



City Hall Weekly Highlights

April 7, 2016

To: Honorable Mayor and City Council Members
From: City Departments

CITY CLERK:



Patriotic Banners Program: The City of Norco is now accepting applications for the 2016 Patriotic Banners Program. Sponsor a member of the military or a veteran who is or has served in Air Force, Army, Marines, Navy, or National Guard. Applications are available at the City Clerk's Office or at the City's website at <http://www.norco.ca.us/news/displaynews.asp?NewsID=495&TargetID=48>

ECONOMIC DEVELOPMENT:

Tourism Marketing: Visit California, the agency charged with promoting the Golden State as a tourist destination, has run an article on SilverLakes Equestrian Sports Park in the Spring 2016 issue of the publication *What's New in California*, in both its print and online formats. (http://industry.visitcalifornia.com/media/uploads/files/editor/Whats_New_Spring_2016.pdf). The page 11 story on Norco is in good company, appearing with updates on Legoland, the San Diego Zoo and L.A.'s Petersen Automotive Museum. This coverage is the result of an aggressive marketing campaign undertaken by staff to elevate the City's profile as a visitors' destination.

EDAC: To the disappointment of his colleagues and staff, longtime Member Ed Dixon has resigned from the Economic Development Advisory Council (EDAC), effective April 4. Ed, who worked tirelessly on many EDAC projects—he was one of the leaders who made the Sixth Street Gateway Sign a reality—will be greatly missed. Any residents with business expertise interested in serving on EDAC should consult the City's website for more information in the coming weeks.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,904 utility bills and assessed penalties to delinquent accounts totaling \$4,983 to Group 4 customers. Staff also mailed out 221 delinquent notices and billed for tag fees totaling \$3,536 to Group 3 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 1 by Public Works notifying 71 customers that if they did not pay on Tuesday, their water services would be shut off on Wednesday. By Wednesday, 7 customer's water was shut off for nonpayment; 3 customer's water services were restored and 4 remained shut off.

Business License and Cash Receipts: There were 14 new business license applications and 3 renewal Business license applications during the week. Staff processed a combined total of 1,929 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$518,466.

Miscellaneous Accounts Receivable: A total of 10 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$25,209. 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:



Boys Youth Basketball Open “A” and “C” Divisions competed in the Southern California Municipal Athletic Federation (SCMAF) All-Star tournament this past weekend in Los Angeles County. Although “A” Division won their first game on Saturday, they were eliminated in game two by a travel team. “C” Division lost their first game against a travel team on Saturday which sent them to the consolation bracket. They went on to win their second and third game, capturing the title of Consolation Champions! Congratulations to these young athletes! Staff submitted a request to SCMAF to have next year’s tournament in Norco.

The Youth Sports Advisory Committee held its quarterly meeting on Tuesday, April 5, 2016 at 6 p.m. Staff, along with Parks and Recreation Sub-Committee Member Boyle and representatives from Norco Little League (NLL), Norco Girls Softball (NGSL), American Youth Soccer Organization (AYSO), and Norco Junior All-American Football (NJAAF), discussed items pertaining to their leagues permits, provided updates of their seasons and addresses any issues related to their uses needing attention. These meetings are beneficial for successful communication between the City and all joint users of facilities.

Play Ball! Youth T-Ball has been practicing this week. T-Ball Opening Day is Saturday, April 9, 2016 at Parmenter Park (pending possible inclement weather). Game schedules are as follows:

8:30am: Angels vs Dodgers

9:30am: Red Sox vs Athletics

10:30am: Yankees vs Orioles

Summer Basketball: Staff is preparing for the upcoming summer youth basketball season. Register your child now through April 21, 2016. For more information on this league, please visit [Parks and Recreation](#) or call 951.270.5632.

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

USDA Food Distribution took place at 10a.m. on Wednesday, April 6, 2016 at the Rose M. Eldridge Senior Center.

S.T.A.R. Meeting took place at 11:30a.m. on Wednesday, April 6, 2016 at the Rose M. Eldridge Senior Center.

Seniors on the Move took a trip to San Manuel Casino on Wednesday, April 6, 2016.

The Rose M. Eldridge Senior Center located at 2690 Clark Ave. will celebrate **Rose M. Eldridge Day** with an Open House on Saturday, April 16, 2016, 11:30am to 1pm. Please join us! Please come and share your Rose stories, and enjoy some music and refreshments. Rose Eldridge is an advocate for seniors and a true community supporter. The Rose M. Eldridge Senior Center is a comfortable, warm gathering place for seniors age 50 and better. Excursions, classes, activities, the Senior Garden and human services are available Monday through Friday. For further information please call 951-270-52647.

Ukele Mele Group from the Rose M. Eldridge Senior Center visited Wee People Playschool this week as they concentrated on the letter "U". This intergenerational programming is fun for both the older adult and the kids themselves!



Party Pardners will celebrate "Casino Royale" on Friday, April 8, 2016. Participants will practice their best James Bond impression for mission impossible themed fun. They will enjoy music provided by DJ, dancing, games and refreshments! Event hours: 6:00-8:30 p.m. at the Rose M. Eldridge Senior Center.

George Ingalls Equestrian Event Center

- Norco Horseweek Pageant practices continue at Moreno arena from 6 pm – 9pm Monday evening
- Open Recreational Riding is scheduled April 4th -6th at Clark arena from 10am to 3pm
- A 2-Day Rottweiler show will be hosted by South Coast Rottweiler Club this weekend on April 9th – 10th , at Pikes Peak Park
- Modjeska Mavericks Gymkhana Horse Club will host their event Saturday, April 9th at Clark arena
- National Police Rodeo will be returning to Norco on Saturday, April 9th at Moreno arena.
- Don't forget George Ingalls Day at the Veterans Memorial Plaza on Saturday, April 16th at 10 AM

Animal Control Services

During the month of March 2016 staff:

- Adopted 21 dogs, 2 cats and 1 pig
- Returned 16 dogs and 1 cat to their owners
- Issued 16 citations for licensing, leash law and other offenses
- Issued 342 dog licenses
- Received \$448.29 in cash donations from the community, in addition to many donations of blankets, dog food, animal toys etc.

PLANNING DEPARTMENT AND BUILDING DIVISION:

Approved Special Events:

- 9-1-15 to 6-1-16: Temporary food preparation and service modulars (SilverLakes)
- 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
- 5-7-16: Car wash, Carls Jr., 2896 Hamner Ave.

Planning Division:

Applications Submitted:
Conditional Use Permits: 4 (0 commercial, 4 residential)

River Road and Corydon Street Commercial Development: Planning, Public Works, and Engineering met with representatives from Lewis Commercial who is developing the commercial center at corner of River Road and Corydon Street to discuss permit processing and a TUMF credit that the project is eligible to receive.

Vehicle Abatement: Code Enforcement, Planning, and Finance met with representatives from the Riverside County Abandoned Vehicle Abatement Service Authority (AVA) to discuss how to make the program work better in the City.

Surrounding Jurisdiction News: Western Municipal Water District (WMWD) has issued a notice that the draft update to the 2015 Urban Water Management Plan will be available for public review from April 21 to May 12, 2016 and that the Board of Directors will conduct a public hearing to adopt the plan on June 1, 2016 in the WMWD Boardroom, 14205 Meridian Parkway, Riverside, CA. After adoption the plan will be submitted to the California Department of Water Resources by July 1, 2016. For more information regarding the plan the contact information is: kgaynor@wmwd.com.

Building Division:

Permit Applications Submitted: 14 (1 commercial, 13 residential)
Building Permits Issued: 13 (1 commercial, 12 residential)
Valuation of Construction: \$ 371,702.00
Building Fees Collected: \$ 10,250.91
Field Inspections: 23

Code Enforcement Division:

	2015	2016
Total Cases:	313	85
Open Cases:	32	67 (35+32 carry-over from 2015)
New Cases:		9
Cites Issued:		4
Closed Cases:		6
Yard Sale Sign Removal:		22

NORCO SHERIFF'S DEPARTMENT:

Indecent Exposure Suspect Arrested: On April 5, 2016, at 2:00 p.m., a citizen reported seeing a white male exposing himself while walking east on Mountain Avenue, in the city of Norco. Deputies arrived and conducted an investigation. The deputies subsequently located the suspect walking south on Hamner Avenue, exposing himself. The suspect was identified as **Patrick Cumpton**, 22 years old, a resident of Riverside. Cumpton was arrested for indecent exposure and four outstanding arrest warrants. Cumpton was 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. Citizens may also submit a tip using the Sheriff's [CrimeTips](#) online form.

Norco Sheriff's Office Pedestrian Safety Operation-UPDATE Press Release: On Friday, April 1, 2016, the Norco Sheriff's Office conducted a Pedestrian Safety Enforcement Operation as part of its commitment to public safety. The operation took place on Sixth Street, near the I-15 Freeway, in the City of Norco. The objective of this ongoing safety enforcement program was to reduce the number of traffic collisions and decrease the risk to pedestrians using the crosswalk within the City of Norco.

Officers looked for traffic offenses made by drivers and pedestrians. Special attention was directed toward drivers who sped, made illegal turns, failed to stop for signs and signals, failed to yield to pedestrians in crosswalks, and other dangerous violations. Additionally, enforcement was taken for observed violations when pedestrians crossed the street illegally or failed to yield to drivers who had the right of way.

Operation Enforcement Results:

A total of 62 citations (some with multiple violations) were issued and 1 vehicle was towed. The citations included the following violations:

- 21 for causing gridlock
- 21 for failing to stop at red light
- 9 for failing to stop for pedestrian in crosswalk
- 7 for distracted driving (cellphone use or texting)
- 6 for not wearing a seatbelt
- 1 for with an unlicensed or suspended driver's license

The following links provide information regarding safe vehicle operation and traffic safety:

1. http://safety.fhwa.dot.gov/ped_bike/
2. <http://www.distraction.gov/>
3. <http://www.nhtsa.gov/Driving+Safety/Occupant+Protection>

Funding for this program is provided to the Norco Sheriff's Office by the City of Norco and a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Anyone wishing to report traffic safety concerns and/or potential traffic safety hazards is encouraged to contact the Norco Sheriff's Office, via email at traffic.concerns@norco.ca.us or call Sergeant John Del Valle at (951) 270-5673.

April is National Distracted Driving Awareness Month: In California, Police, Sheriff and CHP officials are joining the Office of Traffic Safety, the National Highway Traffic Safety Administration (NHTSA), and the National Transportation Safety Board (NTSB), as well as law enforcement throughout the country, to focus on education and enforcement.

The purpose of the campaign is to raise awareness about the dangers of distracted driving in an attempt to change behavior and save lives, not just in April but also year-round. Lake Elsinore Police Department will join statewide "Zero Tolerance" enforcement campaigns on April 7th and 20th when all agencies will be especially vigilant for distracted drivers. Although the purpose of the campaigns is not to write as many citations as possible, sometimes citations are necessary for drivers to understand the importance of focusing on their driving.

Distracted driving continues to be a problem, especially as the use of smart phones increases. Although such crashes are often difficult to prove, California had at least 84 fatal distracted driving collisions in 2013, 85 in 2014 and 67 in 2015, with the actual number of cases likely higher. The number of injury collisions for the same three-year period shows an increase: 10,078 in 2013; 10,463 in 2014; and 11,023 in 2015. NHTSA data for 2014 show nationwide, 3,179 people died in distracted driving collisions, which is 10 percent of all crash fatalities. An additional 431,000 people, or 18 percent, were injured in motor vehicle collisions involving distracted drivers.

"As we rely on our cell phones more and more in our everyday lives, we seem to be kidding ourselves in thinking that they don't affect our driving," said OTS Director Rhonda Craft. "Crashes are up. The scientific evidence is solid. The dangers are real, and they apply to all of us. We need to silence the distractions."

The problem of distracted driving is significant, and no surprise to drivers day in and day out. The Department of Transportation notes that at any given moment during daylight hours, more than 660,000 vehicles are being driven by someone using a hand-held cellphone.

NHTSA will conduct a television campaign in April with the message “U Drive. U Text. U Pay.” OTS will produce public service announcements and conduct a social media campaign urging drivers to “Silence the Distraction.”

WHAT IS DISTRACTED DRIVING?

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cellphone or smartphone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

But, because text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction.

The California Office of Traffic Safety, Police, Sheriff and the CHP reminds everyone the best way to end distracted driving is to educate all Americans about the danger it poses.



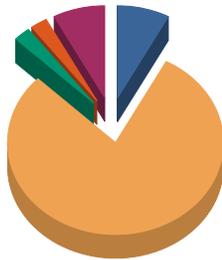
FIRE DEPARTMENT / CAL FIRE:

Residential Structure Fire: On April 3rd, CAL FIRE / Riverside County Fire Station 57 responded to a report of a residential structure fire in the City of Norco. Fire fighters arrived at scene to find a 1000 square foot detached barn well involved with fire. A total of four engine companies amounting to 14 Firefighters employed a combination exterior then interior attack of the fire gaining containment within 30 minutes.

Follow-Up Visit to Highland Elementary: On April 5th, 6: In January of 2016, E57 responded and rendered aide to a student that was injured on the playground at Highland Elementary. The responding engine crew has been in contact with the school and family to follow up on his progress. On April 5th, Engine Crew 57 visited Mrs. Oliver's class at Highland Elementary to visit the student's class. During the visit Engine Crew 57 spoke with students about the care provided the job of a first responder.



Response Activity - Norco 3/31/16 to 4/6/2016



False Alarm	3	7.7%
Medical	31	79.5%
Public Service Assist	1	2.6%
Res Fire	1	2.6%
Traffic Collision	3	7.7%
Total:	39	100.0%

Incidents Reported for Date between 3/31/2016 and 4/6/2016 and Norco City

False Alarm	3
Medical	31
Public Service Assist	1
Res Fire	1
Traffic Collision	3
Incident Total:	39

Riverside County Fire Weekly Activity Report- Norco

3/31/16 - 4/6/16

Activity Totals

PLAN REVEIWS	TOTAL
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All Plan Reviews	5
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INSPECTIONS

Annuals	12
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New Construction	4
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Re-inspections	14
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Title 19 Inspections	
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Business License Review	4
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C of O's	1
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Weed Abatement	
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MEETINGS & OTHER

Meeting	1
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Training	
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Special Inspections/Events	
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