

WEEKLY HIGHLIGHTS

JULY 28, 2016



COMING UP:

August 1, 2016

Streets, Trails and
Utilities
Commission

August 3, 2016

City Council
Meeting

August 5, 2016

Concerts in the
Park

August 10, 2016

Planning
Commission
Meeting

August 17, 2016

City Council
Meeting



The Weekly Spotlight

NORCO ANIMAL SHELTER REHOMES 24 ANIMALS

On Saturday July 23, 2016, the Norco Animal Shelter participated with 55 other Southern California Shelters and Rescues for a special "Clear the Shelter Day" sponsored by NBC and Telemundo. Over 46,000 pets were adopted throughout the weekend nationwide. Norco Animal Shelter found new homes for 24 of the Shelter's animals.

CITY MANAGER UPDATE

MOSQUITO SPRAY TREATMENTS IN THE CITY OF NORCO

The Northwest Mosquito & Vector Control District will perform adult mosquito spray treatments on July 29th, 2016 to lower the mosquito population affecting residential areas within the City of Norco. The spray application will be conducted between the hours of 3:00 am to 6:00 am at water retention basins located along Wild Horse Lane, Stable Way, and Cavaletti Lane in the City of Norco. The District will treat these areas with Aqua-Reslin (EPA Reg. 432-796), which is approved for use in mosquito control by the US EPA. The District has worked to use Integrated Pest Management Practices in these areas, and the majority of their efforts focus on preventing mosquito breeding and killing mosquito larvae before they become flying adults. However, due to elevated trap counts, the District has decided that adult mosquito control via truck mounted ground fogger is the best means to control the current mosquito populations in these areas. Signs were posted on July 27th, 2016 in the areas that will be sprayed to inform the public of the District's activities. Information regarding the treatment will be posted at www.northwestmvcd.org. If there are any questions or concerns please contact the District at 951-340-9792. Please visit the [City's website](#) to see images for the exact spray route.

CITY CLERK UPDATE

BE INFORMED

Mayor Pro Tem Greg Newton, the City Manager and City Department Managers participated with other community leaders in the Norco Community Town Hall meeting on Monday, July 25th. The Town Hall was hosted by RURAL and featured speakers from Senator Richard Roth's office, Assembly Member Eric Linder's office, Lake Norconian Club Foundation, CalFire, the Norco Sheriff's Office and more. All speakers provided valuable updates affecting Norco. Topics included approved and upcoming legislation, Norconian Hotel preservation efforts, recent City Council action, traffic enforcement, and emergency preparedness. The Norco Community Town Hall meetings are held quarterly and aim at keeping residents informed of local and regional issues. Mark your calendars and plan on joining your neighbors at the next Norco Community Town Hall meeting scheduled for October 24, 2016!

FOLLOW THE
CITY OF
NORCO ON
FACEBOOK
@cityofnorco



TO STAY UP
TO DATE ON
COMMUNITY
NEWS AND
EVENTS

WATCH CITY
COUNCIL
MEETING
RECORDINGS
ON VIMEO



VIDEO LINKS
CAN BE
FOUND ON
THE CITY
WEBSITE

ECONOMIC DEVELOPMENT UPDATE

NEW NORCO COMMUNITY VIDEOS COMING SOON

At its meeting of July 26, the Economic Development Advisory Council (EDAC) approved draft videos created by CGI Communications, which produces the Community Showcase Video Program sponsored by the National League of Cities. These six (6) short videos are updated versions of those produced by CGI three years ago, which are currently posted on the City of Norco website and have proven to be valuable marketing tools. After shooting, editing and reediting, the updated videos will go into final production and will be uploaded to the City's website in the near future.

EDAC WELCOMES NEW CHAIR AND VICE CHAIR

At its meeting of July 26, 2016, the Economic Development Advisory Council (EDAC) voted in new leadership. Brad Renfree, who previously served as Vice Chair, was elected the new Chair and Scott da Rosa was elected as Vice Chair. The Members expressed gratitude to outgoing Chair Patrick Malone, whose leadership has greatly enhanced the visibility and effectiveness of EDAC. At the same meeting, City Manager Okoro presented the draft 2016 City of Norco Strategic Plan, which was favorably received.

AUGUST'S BUSINESS APPRECIATION INITIATIVE NOMINEE

The Economic Development Advisory Council (EDAC) has selected Sparky's Electric as the next honoree of the City's Business Appreciation Initiative. This program recognizes enterprises making meaningful contributions to the community, whether Fortune 500 corporations or mom-and-pop merchants. The EDAC nominates the local businesses to be honored, and a page in the Economic Development section of the City's website pays tribute to them. Sparky's Electric will be recognized at the City Council meeting of August 17, 2016.

FISCAL AND SUPPORT SERVICES UPDATE

BILL PROCESSING

Staff mailed out 1,971 utility bills to Group 3 customers and assessed penalties to 307 delinquent accounts totaling \$5,434. We also mailed out 257 delinquent notices and billed for tag fees totaling \$4,112 to Group 2 utility customers that had not paid their bill on time.

BUSINESS LICENSE AND CASH RECEIPTS

There were 10 new business license applications received during the week and 71 renewal applications totaling \$12,049. Staff processed a combined total of 2,050 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$1,701,625. The City received the final triple flip allocation of sales tax totaling \$767,010.38; \$417,300 in sales tax.

MISCELLANEOUS ACCOUNTS RECEIVABLE

A total of 34 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$4,254. 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.

JOIN US
SOON FOR:



CONCERTS
IN THE PARK

FRIDAY
AUGUST 5TH
6-8 PM

PIKES PEAK
PARK



NATIONAL
NIGHT OUT

TUESDAY
AUGUST 9TH

TARGET
PARKING LOT

5-7 PM

PARKS AND RECREATION UPDATE

YOUTH BASKETBALL PLAYERS CELEBRATE AT AWARDS NIGHT



Congratulations to all of the participants from the 2016 Summer Youth Basketball League! The awards ceremony took place on Monday night at Riley Gymnasium which celebrated the accomplishments of 245 youth and their hard work! Thank you to all the volunteer coaches for helping make this season a success! Great job and we hope to see you in the Fall season!

THE 2016 NATIONAL DAY OF THE AMERICAN COWBOY

For information on participation results, please visit us [by clicking this link](#). Thank you to our valuable sponsors: BootBarn, Carls' Jr., The Green Family, Norco Mounted Posse, Polly's Pies, Silverlakes Equestrian and Sports Park, Southern California Edison, Striders, Waste Management and Water Wheel Saloon and Restaurant. To view photos from this event, please visit us at www.facebook.com/cityofnorco/.

NORCO JUNIOR ALL-AMERICAN FOOTBALL SEASON HAS ARRIVED



NJAAF kicked off the 2016 season with Hell Week at Wayne Makin/Shearer Sports Complex. This youth sports organization began in 1971, and has been the host to over 10,000 young tackle football players, flag football players and cheerleaders. As they are celebrating their 45th year, the Board hopes to make it a memorable one by changing the name to Cougars and colors back to blue and white to mimic Norco High School program, and in doing so, bringing unity back to Norco football. [Click here for more info on NJAAF](#).

GEORGE INGALLS EQUESTRIAN EVENT CENTER LINEUP

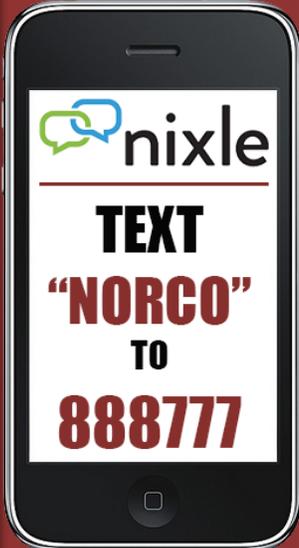
DATE:	EVENT:	EVENT DETAILS:
07/28	Community Barrel Racing	Moreno Arena
07/29	Private Event	Arena Level Closed
07/30	Private Event	Nellie Weaver Hall

NORCO ANIMAL SHELTER – PET OF THE MONTH



Venus is our new Dog of the Month. She came in as a stray. She is a sweet girl who loves to play and run. She will be spayed upon adoption and she is available for a \$28.00 adoption fee.

STAY
IN THE
LOOP



ROAD
CLOSURES
SAFETY
HAZARDS
SEVERE
WEATHER



nixle.com

PUBLIC WORKS UPDATE

NEW TRAIL FENCING COMING SOON TO VALLEY VIEW AVENUE

In preparation for the installation of new white vinyl trail fence, all of the old deteriorated wood fencing was removed from First Street to Second Street. The trail was then repaired with four tons of DG and all weeds were cleared.

AVOID ILLEGAL DUMPING - CALL WASTE MANAGEMENT

An unknown vehicle illegally dumped a large amount of debris behind Norco High School, requiring immediate clean up by our standby crew. It was apparent that the debris was placed onto tarps then tied to ropes wrapped around the nearby trees and poles then pulled from vehicle. Waste Management offers City of Norco residents three free bulky waste pickups per year. Call (800) 423-9986 for more information.

	ADDRESS:	DESCRIPTION:
POTABLE SERVICE LINE REPAIRS:	1375 Valley View Avenue	Meter box raised to grade
	965 Pedley Avenue	Replaced 1" straight stop
	1060 Seventh Street	Replaced ¾" straight stop
POTABLE MAIN LINE REPAIRS:	3414 Shawnee Drive	6" std bell leak, repaired with full circle clamp
	630 Parkridge Avenue	8" std leak near 2" service, repaired with full circle clamp
WELL MAINTENANCE	Well 13	Replaced Chlorine feed lines
STREET MAINTENANCE:	3367 Corydon Avenue	Filled large pothole
COLLECTION SYSTEM	Corona Lift Station	Re-primed both pumps and restored normal operation
WEED ABATEMENT:	2626 Sierra Avenue	Cleared empty lot of debris and weeds
	Old Hamner Avenue	Cleared from Detroit Street to Taft Street
	Detroit Street	Cleared from Old Hamner Avenue to 15 Freeway
	4696 Center Avenue	Cleared corner
DG AND MISCELLANEOUS AGGREGATE	1690 Valley View Avenue 4459 California Avenue 4521 Pedley Avenue 3553 Temescal Avenue	

RESIDENTS
RECEIVE
THREE FREE
BULKY WASTE
PICKUPS
PER YEAR



CALL
(800) 423-9986
FOR MORE
INFORMATION

SIGN UP FOR
MORE NEWS
AND ALERTS
ON THE CITY
WEBSITE



NORCO SHERIFF'S DEPARTMENT UPDATE

COFFEE WITH A COP



The Norco Sheriff's Office held its annual Coffee with a Cop, on Wednesday, July 27, at the Cowgirl Café, in the City of Norco. The event was attended by Norco citizens and our Norco Citizen's Patrol Group (NCP). Council Member Ted Hoffman also stopped by to lend his support. There was good conversation amongst our deputies and citizens and the event provided our citizens with the ability to get to know the deputies patrolling their streets and working hard to make them safe. Thanks to all who attended, we had a great time. The Norco Sheriff's Office would like to thank the Cowgirl Café for their generosity with hosting this event. Remember to join us for National Night Out, at the Norco Target Parking lot on Tuesday, August 9, 2016, at 5:00 p.m.

TRAFFIC ENFORCEMENT EFFORTS CONTINUE

As part of our ongoing effort to reduce traffic collisions in the City of Norco, the Norco Sheriff's Office will be conducting traffic enforcement throughout the city, on Friday, July 28, 2016. The areas targeted will include locations where injury collisions have been reported. Funding for this operation is provided in part by the City of Norco and a grant from the Office of Traffic Safety. The Norco Sheriff's Office urges everyone to drive safely, obey all traffic laws, and buckle up.



NATIONAL NIGHT OUT COMES TO NORCO: TUESDAY, AUGUST 9

Join us for a night out against crime! National Night Out is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie to make our neighborhoods safer, better places to live. On Tuesday, August 9, from 5:00 p.m. through 7:00 p.m. the Norco Sheriff's Office, the City of Norco, and Target, will be hosting National Night Out at the Norco Target parking lot, located at 1290 Hamner Avenue, in the City of Norco. This is a public event and provides citizens and community members the opportunity to meet with local Riverside County Sheriff's Department members, including our bomb squad, K-9 team, swat team, explorer program, and hazardous materials unit. There will be on-site child fingerprinting, carnival games and crafts, CAL-FIRE personnel and equipment, face painting, a petting zoo, and rock climbing wall. Other event partners include CAL-FIRE, Norco Area Chamber of Commerce, City of Eastvale, Eastvale Chamber of Commerce, Eastvale Community Foundation, and City of Jurupa Valley. Visit NNO.org for more information.

Norco City Hall

2870 Clark Avenue
Norco, CA 92860
Monday – Thursday
8am to 6pm

**City Hall
Development
Related Services**

Public Counters
Building, Planning,
Engineering
Monday – Thursday
10am to 4pm*

**Parks & Recreation
Public Counter**

Monday – Thursday
10am to 3pm*

Online class
registration is available
24/7

**Sheriff Substation
Public Counter**

Monday – Thursday
10am to 2pm

Fire Administration

3902 Hillside Avenue
Norco, CA 92860
Monday – Thursday
10am to 2pm

**Animal Control/
Animal Shelter**

98 Sixth Street
Norco, CA 92860
Tuesday, Wednesday,
Thursday
9am to 6pm
Saturday
10am to 4pm
Closed on Monday,
Friday, Sunday and
Holidays

Call dispatch for
emergencies
(951) 371-1143

*Appointments are
available upon request

FIRE DEPARTMENT/CAL FIRE UPDATE

GET ‘CERT’IFIED

County of Riverside Emergency Management Department will be hosting CERT Refresher Cribbing on August 10th at Fire Station 47. Please register at www.RivCoCERT.org. Please contact County of Riverside EMD with any questions 951-955-4700.

RESIDENTIAL FIRE UPDATE

On July 21, 2016, CALFIRE/Riverside County Fire responded to a reported structure fire on Rim Crest Drive in the City of Norco. E57 was the first arriving engine company and reported heavy smoke and fire from the garage side of the structure. Firefighters were able to quickly knock down the fire and contain it to a bedroom with some extension into the adjacent bathroom. The rest of the house sustained smoke and heat damage throughout. All occupants were accounted for and no injuries occurred.

RESPONSE ACTIVITY – NORCO	
<i>Incidents Reported Between 07/21/2016 and 07/27/2016</i>	
False Alarm:	6
Medical:	34
Traffic Collision:	4
Other Fire:	1
Residential Fire:	1
INCIDENT TOTAL:	46

RIVERSIDE COUNTY FIRE WEEKLY ACTIVITY REPORT – NORCO	
<i>07/21/2016 and 07/27/2016</i>	
Plan Reviews	Total
All Plan Reviews	4
Inspections	Total
Annuals	17
New Construction	5
Re-Inspections	7
Meetings and Other	Total
Meeting	4
Special Inspections/Events	1

Join us for a night out against crime!



POLICE • COMMUNITY PARTNERSHIPS

A GREAT night to get acquainted with the Riverside County Sheriff’s Department and your neighbors!

- Bomb Squad
- K-9 Team
- Swat Team
- Child Fingerprinting
- Explorer Program
- Hazardous Materials Unit
- Carnival Games
- Carnival Games and Crafts
- Ladder Truck
- Paramedic Squad
- Face Painting and Petting Zoo
- Rock Wall, Bouncers and Fun!

Tuesday, **August 9, 2016** from 5-7 p.m.

Target Parking Lot at Norco Gateway

Located at 1290 Hamner Avenue

(Activities subject to change.)

SPECIAL THANKS TO OUR EVENT PARTNERS!



We create community through people, parks, trails and programs!

Visit NNO.org for more information.

COUNTY OF RIVERSIDE EMERGENCY MANAGEMENT DEPT.



CERT Refresher CRIBBING

The County of Riverside Emergency Management Dept. is conducting CERT Cribbing refreshers. All CERT graduates are welcome to attend. We will be holding six sessions:

- Norco Fire Station 47
3902 Hillside Ave, Norco, CA 92860
August 10, 2016 6pm-9pm

To register go to:

www.RivCoCERT.org
Or call 951-955-4700



WILDFIRE IS COMING. ARE YOU READY TO... GO?

FOLLOW THESE STEPS AS SOON AS POSSIBLE TO GET READY TO GO!

1. Review your Evacuation Checklist.
2. Ensure your Emergency Supply Kit is in your vehicle.
3. Cover up to protect against heat & flying embers. Wear long pants, long sleeve shirt, heavy shoes/boots, cap, dry bandanna for face cover, goggles or glasses. 100% is preferable.
4. Locate your pets and take them with you.

LEAVE AS SOON AS EVACUATION IS RECOMMENDED BY FIRE OFFICIALS.

Don't wait to be ordered by authorities to leave. Evacuating early also helps fire-fighters keep roads clear of congestion, and lets them move more freely to do their job. In an intense wildfire, they may not have time to knock on every door. If you are advised to leave, don't hesitate!

For more information as well as a checklist on Pre-Evacuation Preparation Steps visit:

www.ReadyforWildfire.org
www.fire.ca.gov
www.rvcfire.org

