

WEEKLY HIGHLIGHTS

SEPT. 22, 2016



COMING UP:

Sept. 27, 2016

EDAC Meeting

Sept. 28, 2016

City Council /
Streets, Trails &
Utilities Commission
Study Session

Sept. 28, 2016

Planning
Commission
Special Meeting

Oct. 12, 2016

Planning
Commission
Regular Meeting

Oct. 19, 2016

City Council
Regular Meeting



The Weekly Spotlight

NORCO YOUTH ADVISORY COUNCIL

On September 21st, the Norco City Council appointed nine students to the newly-established Norco Youth Advisory Council. The Norco Youth Advisory Council was established with the purpose of advising the City Council on youth-related programs and participating in a variety of projects and community initiatives. At the meeting, the some of the student applicants spoke to the City Council about their qualifications and the objectives and goals they would like to achieve if appointed. The City Council was tasked with a very difficult decision of choosing nine appointees from a list of 17 very well-qualified students. Congratulations to the following students appointed to the Norco Youth Advisory Council: Brent Kavarianian, Danielle Smith, Michael Young, Jessica Ocampo, Celine Kabbara, Ashley Tejada, Jorgina Strojeck, Axel Alvarez, Laramie Huffman. This Advisory Council is a valuable resource and we look forward to seeing the impact you will have on the community!



CITY MANAGER UPDATE

PLANNED CAPITAL PROJECT LIST ONLINE

During this Fiscal Year 2016-2017 the City plans to spend over \$10 million on streets, trails, storm drains, water and sewer capital projects improvements throughout the City. Some of these projects, including Corona Avenue Storm Drain Project; Hamner and Temescal Avenue Street Paving Projects; Valley View Sewer Manhole Project; and Valley View, Third Street, Bluff Peninsula and Fourth Street Trail Projects, are substantially complete or currently underway. For a complete list of FY 2016-2017 planned capital projects and their status, please click [here](#).

CITY CLERK UPDATE

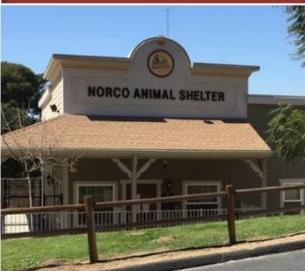
NATIONAL VOTER REGISTRATION DAY

On September 27, 2016, organizations across the nation will be participating in a coordinated effort to get eligible citizens registered to vote. National Voter Registration Day is recognized across the United States and uses the strength of volunteers, organizations and businesses to spread the word about the importance of preparing for Election Day by registering to vote. The last day to register to vote is October 24, 2016 for the November 8, 2016 election. Register to vote at <http://registertovote.ca.gov/>. For questions, contact the City Clerk's Office at (951) 270-5623.

REGISTER TO
VOTE

DID YOU KNOW?

THE CITY OF NORCO LAUNCHED A FACEBOOK PAGE FOR THE ANIMAL CONTROL SHELTER



LIKE THE PAGE FOR INFO ON LOST PETS, PETS FOR ADOPTION AND SHELTER NEWS, ALERTS AND EVENTS

CITY CLERK UPDATE CONT.

RECRUITMENT BEGINS FOR ECONOMIC DEVELOPMENT ADVISORY COUNCIL

The City of Norco is accepting applications to serve on the Economic Development Advisory Council (EDAC). The deadline to submit applications is 6:00 p.m. on Monday, November 28, 2016. The Norco City Council will consider and make the appointments at the City Council meeting on December 7, 2016. Applications will be accepted to fill three (3) unscheduled vacancies for partial terms.

The purpose of the EDAC is to propose, prepare, and adopt recommendations to the City Council for the improvement of the economy within the City, which will result in the creation of new jobs, and other benefits, to all the residents of the City so as to help make the City a better place to live and work, while retaining the City's rural lifestyle. Specifically, the EDAC helps coordinate an ongoing development strategy aimed at increasing sales tax revenues received by the City and generally improving the economic viability of the City, encouraging relationships between commerce and the consumer and enhancing the business fabric of the City.

Members appointed to the Economic Development Advisory Council will be selected from the business community. Members are not required to live in Norco. However, members should have a significant stake in the success of the business community.

Requirements to serve on EDAC are as follows:

- Must be a citizen of the United States; and
- Must be at least 18 years of age; and
- Never have been convicted of a felony; and
- Must take the Oath of Office; and

To ensure a greater representation from the business enterprises of all sizes, the City Council defined additional eligibility requirements as follows:

- The applicant must have a current ownership interest in an active business located in the City of Norco; or
- The applicant must be an officer or management-level employee of an active business located in the City of Norco; or
- The applicant must be a Norco resident with valuable expertise in a relevant economic development discipline, such as marketing, hospitality, commercial real estate sales, leasing or development, retail management, or business administration. This third threshold for eligibility, which recognizes that some residents who are not part of the local business community are nonetheless potentially strong contributors, is available to no more than two (2) EDAC Members at any given time.

Persons wishing to serve on the Economic Development Advisory Council should contact the City Clerk's Office at (951) 270-5623, pick up an application at City Hall, 2870 Clark Avenue, Norco, or download the application from the City's website [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

HEIRLOOM TOMATOES & BRUSSELS SPROUTS

At its meeting of September 21, the City Council responded positively to the concept of bringing a professionally managed Certified Farmers Market to Norco, an idea promoted by the Economic Development Advisory Council (EDAC). Staff has been directed to release a Request for Proposals (RFP) to professional market managers. When a market manager is selected, he or she will work with staff and EDAC to determine the most suitable location, day and time for a self-sufficient Certified Farmers Market. The market will not only be an amenity for residents and visitors, but will celebrate California's agrarian heritage, encourage healthy living, and enable small family farmers to sell directly to consumers.

ON TARGET

The City Council, at its meeting of September 21, recognized Target as its latest 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 Economic Development Advisory Council (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. Among other reasons, Target was selected for its sponsorship of the highly successful National Night Out celebration, held on August 9 in its Norco parking lot.



ACCESS TO AFFORDABILITY

Staff and representatives from Michael Baker & Associates, the firm contracted to administer the City's affordable housing programs, met for a progress update at the midpoint of a three-year contract. Administrative costs have generally been contained and a full menu of programs has been effectively marketed and executed. Staff is instituting new procedures that will ensure greater efficiency and transparency as the collaboration continues. Currently offered programs include the Utility Bill Assistance Program (with well over a 100 participating households), \$5,000 Emergency Grant, \$10,000 Rehabilitation Grant, Deferred Payment Loan (DPL), and First-Time Homebuyer Program. Thanks to greater diligence on the part of Michael Baker personnel and City staff, approximately \$400,000 of loans have been paid back to the City during the past 18 months, which is money available for other deserving families. For more information, click [here](#).

SAVE THE DATE



NORCO ROLLING DEVILS WHEELCHAIR BASKETBALL TOURNAMENT

OCT. 22ND-23RD

RILEY'S GYM



NORCO COMMUNITY TOWN HALL MEETING

OCT. 24TH

NELLIE WEAVER HALL

HUMAN RESOURCES UPDATE

WELCOME, HIGH SCHOOL INTERNS

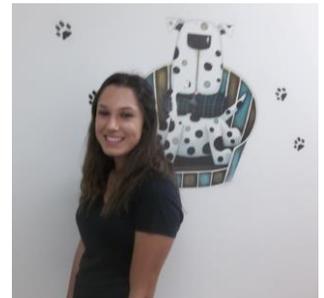
In collaboration with Corona Norco Unified School District the City welcomes eight student interns from Eleanor Roosevelt High and Santiago High Schools. Students will have the opportunity to learn how a city government functions by shadowing and on the job training with staff, while providing an extra hand to complete tasks. Welcome!



Ashley Villa assigned to Animal Control



Elise Smith assigned to Animal Control



Hailey Fraijo assigned to Animal Control



Dhiren Patel assigned to Information Technology



Erika Point assigned to Accounting



Jenna Frye assigned to Parks & Rec



Andrea Pulido assigned to Human Resources

THE CITY IS HIRING

DIVISION	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 Maintenance Worker Trainee (GIEC) – Part – Time Driver/General Labor Assistant – Part – Time Nellie Weaver Hall Attendant(s) - Part – Time/On-Call Recreation Aide Floater – Part - Time
Wee People	Recreation Aide (Wee People) – Part - Time
Building Maintenance	Field/Building Maintenance Assistant – Part – Time/Temporary
Animal Control	Animal Care Technician

SAVE THE DATE

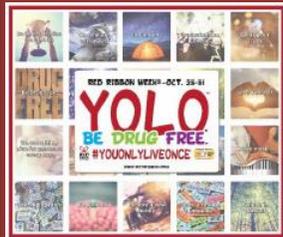
Career Day & CTE Expo



CAREER DAY & CTE EXPO

OCTOBER 15TH

NORCO COLLEGE



NATIONAL RED RIBBON WEEK

CONTEST DEADLINE: OCTOBER 26TH

FAMILY FUN FESTIVAL

OCTOBER 30TH

12 – 4 P.M.

PROMENADE PARK

PARKS AND RECREATION UPDATE

A WISER COMMUNITY

Thank you to Senator Richard D. Roth and the California Contractors State License Board (CSLB) for hosting the free Senior Scam Stopper Seminar at the Rose M. Eldridge Senior Center on Thursday, September 22, 2016 from 12-2p.m. This vital presentation provided those in attendance important information to help them protect themselves and their family from scams and fraud related to home repair, insurance, finances, identity theft and more.

IT'S FAMILY FUN NIGHT AT PARTY PARDNERS

Party Pardners will celebrate family and friendships at their annual Fun Night on Friday, September 23, 2016 at the Rose M. Eldridge Senior Center. Activities will include an outdoor picnic, face painter, games and a DJ! Dinner served from 6:15-7:30 p.m. Party Pardners participants are free, guests are \$4 each. For more information, please call 951.270.5647.

SANTA'S HELPERS NEED YOUR HELP

The Horsetown Parade of Lights and Christmas Festival Committee is seeking monetary sponsors to assist with the costs associated with this year's community event! Through generous donations, participants will be able to enjoy the Christmas Festival from 9a.m.-9p.m. with food and craft vendors, holiday train, skating rink, bouncer, live entertainment, rock wall, Santa's Workshop and much more! If you would like to sponsor this event, please [fill out this form](#) and submit to the Parks and Recreation office with your contribution. Santa and his helpers thank you!

LEARN THE ART OF CROCHET

Senior Crochet Class began Sept 19, 2016 and meets Mondays, Noon to 2pm, in the art room. There is no cost for this class. Volunteer instructor Berthe, will assist seniors in learning the basics as well as more advanced stitches and projects. Each student must provide their own supplies. For more information, please call 951.270.5647 or stop by the class!



STAY
IN THE
LOOP



ROAD
CLOSURES
SAFETY
HAZARDS
SEVERE
WEATHER



nixle.com

PARKS AND RECREATION UPDATE, CONT.

STARGAZERS, SAVE THE DATE

Tuesday, October 11, 2016 from 7-8:30 p.m. at Corydon Staging Area. Free event!

CREEPY FUN HALLOWEEN MAKEUP WORKSHOP

Fall is here and Halloween is sneaking up behind you! Come join in for some spooky make-up fun at the special effects Halloween Makeup Workshop for tweens and teens ages 11-17 on Saturday, October 15, 2016 from 11a.m. – 1p.m. at the Norco Community Center located at 3900 Acacia Ave, Norco 92860.

During this 2 hour workshop, each participant will learn creepy techniques to give their Halloween costume the extra detail it needs. This workshop fee is \$15 plus the cost of supplies. Participants must purchase their own supplies. Supply list is posted on the website and will be sent out via email to registered participants. Cost of supplies should not exceed \$18. Waiver must be signed at registration. Registration takes place from Monday-Thursday, 10am-3pm at the Parks and Recreation office, at 2870 Clark Ave., Norco, CA. 92860. For more information regarding this workshop please call (951)272-1619 or [click on this link](#).

GEORGE INGALLS EQUESTRIAN EVENT CENTER

DATE:	EVENT:	TIME:	EVENT DETAILS:
09/22-09/29	George Ingalls Veterans Memorial Plaza	8 a.m. – Dusk	Veterans Memorial Plaza
09/25-09/25	Roping 4 Ropers WORLD SERIES TEAM ROPING	8a.m. - 5 p.m.	Moreno Arena
09/24	Private Event	All Day	Nellie Weaver Hall
09/25	Private Event	All Day	Nellie Weaver Hall
09/26	Closed for Clean Up	All Day	Arena Level
09/27/09/28	Open Recreational Riding	10 a.m. – 3 p.m.	Clark Arena
09/28 – 9/29	Community Barrels and promoting the use of ASTM Helmets	5 p.m. – 10 p.m.	Moreno Arena

MARK YOUR CALENDARS! COMING SOON TO THE EVENT CENTER:

October 2nd & October 20th, California High School Rodeo will be at the Moreno arena.

On October 8th the U.S. Army L.R.R.P. (Long Range Reconnaissance Patrol) Ranger Association, a 501C 19, holds a yearly reunion and selected Norco for their 2016 event. They will be visiting and staying in our town from October 6th -8th. L.R.R.P. would like to invite everyone to please join them to honor and remember their fallen comrades on Saturday, October 8, 2016 at a Memorial Service from 10:00 a.m. to 12:00 p.m. at the George Ingalls Veteran’s Memorial Plaza.

October 22nd, Norco High GRIDIRON BINGO NIGHT at Nellie Weaver Hall.

October 24th, Town Hall Meeting hosted by The Lake Norconian Club Foundation

On October 25th, there is an LMD #4 Meeting @ Nellie Weaver Hall, 7 p.m.

DID YOU KNOW?

THE CITY OF NORCO COMMUNITY VIDEO TOUR IS NOW LIVE



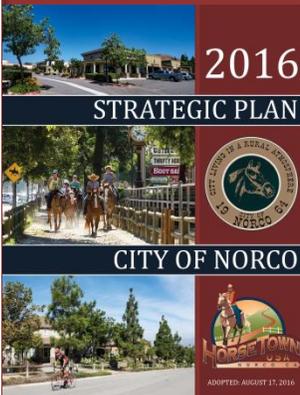
VIEW THE VIDEOS ON THE CITY WEBSITE TO TAKE A VIRTUAL TOUR THROUGH NORCO: HORSETOWN USA

PUBLIC WORKS UPDATE

	ADDRESS:	DESCRIPTION:
POTABLE MAIN LINE REPAIRS:	2907 Vine Street	After hours crews responded to large main line leak located under driveway approach. Shutdown was needed to isolate leak. 8" steel line repaired with full circle clamp. Hole was backfilled with 15 tons of Class II road base. Large amount of the native soil had been pushed onto the street and was cleared to allow vehicles to pass.
POTABLE SERVICE LINE REPAIRS:	Paddock Lane	Multiple leaks reported to afterhours crews. Two separate services had to be repaired. The first galvanized service was repaired with a repair clamp. The second galvanized service was repaired with a 2 foot resection of copper.
	5205 Viceroy Avenue 4042 Mt. Ingalls Court 187 Eighth Street	Vacuum excavated and repaired poly service with full circle clamp.
	290 Wild Horse Lane	Damaged copper line re-sectioned with new piece of copper.
POTABLE HYDRANT REPAIRS:	1875 Tandem Way	Commercial hydrant replaced
	4612 Palomino Avenue	Old non-functional dry barrel hydrant upgraded with all new riser assembly from lateral valve to hydrant. New wet barrel Jones hydrant installed.
POTABLE WATER SYSTEM:	Ridge Ranch Booster Station	Assisted ROC Pump with the removal of rotating element for pump number one. Replaced mechanical seal that was leaking and returned to normal operation. Repaired leaking air release valve.
	Well Thirteen/ Treatment Plant	Performed site maintenance utilizing work release crews.
	Reservoir One	Faulty pressure transducer replaced
NON-POTABLE WATER SYSTEM:	Snipes Booster Station	Assisted Gorman Rupp in adjustment of both pumps that were operating at 10% of capacity. Upon completion pumps are now at 100% capacity. Performed site maintenance including replacement of two air release valves, clearing debris and trimming trees.
COLLECTION SYSTEM:	Old Hamner Lift Station	Station went offline due to a power failure. Pumps were reset and re-primed and station returned to normal operation. A new sump pump was installed in the dry well.
STREET MAINTENANCE:	Hamner Bridge Deck	Approximately 300 sq. ft. of graffiti covered with white paint
	Hamner Avenue/Chaparral	Traffic box painted to cover up graffiti
	Norco Hills Road/ Bridalcrest Road	Reinstalled stop sign
WEED ABATEMENT:	Norco High School	Removed illegally dumped tires
	Kips Korner Road/River Road	Removed fallen palm fronds from roadway
	187 Oldenburg Lane	Removed discarded dishwasher from road edge
	Valley Drive	Illegally dumped mattress picked up
OTHER:	Corydon Avenue between Santa Anita Road and River Road	Public Works and the Norco Horsemen's Association worked together to install 140 feet of new trail fence consisting of 34 rails, 15 line posts and 6 end posts

NORCO NEWS

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

PLANNING DEPARTMENT UPDATE

BUILDING DIVISION		
Permit Applications:	15	(1 commercial, 14 residential)
Building Permits Issued:	17	(3 commercial, 14 residential)
Valuation of Construction:		\$ 280,539.69
Building Fees Collected:		\$ 10,346.97
Field Inspections:	64	
Stop Work Notices:	1	
Occupancy Permits Issued:	0	
Sewer Permits:	1	
Capacity Fees collected:		\$ 2,120.00
Connection Fees collected:		\$ 308.50

CODE ENFORCEMENT DIVISION		
	2015	2016
Total Cases:	313	253
Open Cases:		72
New Cases:		11
Cites Issued:		4
Closed Cases:		6
Yard Sign Removal:		27

PLANNING DIVISION	
APPROVED SPECIAL EVENTS	
6/1/16 – 12/1/16	Temporary food and service modulars (SilverLakes)
7/27/16 – 10/27/16	Temporary storage cont., CSRA 2727 Hamner Ave.
9/24/16 - 9/25/16	Annual Festival, St. Mel's Catholic Church, 4140 Corona Ave.
9/9/16 – 10/2/16	Banner advertising annual ride, Riverside Recreational Trails, SWC Sierra Ave. and Sixth St.
10/1/16 – 10/31/16	Pumpkin patch, 3523 Hamner Ave.
10/8/16	Car wash, NHS Baseball, 2896 Hamner Ave.

NORCO SHERIFF'S DEPARTMENT UPDATE

THEFT AND FORGERY SUSPECT ARRESTED

On Friday, August 5, 2016, about 11:57 a.m., deputies began an investigation of a theft from a business located in the 2400 block of Hamner Avenue, in the City of Norco. The suspect stole funds from the business by the use of forgery. Deputies assigned to the Norco Special Enforcement Team conducted a month-long, extensive and comprehensive investigation that resulted in the identification of a suspect. On September 16, 2016, the suspect was contacted and arrested. Arrested for identity theft and forgery was Carlos Alberto Calzadiaz, age 19, of Riverside. Calzadiaz was booked into 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. Anyone with additional information related to this incident is encouraged to call Deputy Robertson at (951) 270-5673.

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
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ASSISTANCE
PROGRAMS

MICHAEL NEAL
(909) 261-2770

NORCO SHERIFF'S DEPARTMENT UPDATE

CELL PHONES, TEXTING. IT'S NOT WORTH IT.

There are plenty of facts, figures and details about distracted driving, but let's get the plain and simple ones on the table first:

- 80 percent of vehicle crashes involve some sort of driver inattention.
- Up to 3000 people nationwide are killed in crashed where driver distractions are involved.
- Talking on a cell phone or texting is the number one source of driver distractions.
- Texting takes your eyes off the road for an average of five seconds, far enough to travel the length of a football field at 55 mph. Most crashes happened with less than 2 seconds reaction time.
- The act of talking on a cell phone, even hands free, can give you "inattention blindness," where your brain isn't seeing what's right in front of you. You aren't even aware that you are driving impaired.
- If you think you can handle both driving and talking on a cell phone or texting, you are kidding yourself and putting us all at risk.

More information can be found here:

http://www.ots.ca.gov/Media_and_Research/Campaigns/Distracted_Driving.asp



END OF WATCH: SEPTEMBER 22, 1921

On September 22, 1921, Deputy Nelson and Deputy Crossley went to investigate a charge of hay theft in Bellville (a settlement north of Riverside). As the deputies approached the wanted suspects, without warning, one of the suspects opened fire on the deputies, first striking Deputy Nelson in the head. Deputy Crossley, still in the motorcar was shot in the back and died instantly.

On this day we remember Deputies, Henry F. Nelson and Theodore Crossley and their selfless service to the citizens of Riverside County will never be forgotten.

FIRE DEPARTMENT/CAL FIRE UPDATE

RESPONSE ACTIVITY - NORCO Incidents Reported Between 9/14/16 and 9/20/16

False Alarm:	6
Standby:	1
Medical:	36
Residential Fire:	1
Public Service Assist:	3
Traffic Collision:	9
Vehicle Fire:	1
INCIDENT TOTAL:	60