

WEEKLY HIGHLIGHTS

SEPT. 29, 2016



COMING UP:

October 12, 2016

Planning
Commission
Meeting

October 19, 2016

City Council
Meeting

Oct. 22-23, 2016

Norco Rolling
Devils Wheel
Chair Basketball
Tournament

October 24, 2016

Norco
Community Town
Hall Meeting

October 25, 2016

EDAC Meeting



The Weekly Spotlight

THE CITY OF NORCO JOINS TWITTER

The City of Norco has officially joined Twitter! Residents will now have an additional way to stay up-to-date with City news, alerts and event information. Followers will not only have City news at their fingertips, but they will also be able to view the City's retweets of news from regional boards, agencies and special districts, including Cal Fire, Riverside County Sheriff's Department, League of California Cities, Western Regional Council of Governments (WRCOG), Metropolitan Water District and Caltrans. The City of Norco Twitter is designed to act as a one-stop-shop for community news. The launch of the City's Twitter account supports Strategic Direction #2, Community Outreach, of the City of Norco 2016 Strategic Plan, as its implementation will improve communication with residents. All residents are asked to follow @cityofnorco and promote the City's new Twitter account!



CITY CLERK UPDATE

NORCO CITY COUNCIL MEETING

The Norco City Council Meeting scheduled on October 5, 2016, has been cancelled due to conflict with the League of California Cities Annual Conference. The next Norco City Council Meeting will be held on October 19, 2016.

HUMAN RESOURCES UPDATE

THE CITY IS HIRING

DIVISION	POSITION
Senior Center	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 Recreation Aide/Gym Attendant – Part-Time
Wee People	Recreation Aide (Wee People) – Part - Time
Animal Control	Animal Care Technician

DID YOU KNOW?

THE CITY OF
NORCO IS
NOW ON

TWITTER



FOLLOW
THE CITY ON
TWITTER

@CITYOFNORCO

TO STAY IN
THE LOOP &
RECEIVE
COMMUNITY
NEWS, ALERTS
AND EVENT
INFORMATION

ECONOMIC DEVELOPMENT UPDATE

BEHIND THE LENS

A film permit has been obtained by a Canadian documentary producer to shoot at Snipes Park on October 10, 2016, for a series dedicated to service and therapy animals. Norco is being discovered by location scouts for a wide variety of commercial, television and feature film productions. The City strongly encourages film shoots because they heighten the exposure of Horsetown USA and generate tax revenue for the City, as their crews eat in local restaurants, purchase gas and equipment, and stay in local hotels. Staff is developing relationships with location scouts who have the opportunity to recommend Norco to their clients in the advertising and entertainment industries.

PEEKING INTO THE FUTURE

Staff and a representative from the Economic Development Advisory Council (EDAC) attended the Economic Forecast Conference sponsored by the University of California, Riverside Center for Economic Forecasting & Development. Economists presented detailed projections on employment, manufacturing, housing, and taxable sales for the U.S., California and the Inland Empire. Most Inland Empire forecasts were generally optimistic, indicating accelerating population growth, housing construction and taxable sales, as well as expansion of the hospitality industry.

NO ORDINARY BOB

The Economic Development Advisory Council (EDAC) has selected Bob's Big Boy 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. The Norco location of Bob's Big Boy, which is famous for its statue of Bob wearing a cowboy hat—the only such Bob in the nation—will be recognized at the City Council meeting of October 19, 2016.

NOTHING FOR GRANTED

The City has submitted its first Progress Report for a \$38,650 grant received by the Western Riverside Council of Governments (WRCOG) for economic development marketing activities. The report details the City's participation in at the International Council of Shopping Centers (ICSC) conference last May, where Norco was an exhibitor, and enhancements to its marketing capabilities. This grant is being used to reimburse economic development staff and equipment expenses, and requires the development of an Economic Development Strategy Plan. Staff is currently exploring other grant opportunities to leverage existing City funding.

PARKS AND RECREATION UPDATE

PARTY PARDNERS FUN!

Party Parners celebrated family and friendships at their annual Fun Night on Friday, September 23, 2016 at the Rose M. Eldridge Senior Center. Activities included an outdoor dinner picnic, face painter, games and a DJ! Thank you to Beacon Hill Assembly of God, American Legion Women's Auxiliary, Carl's Jr. and Wienerschnitzel for sponsoring this event.



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

PARKS AND RECREATION UPDATE CONT.

TO HONOR AND SALUTE

Save the date, Friday, November 11, 2016, to pay tribute to our Nation’s heroes at the Veterans Day Ceremony taking place at the George A. Ingalls Veterans Memorial Plaza at 10 a.m. For more information, please call 951.270.5632.

VOLUNTEERS MAKING A DIFFERENCE

Volunteers from the Norco Horsemen’s Association, with assistance from Public Works, contributed to the trail improvement project by cleaning the horse trail on Corydon between River Road and Del Mar! A very appreciative thank you to their dedication!



GEORGE INGALLS EQUESTRIAN EVENT CENTER

DATE:	EVENT:	TIME:	EVENT DETAILS:
09/29-10/06	George Ingalls Veterans Memorial Plaza	8 a.m. – Dusk	Veterans Memorial Plaza
09/29	Community Barrels and promoting the use of ASTM Helmets	5 p.m. – 10 p.m.	Moreno Arena
10/01	Norco Ranglers Gymkhana Event	9 a.m. – 5 p.m.	Clark Arena
10/01	Ladies Night speed & timed events	4 p.m. – 11 p.m.	Moreno Arena
10/02	California High School Rodeo	8 a.m. – 5 p.m.	Moreno Arena
10/04-10/05	Open Recreational Riding	10 a.m. – 3 p.m.	Clark Arena

MARK YOUR CALENDARS! COMING SOON TO THE EVENT CENTER:

- October 8th: The U.S. Army L.R.R.P. (Long Range Reconnaissance Patrol) Ranger Association, a 501C 19, will hold their 2016 yearly reunion in Norco. 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 15th: Saddle Sore Riders Progressive Dinner Ride is staging out of Parking Lot 3 from 3 p.m. – 11 p.m. and a Scavenger Ride on 10/29 staging out of Parking Lot 2.
- October 22nd: Norco High GRIDIRON BINGO NIGHT at Nellie Weaver Hall.
- October 24th: Town Hall Meeting hosted by The Lake Norconian Club Foundation
- October 25th: LMD #4 Meeting @ Nellie Weaver Hall, 7 p.m.
- October 30th: California High School Rodeo at Moreno Arena

ANIMAL CONTROL SERVICES

The Animal Control Shelter recently implemented the Norco Animal Shelter Facebook page. We have posted about impounded animals that have been brought in as strays with the hope of reconnecting them with their families. We have also listed several of our animals that are available for adoption. This will be a valuable tool for the Shelter. Facebook is a popular form of social media that will help the Shelter continue its mission of caring for animals until they are returned to their owners or find new forever homes.

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

PUBLIC WORKS UPDATE

After 11 years of service to the City of Norco, Michael Kulick has accepted a position with Irvine Ranch Water District. Mr. Kulick truly is an asset to Norco Public Works and his experience will be sorely missed. We wish him success in his new position and future endeavors.



	ADDRESS:	DESCRIPTION:
POTABLE SERVICE LINE REPAIRS:	1280 Mountain Avenue	Replaced leaking poly service with 1" copper.
POTABLE HYDRANT REPAIR	2470 Citation Drive	A traffic collision with dry barrel hydrant prompted replacement of the hydrant and lateral. The hydrant was upgraded with all new riser assembly from lateral valve to hydrant. New wet barrel Jones hydrant installed.
COLLECTION SYSTEM	Old Hamner Lift Station	New conduit was installed underground for floats to be connected to the new SCADA cabinet. New manhole covers for both the dry and wet wells made of a polymer composite were installed.
STREETS	2665 Clark Avenue	A three foot by three foot sink-hole was repaired.
	Various	2 tons cold mix asphalt, potholes filled on the following streets: Hillside Avenue, Paddock Lane, Mountain Avenue, First Street and Corona Avenue
TREES	3164 Hillside Avenue 3225 Hillside Avenue	Large fallen tree branch cut and removed
	3274 Valley View Avenue	Trimmed low hanging branches to clear passage on horse trail.
WEED ABATEMENT AND DEBRIS:	3728 Pedley Avenue	Illegally dumped couch removed
	Hamner Avenue	Road edge cleared from bridge deck to Citrus Street.
	Hamner Avenue	Horse trail cleared between Alhambra and Taft
SPECIAL	Hidden Valley Parkway	Caltrans has modified the west-bound left turn traffic signal on Hidden Valley & 1-15 going into the Hobby Lobby parking lot from an unprotected left turn (green ball) to a protected left turn (green arrow). This change was requested by the City of Norco due to safety concerns related to the speed of oncoming traffic and obscured views due to median island trees blocking view of oncoming traffic.

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

PLANNING DEPARTMENT UPDATE

BUILDING DIVISION

Permit Applications:	7	(2 commercial, 5 residential)
Building Permits Issued:	14	(8 commercial, 6 residential)
Valuation of Construction:		\$ 506,193.49
Building Fees Collected:		\$ 8,727.49
Field Inspections:	38	

CODE ENFORCEMENT DIVISION

	2015	2016
Total Cases:	313	260
Open Cases:		60
New Cases:		7
Cites Issued:		5
Closed Cases:		17
Yard Sign Removal:		21

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.
9/9/16 – 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.
9/29,10/28,11/27-2016	Car show, Bob’s Big Boy, 3621 Hamner Ave.
10/2/16	Car, motorcycle show, American Legion, 3688 Old Hamner Rd.
10/8/16	Fall festival, Leaps & Bounds, 4211 Valley View Ave.

PROJECT REVIEW BOARD

	1 meeting
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NEW APPLICATIONS

Signs	Wall sign
Landscaping Plans	Industrial building

SURROUNDING JURISDICTIONS

CHINO – 10/4/16 – the City Council will consider an amendment to the land use districts of “The Preserve” Specific Plan, already reviewed by the Planning Commission, that will transfer units between different residential land use categories without increasing the overall number of units. The Preserve SP is 329 acres located between Hellman Avenue and Chino-Corona Road south of Pine Avenue (Schleisman Rd.) in the City of Chino, just over 3 miles from Hamner Ave. via Schleisman Rd. and just over 2 miles from River Rd. via Hellman Ave.

SAVE THE DATE

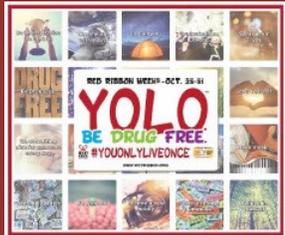
Career Day & CTE Expo



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

FISCAL AND SUPPORT SERVICES UPDATE

SMART UTILITY SYSTEMS

Smart Utility Systems (SUS) is a new mobile application that will replace the current utility billing customer portal. It is more robust and offers the ability to set up an account and login via a mobile device. The implementation continues to move forward through weekly progress meetings. Currently, the project is focused on connecting this mobile application to the City’s utility billing and payment processing systems. When completed, the SUS application will allow Norco residents to view their account information/transactions, set up automatic or one-time payments, and view their water consumption in one application via a mobile device or a computer.

BILL PROCESSING

Staff mailed out 1,973 utility bills to Group 3 customers and assessed penalties to 308 delinquent accounts totaling \$5,094. We also mailed out 263 delinquent notices and billed for tag fees totaling \$4,208 to Group 2 utility customers that had not paid their bill on time.

BUSINESS LICENSE AND CASH RECEIPTS

There were 21 new business license applications received during the week and 30 renewal applications totaling \$5,174. Staff processed a combined total of 1,584 cash receipts from the building counter, Parks and Recreation, utility customers and other miscellaneous accounts receivables totaling \$1,225,610. The City received utility bill payments of \$97,184 from California Rehabilitation Center, \$47,004 from Naval Weapons Station and \$76,932 from Crestlawn; a 1st time homebuyer loan repayment of \$39,990; \$575,568 from Board of Equalization for sales tax.

MISCELLANEOUS ACCOUNTS RECEIVABLE

A total of 10 miscellaneous accounts receivable invoices were sent to individuals/agencies totaling \$1,880. 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

PRESS RELEASE: POSSESSION OF MARIJUANA FOR SALE

On Thursday, September 22, 2016, deputies assigned to the Norco Sheriff’s Office, Special Enforcement Team, conducted a narcotics investigation at a storage facility located in the 2000 block of Second St., Norco. Deputies discovered marijuana was being stored at the location, at which time a search warrant was obtained and served on a single storage unit. During the service of the search warrant, deputies seized a large quantity of marijuana individually packaged for sales.

The suspect, Guillermo Briseno Plancarte, a 58-year-old resident of Riverside, was identified as the tenant renting the storage unit. He was located at the scene and arrested without incident. Plancarte was later booked into jail at the Robert Presley Detention Center for possession of marijuana for sales.

The Riverside County Sheriff’s Department 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 Darryl Robertson at the Norco Office at (951) 270-5673.

NORCO NEWS

THE CITY OF
NORCO
COMMUNITY
VIDEO TOUR
IS NOW LIVE



WELCOME



THINGS TO DO



ECONOMIC
DEVELOPMENT

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

NORCO SHERIFF'S DEPARTMENT UPDATE CONT.

CHILDREN'S SAFETY IN AND AROUND THE CAR

Many children are killed or seriously injured in backover incidents. A backover incident typically occurs when a vehicle coming out of a driveway or parking space backs over an unattended child because the driver did not see him or her.

PREVENTION TIPS

- Teach children not to play in or around cars.
- Supervise children carefully when in and around vehicles.
- Always walk around your vehicle and check the area around it before backing up.
- Be aware of small children-the smaller a child, the more likely it is you will not see them.
- Teach children to move away from a vehicle when a driver gets in it or if the car is started.
- Have children in the area stand to the side of the driveway or sidewalk so you can see them as you are backing out of a driveway or parking space.
- Make sure to look behind you while backing up slowly in case a child dashes behind your vehicle unexpectedly.
- Roll down your windows while backing out of your driveway or parking space so that you'll be able to hear what is happening outside of your vehicle.
- Teach your children to keep their toys and bikes out of the driveway.
- Because kids can move unpredictably, you should actively check your mirrors while backing up.
- Many cars are equipped with detection devices that provide rearview video or warning sounds, but they cannot completely take the place of actively walking around your car to make sure children are safely out of the way. Do not rely solely on these devices to detect what is behind your vehicle.

FIRE DEPARTMENT/CAL FIRE UPDATE

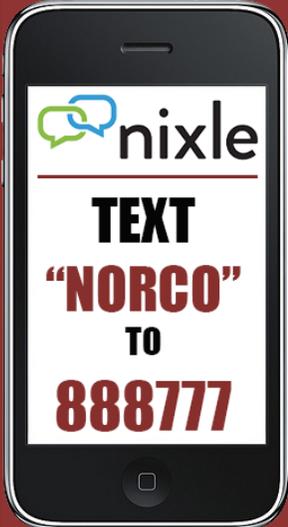
FIRE SAFETY TIP

Add clearing brush and fire hazards around your home to your weekend chore list.

RESPONSE ACTIVITY - NORCO	
<i>Incidents Reported Between 9/21/16 to 9/27/16</i>	
False Alarm:	4
Other Misc:	1
Medical:	25
Standby:	1
Traffic Collision:	5
INCIDENT TOTAL:	36

RIVERSIDE COUNTY FIRE WEEKLY ACTIVITY REPORT - NORCO	
<i>9/22/16 to 9/28/16</i>	
Plan Reviews	Total
All Plan Reviews	12
Inspections	Total
Annuals	13
New Construction	4
Re-Inspections	17
Business Licenses Review	
Weed Abatement	20
Meetings and Other	Total
Meeting	2

STAY
IN THE
LOOP



ROAD
CLOSURES
SAFETY
HAZARDS
SEVERE
WEATHER



nixle.com

CITY OF NORCO
DEPARTMENT OF PARKS, RECREATION & COMMUNITY SERVICES



VETERAN'S DAY CEREMONY
to honor and salute our Nation's heroes!

*Join us as we pay tribute to the men and women who served this great nation
to protect our freedom.*

Friday, November 11, 2016 at 10 a.m.
George A. Ingalls Veterans Memorial Plaza
3737 Crestview Avenue, Norco CA - Enter Gate 5



For more information, please call 951.270.5632

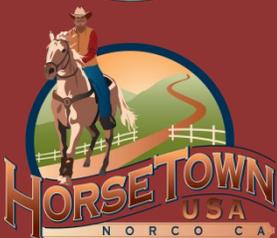


RESIDENTS
RECEIVE
THREE FREE
BULKY WASTE
PICKUPS
PER YEAR



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WEBSITE



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stay prepared.**

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