

# WEEKLY HIGHLIGHTS

AUGUST 25, 2016



## COMING UP:

Sept. 1-5, 2016

Norco Fair

Sept. 5, 2016

Labor Day Parade

Sept. 7, 2016

City Council Meeting

Sept. 12, 2016

Parks & Recreation Meeting

Sept. 13, 2016

Historic Preservation Meeting

Sept. 14, 2016

Planning Commission Meeting



## The Weekly Spotlight

### HEY NORCO! DID YOU KNOW?

The City of Norco recently launched a print and digital information campaign to communicate with Norco residents. The “Did You Know?” campaign will highlight relevant topics in a concise and visually attractive manner to easily share information about City programs, issues and events with the public. “Did You Know?” topics will change frequently and will be publicized on the City website, Facebook, electronic messaging system, and Weekly Highlights. Watch for new “Did You Know?” posts to make sure you stay in the know!

## CITY MANAGER UPDATE

### MEETINGS WITH CRC

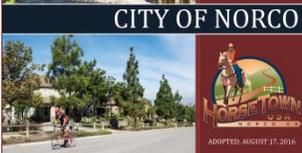
During the week, staff and Council Member Ted Hoffman attended two meetings with staff from the California Rehabilitation Center (CRC) in Norco. The first meeting was to discuss public safety issues surrounding the impromptu concert by Prophets of Rage that was initially planned by CRC to take place on their premises but ended up taking place on City public right way. During the meeting we discussed the need for CRC and the City to continue working collaboratively to ensure timely notification of events at CRC so that both agencies are prepared to handle potential public safety risks associated with this type of activity. In the Citizen’s Advisory Committee Meeting, CRC staff updated City on various activities that are ongoing at the institution. CRC is continuing to prepare for their upcoming American Correctional Association Accreditation with the goal of proving better living and working conditions for inmates and employees. To increase the chances of obtaining accreditation, CRC will be performing special repair projects including refurbishing of dorms, electrical distribution and water valve improvements. CRC believes that work related to the accreditation process will boost local businesses due to increase in workers and auditors. According to the Warden, obtaining accreditation will ensure the longevity of CRC as a correctional institution in Norco.

### NAVY CHANGES COMMAND

Mayor Kevin Bash, Council Member Hoffman and City Manager attended the Change of Command and Retirement Ceremonies by the Navy at Naval Weapons Station Seal Beach. The ceremonies honored the retirement of Captain Martin H. Hardy III as the outgoing Commanding Officer and the installation of Captain Noel J. Dahlke as the incoming Commanding Officer for Naval Weapons Station Seal Beach which include Detachments Norco and Fallbrook. Captain Dahlke is a Naval Flight Officer and his most recent tour was as Deputy Commander, Navy Region Europe, Africa and Southwest Asia, located at Naval Support Activity Bahrain. For his 32 years of service to the country, outgoing Commanding Officer Captain Hardy was recognized with a Legion of Merit Award by U.S. President, Barack Obama. In the coming months, City officials will have the opportunity to formally welcome the incoming Commanding Officer to Norco.

# DID YOU KNOW?

THE NORCO CITY COUNCIL RECENTLY APPROVED & ADOPTED THE CITY'S 2016 STRATEGIC PLAN



VIEW THE PLAN ON THE CITY WEBSITE TO READ ABOUT THE POSITIVE DIRECTIONS THE CITY OF NORCO IS HEADED IN

## CITY CLERK UPDATE

### CNUSD SOARS

It is with great pride that the City of Norco shares that State Superintendent Tom Torlakson has unveiled the results of the State Test, CAASPP, and CNUSD made significant gains for ELA and Math. In ELA, CNUSD saw a 6% increase and in Math they saw a 7% increase, achieving the greatest growth in the county and greatest growth compared to the other large districts in the State. This is the result of the extraordinary work by CNUSD students, teachers, support staff, administrators and parents. The City of Norco is proud to be a part of CNUSD!

## HUMAN RESOURCES UPDATE

### THE CITY IS HIRING

DEPARTMENT	POSITION
Senior Center	Recreation Specialist – Part-Time Recreation Aide – Party Partners – Part-Time/On-Call Recreation Leader II – Part-Time/Temporary
Parks and Recreation	Maintenance Worker Trainee (GIEC) – Full-Time Nellie Weaver Hall Attendant(s) - Part – Time/On-Call Maintenance Worker Trainee (GIEC) – Part - Time

## ECONOMIC DEVELOPMENT UPDATE

### STILL COOKIN'

Council Member Hanna joined staff in a meeting with the lead representative from Sportech, the company proposing Striders, an upscale restaurant with off-track thoroughbred wagering at the southeast corner of Hamner Avenue and Fourth Street. Although construction has been on hold for nearly two years, Sportech is confident that construction on the project will resume as soon as business at the first Striders location, in [San Diego](#), reaches its desired revenue target. Staff has been extremely persistent in pushing this project forward and will continue to work with Sportech to make it a reality.

### SALES TAX SNAPSHOT

Staff met with HdL, the City's sales tax consultants, to review sales receipts for the 1<sup>st</sup> Quarter of 2016. Although the rate of growth was more modest, another solid quarter was reported, with sales receipts 4.8% higher than the same quarter of 2015. Auto sales, restaurants/hotels and building/construction were high-performing sectors of the economy, with fuel sales the only sector lagging behind. Norco's per capita sales continue to be considerably higher than Riverside County as a whole or the State of California, as well as most neighboring municipalities. This was the second quarter in which SilverLakes was operational, and the strong performance of fast-casual restaurants demonstrates the positive effects of the venue. View the summary [here](#).

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 CONT.

### **BULL'S-EYE**

The Economic Development Advisory Council (EDAC) has selected Target 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. Target, which recently sponsored the highly successful National Night Out celebration in its Norco parking lot, will be recognized at the City Council meeting of September 21, 2016.

## PARKS AND RECREATION UPDATE

### **VOLUNTEER OPPORTUNITIES**

Do you LOVE helping others? The Department of Parks, Recreation and Community Services and Norco youth need your help in coaching youth sports teams! We are currently seeking volunteers to assist with coaching Youth Basketball and T-Ball. To apply, please [click here](#) to complete and submit an online Volunteer Application. All volunteers must clear background check prior to coaching. If you have any questions, please contact the Recreation Office at 951.270.5632 or email [kestrada@ci.norco.ca.us](mailto:kestrada@ci.norco.ca.us) for questions.

### **YOUTH BASKETBALL LEAGUE**

Registration for the fall season begins on August 30<sup>th</sup> for Pee Wee, Instructional and Divisional play. Program fees are \$100 for Norco Residents and \$105 for non-residents. You don't miss this opportunity to have your child play in a topflight program, a standout in Riverside County and the Inland Empire. Register online through RecConnect by [clicking this link](#) or register in person at the Parks and Recreation office located at 2870 Clark Avenue, Norco 92860, Monday-Thursday 10am-3pm. For more information, feel free to contact (951) 270-5632, Monday-Thursday 8am-6pm or email Sports Coordinator Jamie Carper at [jcarper@ci.norco.ca.us](mailto:jcarper@ci.norco.ca.us)

### **WEE PEOPLE PLAYSCHOOL**

The new fall session of Wee People Playschool began this week; however, there are still a few spots available! This recreational program is for children 3-5 years of age where they learn through play in a safe and wholesome environment! For more information or to register, please contact Recreation Coordinator Chrystal Foster at (951) 272-1619 or [cfoster@ci.norco.ca.us](mailto:cfoster@ci.norco.ca.us).

### **FIRE ANTS**

The Parks and Recreation office received a second-hand report on Wednesday of a fire ant problem at Parmenter Park where a youngster was bitten the previous day. The Parks Division was immediately notified to close the park. Additionally, the City's landscape maintenance contractor, Brightview, responded the same day to assess the facility and treat for pest control. This problem could be a result of disturbance from current construction at this location. Norco Little League, permitted user of the ball field, was notified of the field closure. To assure the problem has been treated thoroughly, the facility will be closed through the weekend. As a reminder to residents, Work Order forms are available on the City website if you need to report a problem. Visit the City [website](#) to locate the Parks & Building Maintenance Work Order Form.

THE CITY IS  
NOW  
ACCEPTING  
APPLICATIONS  
FOR THE:

NORCO  
YOUTH  
ADVISORY  
COUNCIL



APPLICANTS  
MUST BE AN  
ENROLLED  
STUDENT AT NHS  
OR JFK HIGH  
SCHOOL



APPLICATIONS  
ARE DUE TO THE  
CITY CLERK'S  
OFFICE BY 6 P.M.  
ON TUESDAY,  
SEPT. 13, 2016

## PARKS AND RECREATION UPDATE CONT.

### VETERANS MEMORIAL

Time is running out! Order your brick now to make sure it is included in the November installation at the George Ingalls Veterans Memorial Plaza. We have extended the deadline for ordering to August 29, 2016. If you would like to order a memorial brick for yourself or a loved one, the applications are available in the Parks and Recreation Department in City Hall or you can use this link to our the [City's website](#) Any questions can be directed to the Parks, Recreation and Community Services Department at 951.270.5632.

### GEORGE INGALLS EQUESTRIAN EVENT CENTER.

DATE:	EVENT:	TIME:	EVENT DETAILS:
08/25	Community Barrel Racing	5 p.m. – 9 p.m.	Moreno Arena
8/24-8/31	Norco Fair Setup	All Day	Entire Complex
08/28	Personality Plus Talent	6 p.m.	Moved from NWH to Rose Eldridge Senior Center
08/24-08/31	George Ingalls Veteran Memorial Plaza	OPEN 10 .m. to Dusk	George Ingalls Veteran Memorial Plaza (Off Crestview Gate 5)

### MARK YOUR CALENDARS! COMING SOON TO THE EVENT CENTER

Norco Fair: September 1<sup>st</sup> - 5<sup>th</sup>

Labor Day Parade: Monday, September 5<sup>th</sup>

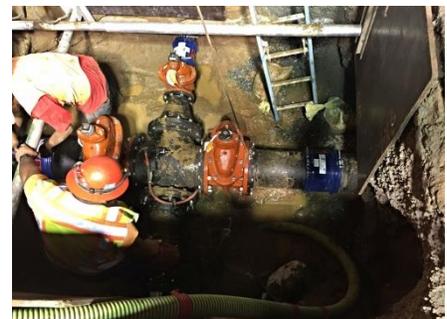
Open Recreational Riding Resumes September 12<sup>th</sup>

### ANIMAL CONTROL SERVICES

The Norco Animal Control monitored all the chutes this past weekend at the Norco Mounted Posse Rodeo. There were no incidents.

Our annual Rabies shot clinic will be held Saturday, September 10, 2016, from 9:00am to noon. The cost of the rabies vaccination will be \$5.00. Starlight Clinic will be administering all the vaccinations.

## PUBLIC WORKS UPDATE



Corona Avenue and Sixth Street Repairs

STAY  
IN THE  
LOOP



ROAD  
CLOSURES  
SAFETY  
HAZARDS  
SEVERE  
WEATHER



nixle.com

	<b>ADDRESS:</b>	<b>DESCRIPTION:</b>
<b>POTABLE SERVICE LINE REPAIRS:</b>	1645 Industrial Avenue	Vacuum excavated, poly service line repaired with full circle clamp
	4410 Crestview Avenue	Vacuum excavated, poly service line repaired with full circle clamp
	3915 California Avenue	Vacuum excavated, poly service line repaired with full circle clamp
	3996 Hamner Avenue	Vacuum excavated, poly service line repaired with full circle clamp
<b>POTABLE HYDRANT REPAIR</b>	2386 Golden Gate Circle	Broken safety coupling replaced, flushed lateral, and hydrant returned to service.
	5271 Bluff Street 2093 Parkridge Avenue 1966 Trotter Trail	Frozen cap on 2 ½" port reopened and flushed
	2036 Top O' the Walk Drive	Frozen cap on 4" port reopened and flushed
<b>METERS</b>	MXU and Register Repairs	Thirteen
	Meter Reads	Thirty
	Non Payment Shut-Offs	Seven
<b>TREES</b>	Fifth Street & Pedley Avenue 841 Fifth Street First Street & Corona Avenue	Cleared low hanging branches for improved visibility of intersections, stop signs and vehicle clearance
<b>WEED ABATEMENT AND DEBRIS:</b>	Sixth Street	In preparation for the upcoming Labor Day Parade, WRP and Cal Fire crews have continued to clean up the trails and right of way.
	River Road Bridge	Cal Fire crews cleared road edge and walking path along side of the bridge deck.
	River Road	WRP crews cleared slope from Kips Korner Road to Corydon Avenue
	Parkridge Avenue	WRP crews cleared the trail from First Street to Auburndale Elementary
<b>OTHER:</b>	Corona Avenue & Sixth Street	Two of the three valves located at this intersection were non-functional and replacement was essential. Public Works performed the extensive shut-down needed to perform the replacement. The replacement of the main line cross and valves was completed by contractor TK Construction. An all new twelve inch ductile iron flanged cross was installed with four new gate valves. The work was completed on schedule, with minimal impact to the local businesses and residents. With this section of Sixth Street consisting of multiple restaurants and businesses, Public Works will now have more flexibility and options if and when a shut-down is needed.

THE 2016  
GENERAL  
ELECTION IS  
ON TUESDAY,  
NOVEMBER 8



REGISTER TO  
VOTE BY  
OCTOBER 24

GET ELECTION  
INFO AT  
VOTEINFO.NET



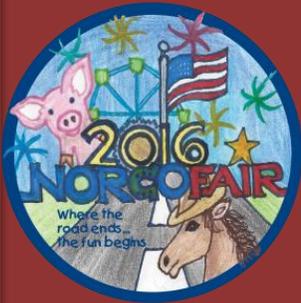
LEARN MORE  
ABOUT THE  
CITY'S UTILITY  
BILL  
ASSISTANCE  
PROGRAMS

MICHAEL NEAL  
(909) 261-2770

## PLANNING DEPARTMENT UPDATE

<b>APPROVED SPECIAL EVENTS</b>		
<b>Date:</b>	<b>Approved Event:</b>	
6-1-16 to 12-1-16	Extensions for temporary food preparation and service modulars (SilverLakes)	
7-19-16 to 9-16-16	Advertising Banner, Cuccio Nail Spa, 110 Hidden Valley Parkway	
7-27-16 to 10-27-16	Temporary storage container, CSRA 2727 Hamner Avenue	
9-5-16	Car show, Bob's Big Boy, 3521 Hamner Avenue, 2:00 to 5:00 pm	
<b>PLANNING: NEW APPLICATIONS</b>		
Site Plan	1 commercial, 0 residential	
Conditional Use Permit	1 commercial, 0 residential	
Tentative Parcel Map	1 commercial, 0 residential	
Sign Permit	1 sign program, 1 freeway sign mod.	
<b>BUILDING DIVISION</b>		
Permit Applications:	17	(1 commercial, 16 residential)
Building Permits Issued:	19	(1 commercial, 18 residential)
Valuation of Construction:		\$ 116,236.00
Building Fees Collected:		\$ 5,662.12
Field Inspections:	46	
<b>CODE ENFORCEMENT</b>		
	<u>2015</u>	<u>2016</u>
Total Cases:	313	217
Open Cases:		60
New Cases:		15
Cites Issued:		8
Closed Cases:		15
Yard Sign Removal:		19

COMING  
SOON TO  
GEORGE  
INGALLS  
EVENT  
CENTER:



NORCO  
FAIR

LABOR  
DAY  
WEEKEND

SEPT.  
1<sup>ST</sup> – 5<sup>TH</sup>



## FISCAL AND SUPPORT SERVICES UPDATE

### BILL PROCESSING

Staff mailed out 1,974 utility bills to Group 3 customers and assessed penalties to 361 delinquent accounts totaling \$6,127. We also mailed out 287 delinquent notices and billed for tag fees totaling \$3,952 to Group 2 utility customers that had not paid their bill on time.

### BUSINESS LICENSE AND CASH RECEIPTS

There were 19 new business license applications received during the week and 51 renewal applications totaling \$9,494. As of August 25<sup>th</sup>, Business License revenue is \$205,000 or 82% of the anticipated \$250,000 annual revenue mainly resulting from the recent renewal process. Penalties for late business license renewals began August 1<sup>st</sup>. Additionally, staff processed a combined total of 1,545 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$1,392,205. The City received \$556,500 in sales taxes and \$54,122 in Measure A; \$395,883 from Riverside Flood Control to reimburse the City for the MDP lines for FY 15/16.

### MISCELLANEOUS ACCOUNTS RECEIVABLE

A total of 2 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$1,743. 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.

## NORCO SHERIFF'S DEPARTMENT UPDATE

### DUI/DRIVER'S LICENSE CHECKPOINT PLANNED

The Norco Sheriff's Office will conduct a DUI/Driver's License Checkpoint on August 27, 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 802 deaths in 2012 because someone failed to designate a sober driver. Nationally, the latest data shows nearly 10,000 were killed by an impaired driver. Officers will be looking for signs of alcohol and/or drug impairment, as well as checking drivers for proper licensing. Motorists should only be slightly inconvenienced. Specially trained officers will be available to evaluate those suspected of drug-impaired driving.

Recent statistics reveal 30 percent of drivers in fatal crashes had ingested one or more drugs. A study of active drivers showed more tested positive for drugs that may impair driving (14 percent) than did for alcohol (7.3 percent). Marijuana was the most prevalent drug, at 7.4 percent, slightly more than alcohol. According to the National Highway Traffic Safety Administration (NHTSA), checkpoints have provided the most effective documented results of any of the DUI enforcement strategies, while also yielding considerable cost savings of \$6 for every \$1 spent. Nearly 90 percent of California drivers approve of DUI checkpoints. 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.

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 DEPT. UPDATE CONT.

Law Enforcement emphasizes the preventable nature of drunk driving reminding everyone that all it takes is a little planning ahead. Designate a sober driver or call a cab. Whatever you do, don't drink and drive. The California Office of Traffic Safety DDVIP ([Designated Driver VIP](#)) mobile app is now available for free download on iOS and Android devices. The new DDVIP app offers enhanced features, allowing users to "Map a Spot" with their current location to find DDVIP partnering establishments in their area or a "List of Spots" to search all participating bars and restaurants throughout California. Users will be offered free incentives at each bar to celebrate their life saving role. They can stay up-to-date with the latest from DDVIP and see what other users are saying via its social tab. Also through the app, for those who want to imbibe but also make it a point to plan ahead, users can easily order a sober ride from Uber, Lyft or Curb – all from one screen.

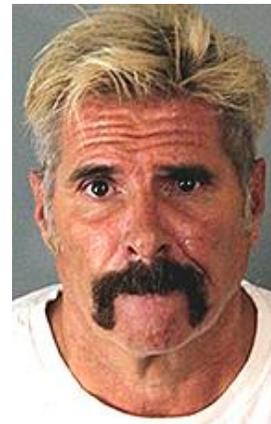
Drivers caught driving impaired can expect the impact of the arrest to include jail time, fines, fees, DUI classes, and other expenses that can exceed \$10,000. The DUI arrest is public information and can expose the violator to a degree of public embarrassment. Funding for this checkpoint is provided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

### THEFT INVESTIGATION AND ARREST

On Monday, August 22, about 9:29 p.m., a deputy from the Norco Sheriff's Office responded to a business, located in the 1600 block of Hamner Avenue, in the City of Norco. This was reference to a reported theft. The investigation revealed a victim's purse and other property had been stolen while she was at the location. The responding deputy was able to detain the two suspects without incident and recover the victim's stolen property. The crime was captured on business video surveillance footage. Both suspects were arrested for conspiracy and grand theft. Gale also arrested for an outstanding felony warrant related to additional theft charges. Both suspects were booked at the Robert Presley Detention Center.



Trisha Gale, Age 46



Ralph Deangelo, Age 58

The Norco Sheriff's Office is committed to the safety of the citizens of Norco and will be vigilant in investigating all crimes of this nature. This investigation is ongoing and the Norco Sheriff's Office is asking anyone who may have additional information to contact Deputy Arturo Mendez at the Norco Sheriff's Office at (951) 270-5673.

**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

**NORCO SHERIFF'S DEPT. UPDATE CONT.**

**NORCO SET TEAM-NEIGHBORHOOD WATCH MEETING**

Our Neighborhood Watch program remains active with strong community support. Neighborhood Watch is one of the oldest and most effective crime prevention programs in the country, bringing citizens together with law enforcement to deter crime and make communities safer. On Wednesday, August 23 and 24, our SET team deputies attended two Neighborhood Watch meetings at two different Norco neighborhoods. The meetings were well attended by local residents and we were pleased to have their participation. Thank you to all who offered their support. Anyone who is interested in the Neighborhood Watch program can contact Deputies Mendez or Robertson at (951) 270-5673, for additional information.

**FIRE DEPARTMENT/CAL FIRE UPDATE**

**PUBLIC EDUCATION**

On August 24, 2016, Engine 57 presented a public education program at Turning Point Christian School. During the program, the engine crew taught topics such as: How/when to call 9-1-1, Stop, Drop and Roll, Exit Drills in the Home (EDITH), Smoke Detector Education, and Don't play with fire. The program reached 150 students in grades K-5th and approximately 12 staff members / parents. The program concluded with a guided tour of Engine 57 and its equipment.

<b>RESPONSE ACTIVITY – NORCO</b> <i>Incidents Reported Between 8/17/16 to 8/23/16</i>	
False Alarm:	4
Medical:	30
Public Service Assist:	4
Ring Alarm:	1
Standby:	1
Traffic Collision:	3
Vehicle Fire:	1
Other Fire:	1
<b>INCIDENT TOTAL:</b>	<b>45</b>

<b>RIVERSIDE COUNTY FIRE WEEKLY ACTIVITY REPORT – NORCO</b> <i>8/18/16 to 8/24/16</i>	
<b>Plan Reviews</b>	<b>Total</b>
All Plan Reviews	6
<b>Inspections</b>	<b>Total</b>
Annuals	10
New Construction	2
Re-Inspections	21
C of O's	1
<b>Meetings and Other</b>	<b>Total</b>
Special Inspections/Events	21