



City Hall Weekly Highlights

March 17, 2016

To: Honorable Mayor and City Council Members

From: City Departments

CITY MANAGER:

Strategic Planning Update: Staff is working with McIntyre St. Clair Consulting, LLC to finalize background information and survey questions for the upcoming update to the City's Strategic Plan. Final background information and survey questions will be sent out electronically to City Council, Commissioners and Department Heads next week for completion. The primary purpose of the survey is to gather information that will help determine key strategic goals that the Strategic Planning Process will address. Following the completion of the survey, individual interviews will be conducted with key stakeholders to clarify information presented in the survey. This step will be followed by a Strategic Planning Workshop to be held in May.

ECONOMIC DEVELOPMENT:

Marketing: CGI Communications, which produces the Community Showcase Video Program sponsored by the National League of Cities, will be updating six short marketing videos produced for the City three years ago and currently posted on its website (<http://norco.ca.us/depts/ed/tour.asp>). Shooting is scheduled for next month during Horseweek, but CGI representatives are currently marketing video products to local businesses. The City is not directly involved in those products but can assure local merchants that they are dealing with a reputable organization.

Business Appreciation: The City's Business Appreciation Initiative, which recognizes one local business at every City Council meeting, was kicked-off on March 16. Mayor Bash, with an assist from Economic Development Advisory Council (EDAC) Chair Patrick Malone, honored Tractor Supply Company with a handsome framed certificate. A blog in the Economic Development section of the City's website is being created to pay tribute to all of the program's honorees.

Economic Incentive: On March 16, the City Council held a public hearing for the City's first Economic Development Subsidy Report pursuant to AB 562, which requires greater transparency in the provision of economic subsidies to local businesses. This report, still available on the City's website (<http://www.norco.ca.us/news/displaynews.asp?NewsID=498&TargetID=1>), details the assistance provided to Paul Blanco's Good Car Company, located at 2000 Hamner Avenue. This high volume automobile retailer is projected to be a major sales tax producer for the City.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,517 utility bills to Group 1 customers. There were 360 accounts that were billed for tag fees totaling \$5,369. We also mailed out 203 delinquent notices to Group 4 utility customers that had not paid their bill on time. On Tuesday, the day before delinquent utility

customers in Group 3 were due for shut off, a courtesy door tag was hung at their door notifying 82 customers of pending water service interruption.

Business License and Cash Receipts: There were 22 new business license applications received during the week. Staff processed a combined total of 1,394 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$382,145.

Miscellaneous Accounts Receivable: A total of 7 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$1,030. 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:

Play Ball! On Saturday, March 12, 2016 the rain subsided and the day was picture perfect as Norco Girls Softball League hosted Opening Day Ceremonies on Field 5 at Wayne Makin Sports Complex. The day started off with a pancake breakfast followed by Opening Ceremonies which included a banner and team parade. The dignitary judges had a task at choosing the winners! Good luck to all the coaches and girls for a fun and exciting season!



Youth Basketball Championship games took place this past weekend. Divisional Awards Ceremonies took place on Tuesday, March 15, 2016 for both boys and girls. All teams, league MVPs and All-Stars were recognized as well as the valuable coaches. Thank you to all the parents, coaches and staff for their support for a successful season! Congratulations to the 2015-2016 season winner of Wayne Makin Award, Dallin Holmes!



Staff attended a seeding meeting in Moreno Valley on Tue, March 15, 12pm – 1pm for the upcoming Youth Basketball (Southern California Municipal Athletic Federation (SCMAF) Tournament. Norco will be represented in this tournament with teams. The Norco Boys C Team will be playing in this

weekend's tournament. Game 1 begins at 9 a.m. at Gonzalez Community center located at 670 Colton Avenue, Colton 92324. Come on out to support these young athletes!

California Home School is hosting its March Gladness Tournament this week at Riley Gymnasium, Thursday-Saturday. Teams come to Norco from Escondido to Camarillo and in between to play in this annual tournament. Host hotel is the Hampton Inn in Norco. Good luck to all the teams and welcome to Horsetown USA!

Youth T-Ball registrations have been extended through March 23, 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.



Wee People Playschool participants are on the lookout for a sneaky little leprechaun this week in anticipation for his annual St. Patrick's Day visit! Hopefully this year he won't make such a mess

A HUGE THANK YOU to two new sponsors for this year's **Summer** and



Concerts in the Park: Norco Horsemen's Association Riverside County District 2 Supervisor Tavaglione! Concerts will be held from 6 p.m.-8 p.m. on the following selected 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

Seniors on the Move took a trip to Pechanga on Wednesday, March 16, 2016.

The Luck 'O the Irish Luncheon was held at the Rose M. Eldridge Senior Center on Thursday, March 17, 2016.

"An Irish Surprise" is the theme for this week's Party Partners event. Clients gladly sport green clothing and hats to celebrate St. Patrick's Day! We're certain they will keep their eyes out for leprechauns and rainbows through the night and they might just find a pot of gold! Event hours: 6-8:30 p.m. at the Rose M. Eldridge Senior Center.

George Ingalls Equestrian Event Center

- Norco Horseweek Pageant practices resumed Monday evening from 5-9pm at Moreno arena.
- Open Recreational Riding is scheduled March 14th -15th and March 21st thru 23rd at Clark arena
- Pacific Coast Miniatures horse club will host a 2-day show on March 19th – 20th at Clark arena
- A private event will be held at Nellie Weaver Hall Saturday, March 19th
- Saddle and Harness open buggy and wagon show is scheduled Sunday, March 20th at Moreno arena.



Welcome Home Vietnam Veterans Day: In honor of the commemoration of the 50th anniversary of the Vietnam War, the City's Veteran's Memorial Committee would like to invite the community to the Welcome Home Vietnam Veterans Day event on Tuesday, March 29th at the George A. Ingalls Veterans Memorial Plaza. Gates open at 8:30 a.m., with the event beginning promptly at 9:00 a.m.

PUBLIC WORKS:

Potable Water Meter Repairs

- 3364 Western - attached portable programmer and confirmed link to network
- 2704 Hidden Trails – replaced MXU – verified link to network
- 2083 Alhambra - attached portable programmer and confirmed link to network
- 207 Grulla – located water meter for new resident
- 4740 Trail - attached portable programmer and confirmed link to network
- 3676 Hillside – attached MXU housing to meter lid - attached portable programmer and confirmed link to network
- 1695 Third - attached portable programmer and linked AMI meter to network
- 4044 California – spliced damaged MXU wires, changed register, attached portable programmer and linked AMI meter to network
- 1740 Detroit - attached portable programmer and confirmed link to network
- 793 Fourth - spliced damaged MXU wires
- 3109 Corona – replaced MXU housing, spliced wires, attached portable programmer and linked AMI meter to network
- 2624 Hidden Trails – spliced damaged MXU wires, attached portable programmer and linked AMI meter to network
- 1825 Hamner - attached portable programmer and confirmed link to network
- 1160 Hamner - attached portable programmer and confirmed link to network
- 1728 Valley View - spliced damaged MXU wires, attached portable programmer and linked AMI meter to network

Potable Water Service Repairs:

- 1457 Fourth – seated packing gland on curb stop

DG/Misc. Aggregate:

- 4550 California – dumped and spread 4 tons DG to trail area to fill rain erosion ruts
- 2371 Red Cloud – dumped and spread 2 tons DG in trail ruts
- 2840 Bronco – dumped and spread ½ ton Dg

- 2547 Lookout Point – filled trail ruts
- 2837 Norco Drive - dumped and spread ½ ton Dg
- 3755 Temescal - dumped and spread 2 tons DG in trail ruts
- 936 Second – spread 1 ton DG

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
- 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
- 4-9-16 and 5-7-16: Car washes, Carls Jr., 2896 Hamner Ave.

Planning:

APPLICATIONS SUBMITTED:

Zone Code Amendment:

(1 commercial)

Site Plan

(1 commercial, 1 residential)

Land Use Meeting: Held a coordinating meeting with two Planning Commissioners, two EDAC members, staff, and representatives from the Norco Egg Ranch property to discuss going forward how the land use review process should go. Different land use options were discussed generally, and the issues for and against those different land uses ranging from logistical constraints to entitlement processing constraints. It was generally agreed that a first step that can be processed relatively easily is an amendment to the existing industrial land use by expanding the allowed uses and adding simple new regulations limiting building size as an example. A report will be prepared for City Council for its direction on whether it agrees that this is a good first step.

Surrounding Jurisdictions: 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.

Building Division:

PERMIT APPLICATIONS:	11	(0 commercial, 11 residential)
BUILDING PERMITS ISSUED:	13	(1 commercial, 12 residential)
VALUATION OF CONSTRUCTION:		\$ 184,246.00
BUILDING FEES COLLECTED:		\$ 6,188.81
FIELD INSPECTIONS	37	
STOP WORK NOTICES:	0	
OCCUPANCY PERMITS ISSUED:	0	
SEWER PERMITS:	0	
Estimated sewer flow:		
Capacity Fees collected:		

Code Enforcement:

	2015		2016
TOTAL CASES:	313		72
OPEN CASES:	32	60	(28+32 carry-over from 2015)
NEW CASES:			3
CITES ISSUED:			4
CLOSED CASES:			9
YARD SALE SIGN REMOVAL:			23

NORCO SHERIFF'S DEPARTMENT:

Norco Sheriff's Office Reintroduces Bicycle Patrol to the City of Norco: As of Monday, March 14, the Norco Sheriff's Office has reintroduced bicycle patrol into our field operations. Bicycle patrol affords our deputies more opportunities to interact with the public and can access areas of the city, where traditional patrol vehicles cannot maneuver. Bicycle patrol also helps us identify criminal activity close up. You will also see our bicycle patrol team participating in city events and parades. We look forward to our bicycle patrol having a positive impact within our city.

Our bike patrol team members currently include Sergeant Todd Pauling and Deputy Arturo Mendez.



March 17, Saint Patrick's Day-Don't Drink and Drive!: The Norco Sheriff's Office wants everyone to have a safe Saint Patrick's Day. Here is an important message from our friends at NHTSA regarding Saint Patrick's Day and drunken driveway (refer to graphic below).

LUCK IS NOT ON YOUR SIDE.
 FROM 2010 - 2014, DURING THE ST. PATRICK'S DAY HOLIDAY PERIOD,
 OVER HALF OF MEN 21-34 KILLED IN CRASHES WERE
 KILLED IN DRUNK DRIVING CRASHES.

FROM 2010-2014, NEARLY 2 OUT OF 3
 TRAFFIC FATALITIES BETWEEN MIDNIGHT
 AND 6AM AFTER ST. PATRICK'S DAY

**OCCURRED IN DRUNK
 DRIVING CRASHES.**

City of Norco-DUI Checkpoint: The Norco Sheriff's Office will be conducting a DUI/Driver's License Checkpoint on March 19, 2016, at an undisclosed location within the city limits between the hours of 8:00 p.m. to 3:00 a.m.

The deterrent effect of Driving Under the Influence (DUI) checkpoints is a proven resource in reducing the number of persons killed and injured in alcohol or drug involved crashes. Research shows that crashes involving an impaired driver can be reduced by up to 20 percent when well-publicized DUI checkpoints and proactive DUI patrols are conducted routinely.

In California, this deadly crime led to 867 deaths and over 23,000 serious injuries in 2013 because someone failed to designate a sober driver. Nationally, the latest data shows over 10,000 were killed by an impaired driver.

Officers will be looking for signs of alcohol and/or drug impairment with officers checking drivers for proper licensing delaying motorists only momentarily. When possible, specially trained officers will be available to evaluate those suspected of drug-impaired driving, which now accounts for a growing number of impaired driving crashes.

Recent statistics reveal that 30 percent of drivers in fatal crashes had one or more drugs in their systems. A study of active drivers showed more tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Of the drugs, marijuana was most prevalent, at 7.4 percent, slightly more than alcohol. Everyone should be mindful that if you're taking medication, whether prescription or over-the-counter, drinking even small amounts of alcohol can greatly intensify the impairment affects.

DUI Checkpoints are placed in locations based on collision statistics and frequency of DUI arrests, affording the greatest opportunity for achieving DUI driving deterrence. Locations are chosen with safety considerations for the officers and the public.

Drivers caught driving impaired can expect the impact of the arrest to include jail time, fines, fees, DUI classes, and other expenses that can exceed \$10,000. The DUI arrest is public information and can expose the violator to a degree of public embarrassment.

Funding for this checkpoint is provided to the Norco Sheriff's Office by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, reminding everyone to "report drunk driver/call 911."

FIRE DEPARTMENT / CAL FIRE:

Weed Abatement: Spring Weed Abatement Notices were mailed to owners of vacant parcels within the City of Norco. Property owners have until April 10th to abate their lots of all spring weeds.

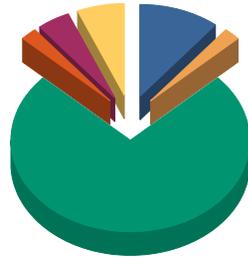
Personnel Recognition: Fire Safety Specialist Sandie Hastings was inaugurated into her new position as President of the Southern California Fire Prevention Officers while attending the Southern California Fire Prevention Officers Conference in Buellton, California.

NART: Fabrication of shelving and cabinets was completed on the new NART trailer. NART team members were able to stock the trailer with the tools and supplies needs to perform large animal rescue.



Response Activity - Norco

March 10, 2016 to March 16, 2016



False Alarm	5	10.9%
Haz Mat	1	2.2%
Medical	34	73.9%
Public Service Assist	1	2.2%
Standby	2	4.3%
Traffic Collision	3	6.5%
Total:	46	100.0%

False Alarm	5
Haz Mat	1
Medical	34
Public Service Assist	1
Standby	2
Traffic Collision	3
Incident Total:	46

Riverside County Fire Weekly Activity Report- Norco

3/10/16 - 3/16/16	
	CITY
Activity Totals	Norco
PLAN REVEIWS	TOTAL
All Plan Reviews	2
INSPECTIONS	Norco
Annuals	35
New Construction	
Re-inspections	13
Title 19 Inspections	
Business License Review	
C of O's	
Weed Abatement	
MEETINGS & OTHER	Norco
Meeting	6
Training	2
Special Inspections/Events	

Weekly Prevention Activity- Graph Summary

