



City Hall Weekly Highlights

July 7, 2016

CITY MANAGER:

Strategic Planning Update: Senior management staff met with McIntyre St. Clair Consulting this week to continue work on finalizing the City's Strategic Plan. This week's meeting between staff and the consultant focused on finalizing the action plans necessary to achieve the strategic priorities that were set by City Council, Staff and Commissioners in late May. The final document is expected to be ready for presentation to various City Commissions later this month. After review by City Commissions, the document will be scheduled for City Council review and approval in early September.

ECONOMIC DEVELOPMENT:

Historic Preservation: The Chair of the City's Historic Preservation Commission and the City's Cultural Resources Consultant joined Economic Development and Parks & Recreation staff to review the property maintenance implications of the designation of the Community Center as a historic landmark, approved by City Council on June 15, 2016. In practice, landmark status will not interfere with ordinary maintenance of the building nor most interior renovations. For larger exterior projects, such as the installation of a new roof, a brief consultation would be triggered to ensure that the integrity of the architecture is not being compromised.

Farmers Market: Staff continues to assist the Special Events Subcommittee of the Economic Development Advisory Council (EDAC) in researching the feasibility of bringing a Certified Farmers Market to Norco, meeting with Oscar de Leon, the manager of successful markets in Claremont, Riverside and La Verne. A professionally managed Certified Farmers Market can be an asset to any community, encouraging residents to eat healthier, cook more creatively and interact with neighbors while supporting California's rich tradition of family farming. Staff anticipates bringing the subject to City Council for discussion in August.

FISCAL AND SUPPORT SERVICES:

Bill Processing: Staff mailed out 1,913 utility bills to Group 4 customers and assessed penalties to 346 delinquent accounts totaling \$5,717. We also mailed out 220 delinquent notices and billed for tag fees totaling \$3,520 to Group 3 utility customers that had not paid their bill on time.

Business License and Cash Receipts: There were 4 new business license applications received during the week and 380 renewal applications totaling \$59,583. Staff processed a combined total of 2,098 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$727,177. The City received \$76,424 from the Riverside County Treasurer for the sale of Successor Agency assets by agencies; \$48,339 from Balboa for the first loan payment for Silverlakes; \$58,358 for Measure A.

Miscellaneous Accounts Receivable: A total of 29 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$33,906. 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:

The 4th of July for the Patriotic Trail Ride and Picnic in the Park was a blast! Free family-fun activities included an equestrian ride led by Mayor Bash, followed by a picnic in the park with old-fashioned games like egg toss, watermelon eating contests, bubble blowing contests, horseshoe tournament and cake walks. Many people wrote letters to our troops which will be sent to our service men and women; letting them know Horsetown USA is thinking of them and are thankful for their service. A BIG thank you to our sponsors for contributing to this year's festivities: Bob's Big Boy, Corky's Kitchen & Bakery, Cowgirl Café, Hunny's Restaurant, McDonald's, Norco's Best Burgers, Pat's Kitchen, Polly's Pies, Stater Bros. We appreciate your support!



The Youth Sports Advisory Committee held its quarterly meeting on Tuesday, July 5, 2016 at 6 p.m. Staff, along with Parks and Recreation Sub-Committee Member Holder and representatives from Norco Little League (NLL), Norco Girls Softball (NGSL) and American Youth Soccer Organization (AYSO) 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. Norco Junior All-American Football (NJAAF) was not in attendance.

Summer Concerts in the Park is back this Friday night, July 8, 2016 at Pikes Peak Park from 6-8p.m. "Cougarzz Rock" is a high energy, all live, dance band whose talent and fun loving appeal has set a new standard in Corporate Entertainment. They specialize in today's dance music, classic rock favorites, and performing a wide range of classic dance standards...so come ready to have a BLAST! Norco Lions Club will have the BBQ filled with delicious hotdogs, burgers, brats and more available for purchase! Thank you to our sponsors: Norco Lions Club, Riverside County District 2 Supervisor Tavaglione, Air Temp, Inc., Waste Management, Norco Horsemen's Association, RURAL.



National Day of the American Cowboy event will be held on Saturday, July 23, 2016 at the George Ingalls Equestrian Event Center. Horsetown USA invites you to join us for a fun-filled, action-packed family event which helps preserve and honor America's cowboy and Western heritage which helped to build our country!

This year, Pacific Coast Junior Bull Riders will kick off the day at 3 p.m. with their rodeo in Moreno Arena, as participation events such as Sorting, Poles One, Obstacle Course, Ribbon Races, etc. run in Clark Arena. The Grand Opening will take place at 5p.m. in Moreno Arena with the presentation of state flags on horseback. Additional attractions include:

- Craft and Food Vendors
- Cow Chip Contest
- Chuckwagon Races
- Kids Wagon Races and Boot Scramble
- Calf Dressing
- Mane Attraction Drill Team

That's not all! You don't want to miss the Hands to Horn Combat; an extreme rodeo team made up of bull fighters who are active duty military members and veterans Admission is \$5 per person, 10 and under free. Parking is \$2. Contestant Gates open at 1:30p.m. Public Gates open at 2:30 p.m. For more info, please call 951-377-7040 or visit www.norco.ca.us For more details, please visit our Facebook page [by clicking this link.](#)

George Ingalls Equestrian Event Center

- George A. Ingalls Veteran's Memorial Plaza is open daily from 10 a.m. to dusk.
- No Barrel Racing July 7th due to special event but will return July 14th at Moreno arena.
- Concerts in the park at Pikes Peak Park Friday, July 8th starting at 6 p.m.
- The North American Dog Agility Council (NADAC) is hosting a 4-Day agility show starting with a workshop on Thursday, July 7th and Agility show Friday, July 8th thru July 10th at the Moreno arena.
- Modjeska Mavericks Gymkhana horse show is scheduled Saturday, July 9th at Clark arena.

Public Art

The newest addition of public art has arrived at the George Ingalls Equestrian Event Center.



PUBLIC WORKS:

Horse Trail fencing – the contractor has begun the installation of white vinyl fencing in the “Peninsula” area of town. Installation was started at Stagecoach Drive and will proceed down Bluff towards River Road.

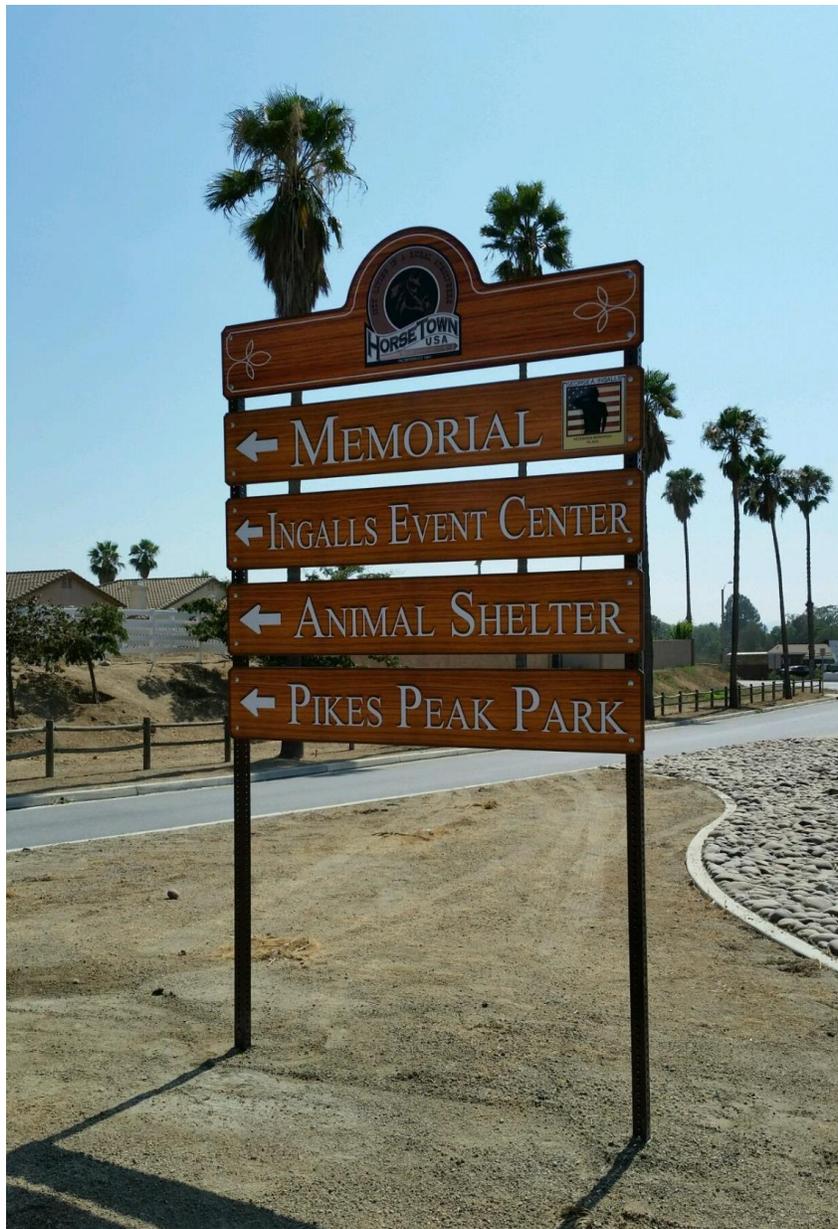
Collection System Maintenance

- Norco Drive sewage lift station -- In response to the electrical failure of the submersible pump, an emergency above ground bypass system of the lift station was installed to continue the necessary pumping of raw sewage. Quotes for replacement pumps are being acquired. The horse trail in this area will necessarily remain closed until the new submersible sewage pumps are purchased and installed.



Traffic Calming

- As part of the North Drive/Crestview traffic calming project, two temporary dynamic speed feedback signs have been placed on Crestview Drive. The first was installed facing southbound traffic and the second facing northbound traffic. The signs were fully functional and operational as of Wednesday, July 6th. They both have been placed in “Stealth Mode”. During this programming the signs are actively acquiring data, including but not limited to, traffic counts, top speed and average speed but show no feedback to the drivers. After a week of collecting data the signs will be placed in “Active Mode”.
- Way-finding signs have been installed in the center median of North Drive facing westbound traffic. By populating the center median, the area becomes visually constricted causing the typical driver to slow down. The signs direct drivers to the Veterans Memorial, Ingalls Event Center, the Animal Shelter as well as Pikes Peak Park.



Weed Abatement and Miscellaneous:

- Utilizing the work release program:
 - 16 pallets of filled sandbags constructed by the Calfire inmate crews and stored at Station 47 have been relocated to the corporate yard.
 - 3538 to 3598 Chestnut – dumped and spread 8 tons DG
 - 3952 to 3988 River Ridge – dumped and spread 12 tons DG
 - Intersection of Chestnut and Bluff – cleared dirt and debris from the gutters

- Dumping and Debris Cleanup:
 - Norconian Drive at Fifth Street – removed tires dumped on road edge
 - Seventh Street at Pedley – removed palm fronds stacked in the right of way
 - Taft at Hamner – removed 2 couches and a recliner dumped in the street

PLANNING DEPARTMENT AND BUILDING DIVISION:

Approved Special Events:

- 6-1-16 to 12-1-16: Extensions for temporary food preparation and service modulars (SilverLakes)
- 7-16-16: Outdoor food event, Sons of Liberty, 1780 Town and Country Drive
- 7-1-16, 7-30-16, 9-5-16: Car show, Bob’s Big Boy, 3521 Hamner Avenue

Surrounding Jurisdictions: The City received a copy of the approved Initial Study with Mitigated Negative Declaration/Environmental Assessment with Finding of No Significant Impact for the I-15 Express Lanes project that will be constructed primarily in the I-15 median through the cities of Norco, Eastvale, Jurupa Valley, and Corona. A copy is available for review at City Hall.

Building Division:

Permit Applications:	16	(1 commercial, 15 residential)
Building Permits Issued:	21	(2 commercial, 19 residential)
Valuation of Construction:		\$ 261,194.32
Building Fees Collected:		\$ 8,811.00
Field Inspections:	38	
Stop Work Notices:	0	
Occupancy Permits Issued:	0	
Sewer Permits:	0	

Code Enforcement:

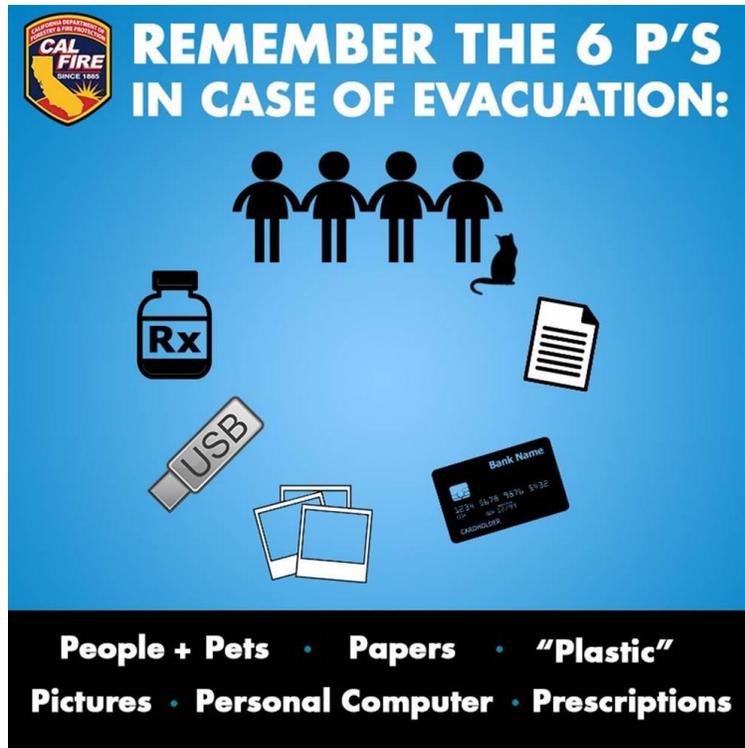
Total Cases:	313	172
Open Cases:	16	74 (58+16 carry-over from 2015)
New Cases:		4
Cites Issued:		5
Closed Cases:		18
Yard Sign Removal:		22

Additional Highlights:

- Working with Court appointed Receivership, doing property abatement on Eighth Street.
- Continue end of Fiscal year inspections for Business/Commercial Vehicle exemptions.
- Working with Court appointed Receivership, doing property abatement on Fifth Street.

FIRE DEPARTMENT / CAL FIRE:

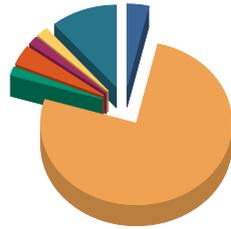
Evacuation Tips: Evacuations save lives and allow responding personnel to focus on the emergency at hand. Please evacuate promptly when requested! If you are unsure if what to take during an evacuation remember the 6 P's: People & Pets, Papers, "Plastic", Pictures, Personal Computer, and Prescriptions.



Fire Facilities Tour: Chief Silvio Lanzas, spent Tuesday July 5th with Council Members Hana, Hoffman and Grundmeyer. The Chief and Council Members toured several Fire Department locations to highlight some of the specialized facilities offered through contracting with CALFIRE. The tour included visits to Perris Administrative Headquarters, the Perris Emergency Command Center, Perris Fire Equipment Service Center, Hemet Ryan Air Attack Base and finally the Ben Clark Regional Fire Training Facility.



Response Activity - Norco



False Alarm	2	3.7%
Medical	41	75.9%
Other Fire	1	1.9%
Public Service Assist	2	3.7%
Ringing Alarm	1	1.9%
Standby	1	1.9%
Traffic Collision	6	11.1%
Total:	54	100.0%

Incidents Reported for Date between 6/30/2016 and 7/6/2016 and Norco City

False Alarm	2
Medical	41
Other Fire	1
Public Service Assist	2
Ringing Alarm	1
Standby	1
Traffic Collision	6
Incident Total:	54

Riverside County Fire Weekly Activity Report- Norco

6/30/16 - 7/6/16

	CITY
Activity Totals	Norco
PLAN REVIEWS	TOTAL
All Plan Reviews	3
INSPECTIONS	Norco
Annuals	22
New Construction	
Re-inspections	4
Title 19 Inspections	
Business License Review	2
C of O's	
Weed Abatement	1
MEETINGS & OTHER	Norco
Meeting	1
Training	
Special Inspections/Events	