 9th & March 14th -15th at Clark arena
- DownUnder Clinic with Dale Cunningham is scheduled March 10th -13th at Moreno arena and will be returning in June.
- Modjeska Mavericks Gymkhana show will be held Saturday, March 12th at Clark arena.
- Norco Horsemen's Association 20th Annual Wild West Casino Night benefitting the Norco High School FFA Scholarship Fund will be held Saturday, March 12th from 6:00 p.m. to Midnight at Nellie Weaver Hall.

- Ocean View Australian Shepard 2-day dog show will be held at Pikes Peak Park on March 12th & 13th.

PUBLIC WORKS:

Potable Water Meter Repairs:

- 2877 Norco Drive – replaced meter gaskets
- 3507 Bluff – replaced MXU, attached portable programmer and confirmed link to network
- 3517 Bluff – spliced damaged wires together between magnetic coupler and register, replaced MXU, attached portable programmer and confirmed link to network
- 3532 Bluff – reconnected magnetic coupler attached portable programmer and confirmed link to network
- 3536 Bluff – reconnected magnetic coupler, reprogrammed MXU and confirmed link to network.
- 3584 Bluff - reconnected magnetic coupler, reprogrammed MXU and confirmed link to network.
- 710 Hillside - spliced damaged wires together between magnetic coupler and register, replaced MXU, attached portable programmer and confirmed link to network
- 1917 Trotter Trail - reprogrammed MXU and confirmed link to network.
- 913 Harness Lane – attached portable programmer and confirmed link to network
- 1599 Dodge Way - attached portable programmer and confirmed link to network
- 1541 Pacific - attached portable programmer and confirmed link to network
- 2370 Mountain Avenue - attached portable programmer and confirmed link to network
- 4740 Trail - attached portable programmer and confirmed link to network
- 1354 Abilene – replaced MXU attached portable programmer and confirmed link to network
- 3676 Hillside – replaced meter gaskets

Potable Water Service Repairs:

- 710 Sixth – vacuum excavated and repaired leaking 1” poly service line
- 2161 Valley View – replaced failed 1” curb stop by “jumping” in new brass stop while under pressure
- 687 Fifth – replaced vandalized 1” curb stop by “jumping” in new brass stop under pressure

Hydrant Repairs:

- 3555 Belgian – repaired leaking 2.5” stem on wet barrel hydrant
- Detroit Avenue at Clark Field – report of non-operational dry barrel hydrant - hydrant was flushed, exercised and inspected with no operational deficiencies noted.

Potable Pump Stations:

- With the imminent completion of the Bluff Transmission water line staff members have begun prepping the Iron/Arsenic/Manganese removal plant to be placed back into service. The backwash tank has been filled and filter media has been backwashed and readied for use.

Collection System Maintenance:

- In preparation for the installation of new SCADA components, measurements of the wet well dimensions and set point verification of the float assemblies was conducted at the following sewage pumping stations:
 - Shawnee Lift
 - Corral Lift

- West Lift Station (Lift 10)
- Norco Drive
- Oldenburg Lift
- Corona lift
- Valley View Lift
- West Lift Station (lift 10) – installed tension arm and key way on check valve for Pump 1

DG/Misc. Aggregate:

- 3976 Bluff – used 1 ton DG to fill ruts behind curb
- 3993 Bluff – dumped and spread 1 ton DG

Trail Fence:

- 3201 Horseless Carriage – replaced 2 in-line posts and 2 rails

Graffiti/Debris Sites:

- 4560 California – cleared approx. 1 ton of DG and various aggregate washed into the customers driveway
- Hillside at River Drive, over the edge of the river bottom – large quantity of tree trimming debris and yard trash thrown over the edge. Crews recovered all the debris that could be safely retrieved.

Weed Abatement:

- 4671 Crestview – cleared overgrown weeds as well as various trash and debris
- Sixth Street – Crestview to Sierra - Sprayed 225 gallons of weed killer in the parkway area
- Crestview – Eighth to North Drive – sprayed 12 gallons of weed killer on road edge vegetation
- Hidden Valley from Lonesome dove to I-15 – sprayed 7 gallons of weed killer on parkway weeds

Drains:

- 4569 California – cleared inlets to under driveway tubes
- 4521-4669 California – cleared miscellaneous debris from the roadside V-ditches
- Crestview from Eighth to North – cleared debris from the roadside V-ditches
- 4511 Crestview – cleared trash, weeds and debris from around the drain inlet
- 4161 Crestview – cleared trash, rocks and debris from the drain inlet
- 3959 Crestview – cleared trash and debris from the drain inlet
- River Road at Second Street – cleared large grated inlet inside deep V channel
- Trotter Trail – cleared storm drain inlet at the end of the cul-de-sac
- 3731 California – cleared yard debris and trash from the grated inlet
- Ramona at Seventh – cleared hay chaff and yard debris from the grated inlet
- Center at River – cleared box drain of mud and trash
- Western Avenue near Arapaho – cleared clogged drain inlet
- Corydon at Bronco – cleared 2 inlets clogged with trash and yard debris
- Pedley at River – cleared drain inlets of street debris
- Pedley at Seventh – cleared 4 mountain boxes and 1 grated inlet of various yard debris and trash
- Pedley at Eighth – cleared 2 grated inlets
- Sierra at Fifth – cleared 4 drain inlets of “first flush” debris
- Crestview at Mt Rushmore – excavated and cleared receiving pit for under street storm drain
- 2318 Reservoir – cleared temporary drain relief of obstructions and construction debris

Sandbags:

- 4569 California – placed 20 sandbags to retain flow in under driveway tubes
- 4560 California – placed 25 sandbags for disabled resident

Potholes – as a result of the recent rainstorms, potholes were addressed at:

- Hamner Avenue – Third to Fifth
- Fifth at Norconian
- Hillside from El Paso to Fourth
- 4399 Crestview – filled large pothole
- Intersection of Reservoir and Curtis
- 2769 Reservoir

Signs/Striping:

- 2335 Hamner Avenue – in response to numerous acts of vandalism, staff welded the “No Parking” sign brackets to the poles to prevent the signs from being turned away from traffic

Tree Removal:

- Hamner at Sixth, North west corner – removed 2 voluntary palm trees obstructing the safe visibility of traffic exiting the Valero gas station

PLANNING DEPARTMENT AND BUILDING DIVISION:

Approved Special Events:

- 9-1-15 to 6-1-16: Temporary food preparation and service modulars (SilverLakes)
- 1-25-16 to 3-25-16: Grand opening, Black Belt Academy, 1161 Hidden Valley Parkway
- 2-28-16 to 3-13-16: Signs advertising “Casino Night”, various locations.
- 3-31-16 to 4-30-16: March Madness sale advertising, Norco Tires, 1787 Hamner Ave.
- 4-1-16 to 5-5-16: Horse Week advertising signs, various locations

Planning:

Applications Submitted:

Lighting Plan: (1 commercial, 1524 Fourth St.)

Additional Highlights:

- Had in internal meeting to discuss the City’s permit processing program and what is going to be needed in the future as the current program is an old version that is no longer supported with updates by the parent company. The IT Division is going to follow-up with what options are available with the current system and how to effectively integrate a new program in the future.

Surrounding Jurisdictions:

- The City of Chino issued a Public Hearing Notice for a general plan amendment/specific plan amendment for the “Preserve Specific Plan” located at the southeast corner of Chino-Corona Road and Cucamonga Avenue (west of River Road). The meeting will be held at Chino City Hall on March 17, 2016 at 7 pm. The proposed amendment changes land uses within the specific plan and reduces the overall number of housing units from 1,074 to 823.
- The City of Chino issued a Notice of Availability of a Draft EIR for a proposed development of approximately 1,203,050 square feet of warehouse and light industrial/business park uses on 70 acres located on the northeast corner of Hellman Avenue and Kimball Avenue.

The public review of the DEIR ends on April 7, 2016. The DEIR can be reviewed online at: <http://www.cityofchino.org/government-services/community-development/environmental-documents>

The project site is approximately 2.5 miles from the city limits of Norco and will take access via Bellgrave Avenue and Hellman Avenue along the northern and western city boundaries of Eastvale and potentially through Limonite Avenue if that street is ultimately extended across the Cucamonga Creek flood channel.

- Received notice from the Riverside County Local Agency Formation Commission (LAFCO) that on December 15, 2015 the LAFCO Board approved the Sphere of Influence for the City of Jurupa Valley that is coterminous with the current city boundary.

Building Division:

PERMIT APPLICATIONS:	13	(1 commercial, 12 residential)
BUILDING PERMITS ISSUED:	13	(2 commercial, 11 residential)
VALUATION OF CONSTRUCTION:		\$ 151,200.00
BUILDING FEES COLLECTED:		\$ 4,956.21
FIELD INSPECTIONS	34	
STOP WORK NOTICES:	0	
OCCUPANCY PERMITS ISSUED:	0	
SEWER PERMITS:	0	
Estimated sewer flow:		
Capacity Fees collected:		
Connection Fees collected:		

Code Enforcement:

	2015	2016	
TOTAL CASES:	313		69
OPEN CASES:	32	66 (34+32 carry-over from 2015)	
NEW CASES:			7
CITES ISSUED:			6
CLOSED CASES:			5
YARD SALE SIGN REMOVAL:			28

NORCO SHERIFF'S DEPARTMENT:

Norco Citizens' Patrol Chief's Quarterly Award: This award recognizes outstanding contributions to the Norco Citizen's Patrol and the City of Norco. We are proud to announce Veronica Hubbard as this quarter's recipient. Veronica is very dependable in her service to the community. She has an easy-going friendly attitude and works well with others. To her credit, she has volunteered a total of 460 hours in the last year.

As an example, Veronica recently assisted us with hosting a crime prevention meeting with our local clergy. She also started a Neighborhood Watch program in her own neighborhood, which generated significant neighbor participation.

Veronica's volunteerism is outstanding, especially in a time of budget constraints and thin personnel resources.

It is with great pleasure to honor Veronica Hubbard for her continued service to the community. Enjoy those movie tickets, Veronica and thank you for a job well done!



Norco Sheriff's Office Hosts SilverLakes Crime Prevention Meeting: On Wednesday, March 9, the Norco Sheriff's Office met with SilverLakes Management to discuss crime prevention geared toward the safe operation of their event center. In the near future, the Norco Special Enforcement Team (SET) will also be providing SilverLakes employees specialized crime prevention training. This is a service the Norco Sheriff's Office offers to all City of Norco businesses. If anyone is interested in learning more about this service, please contact Deputies Robles or Mendez at (951) 270-5673.

Riverside County Sheriff's Department Report on Crime:

Overall Crime: The Riverside County Sheriff's Department has released preliminary crime statistics for calendar year 2015, indicating an overall increase of 7.4% in all reported FBI Part I crimes

Violent Crime increased by 6.6% in the Sheriff's areas of Riverside County (both unincorporated areas and cities), along with 7.4% increase in overall property crime in those same areas. The FBI typically publishes final crime data for 2015 later this year.

Although homicides were down sharply by nearly 26% for 2015, there was a 7.4% increase in the number of robberies and for aggravated assaults reported to the Sheriff. The overall FBI violent crime numbers (homicide, rape, robbery & aggravated assaults) increased by 6.6% across all of the Sheriff's areas. Reported rapes increased by 2.4% over the previous calendar year. The violent crime numbers were the highest reported since 2012.

Property crimes (burglaries, auto thefts & felony thefts) in the Sheriff's areas of responsibility (county and cities) within Riverside County increased by 7.4%, although burglaries were sharply reduced by over 20% in 2015.

Auto thefts increased by over 20% in 2015, contrasted with the previous year and were the highest number reported since 2007.

Contract Cities Only: Within just the Sheriff contract law enforcement cities combined, violent increased 2.4%, property crimes increased 5.7%, with FBI Part I Crimes increasing 5.5%. The Sheriff's contract policing services provides each of our 17 community partners with a flexible menu of services and each city is able to control its police staffing levels along with their own unique focus for their respective community. The Sheriff's local commanders serve as city police chiefs for each city manager and are just as responsive as any other city department head. This responsiveness encourages considerable initiative and creativity in dealing with local crime challenges in each of those partner cities.

Unincorporated Areas Only: Within just the unincorporated areas of Riverside County, violent crime increased 18.3% from 2014 to 2015, and Property crimes increased by 14.2%, and all FBI Part I Crime was up in the unincorporated areas by 14.6% in 2015, the highest since 2012. In the unincorporated areas of Riverside County, the overall increase in reported Part 1 crimes was impacted the most by aggravated assault, auto theft, and larceny-theft.

Patrol staffing has been held without any increases by County direction and funding at 1.04/1000 population since June 2014, placing on hold the previous County policy under the buildup of patrol deputy staffing in the unincorporated areas up to 1.2 sworn/1000 population over the several years. In contrast, the Sheriff's contract city partners each staff their cities in accordance with their own desires.

The Sheriff's Department serves as the contract policing agency partner with 17 of Riverside County's 28 cities and also serves the unincorporated areas of Riverside County for criminal investigations. Altogether, the Sheriff is responsible for policing nearly 1.4 million residents of the County's population of 2.3 million. Annually Sheriff's Department dispatchers receive over 1.6 million phone calls from the public and dispatch nearly 900,000 calls for service (CFS) by Sheriff's staff, with nearly 1/3 being in-progress calls for service. Riverside County is the 4th most populous of California's 58 counties, and the 10th most populous county with the nation.

Some notes: There are a number of factors that may be attributable to increases in Riverside County crime. The rise in aggravated assaults, may well be attributed to the increase in assaults related to Domestic Violence. Incidents related to spousal assaults were up markedly. Overall, almost half of all reported aggravated assaults in unincorporated Riverside County involved domestic or spousal violence.

The Riverside County Sheriff's Department has a long history of collaboration with all responsive agencies when it comes to the application of domestic violence resources. Our investigative bureaus across the county have designated Domestic Violence Threat Management (DVTM) trained

investigators focusing on reviewing of domestic violence reports to identify training or follow-up needs, identifying subjects likely to commit repeated acts of domestic violence, participating in multi-agency collaborative countywide threat management teams, handling high-profile or threat management domestic violence incidents, and mentoring deputies to improve initial and follow-up domestic violence investigations. All of this is focused on supporting the victim, stopping the behavior, and breaking the cycle of violence.

The Department also works closely with the Family Justice Courts, the District Attorney and their Victim Witness advocates, the SAFE team, and support organizations such as 'Shelter from the Storm' and the 'Riverside Area Rape Crisis Center' to assist with restraining orders, group sessions, safety plans, and individual victim needs such as food and gas vouchers, along with a number of other Crime Victim Assistance programs. The Department also recently received a three year grant from the "Office of Violence against Women" to continue to improve the criminal justice response to sexual, domestic, dating, and stalking violence against women.

Auto theft is an area where Riverside County has also seen increases. The National Insurance Crime Bureau (NICB) notes that auto theft is on the rise all across the United States, yet there is no identifiable reason. Washington, California, Nevada, and New Mexico are among the top five states for auto theft. Riverside County mirrors the national trend, in that the Honda Accord and Civic, Ford F-Series and Chevrolet Silverado trucks, and the Toyota Camry are among the vehicles most at risk for theft.

An additional area of note is the category of larceny-theft. Within this category, thefts from vehicles and shoplifting had significant increases. A likely reason for the increase in thefts from vehicles is related to identity thefts. We attribute this, because wallets, purses, and mail items were frequently reported as being taken from targeted vehicles. In the aftermath of the implementation of Prop 47 we have seen a sharp increase in shoplifting. Shoplifting incidents, previously charged as felonious theft or commercial burglary, which could result in prison sentences, have been reduced to misdemeanors and as such the consequence of incarceration is remote. It could be pointed out that due to Prop 47, the consequence of criminal behavior is more heavily being borne by the crime victim.

The Riverside County Sheriff's jail leadership has been on the cutting-edge in working closely with the District Attorney's Office, the Probation Department, and other jail systems statewide in alternative sentencing programs and in developing assessment tools and training programs to address local inmate recidivism pursuant to AB 109 Realignment in 2011. The Sheriff and local police chiefs across Riverside County maintain close coordination and teamwork in using regional teams, task forces, community partnerships, and multi-disciplinary approaches in confronting our crime problems and the impacts of AB 109 Realignment.

Table I: 2015 Overall Crime Data in the Sheriff's Areas (preliminary):

	2014	2015	%
FBI Violent Crime	2,838	3,026	+6.6
FBI Property Crime	33,225	35,692	+7.4
All Part I Crime	36,063	38,718	+7.4
Homicides	47	35	-25.5
Forcible Rapes	125	128	+2.4
Robbery	908	975	+7.4
Aggravated Assaults	1,758	1,888	+7.4
Burglary	8,296	6,632	-20.1
Vehicle Theft	4,989	6,023	+20.7
Larceny Theft	19,866	22,968	+15.6

Table II: 2015 Overall Crime Data in just the unincorporated areas alone (preliminary):

	2014	2015	%
FBI Violent Crime	749	886	+18.3
FBI Property Crime	6,740	7,698	+14.2
All Part I Crime	7,489	8,584	+14.6
Homicides	17	12	-29.4
Forcible Rapes	56	38	-32.1
Robbery	144	172	+19.4
Aggravated Assaults	532	664	+24.8
Burglary	1,972	1,880	-4.7
Vehicle Theft	1,041	1,479	+42.1
Larceny Theft	3,705	4,321	+16.

FIRE DEPARTMENT / CAL FIRE:

Training: On 3/3/16 Engine Crew 47 participated in Hose and Pumping training at Ben Clark Training Center.

Response Activity - NORCO

False Alarm	3
Haz Mat	1
Medical	30
Other Fire	2
Public Service Assist	1
Standby	2
Traffic Collision	3
Incident Total:	42

Riverside County Fire Weekly Activity Report- Norco

3/3/16 - 3/9/16

	CITY
Activity Totals	Norco
PLAN REVEIWS	TOTAL
All Plan Reviews	10
INSPECTIONS	Norco
Annuals	25
New Construction	
Re-inspections	3
Title 19 Inspections	
Business License Review	1
C of O's	1
Weed Abatement	
MEETINGS & OTHER	Norco
Meeting	
Training	
Special Inspections/Events	