



**AGENDA
CITY OF NORCO**

CITY COUNCIL SPECIAL MEETING

Wednesday, October 8, 2014

**Norco City Hall Conference Rooms A & B
2870 Clark Avenue, Norco, CA 92860**



CALL TO ORDER: 5:00 p.m.

ROLL CALL

PLEDGE OF ALLEGIANCE: Mayor Pro Tem Herb Higgins

DISCUSSION ITEMS: *Persons wishing to address the City Council regarding matters listed on the agenda may fill out speaker cards and present them to the City Clerk.*

1. Law Enforcement Contract Presentation (Police Chief)
2. Proposed Traffic Enforcement Plan (Police Chief)
3. Auto Mall Sign Upgrade (Economic Development Specialist)

ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office, (951) 270-5623. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA Title II).

Staff reports are on file in the Office of the City Clerk. Any writings or documents provided to a majority of the City Council regarding any item on this agenda will be available for public inspection at the Administration Counter in City Hall, located at 2870 Clark Avenue.

CITY OF NORCO STAFF REPORT

TO: Honorable Mayor and Members of the City Council

FROM: Andy Okoro, City Manager 

PREPARED BY: Eric Briddick, Lieutenant

DATE: October 8, 2014

SUBJECT: Proposed City of Norco Traffic Enforcement Plan

RECOMMENDATION: Approve the Proposed Sheriff Staff Plan for Traffic Enforcement

SUMMARY: The City of Norco has requested the Riverside County Sheriff's Department provide dedicated traffic enforcement position for additional traffic enforcement. A dedicated traffic position is defined as a Sheriff's Deputy performing exclusive traffic related enforcement. Because Norco patrol personnel are assigned to other patrol related duties, they do not provide exclusive traffic related enforcement. Therefore, a specialized enforcement and deployment plan exclusive to traffic enforcement laws is being explored. This proposed specific traffic enforcement plan will be agreed upon between the Department and City.

The deployment of traffic enforcement should be based on the traffic collision and driver violation statistics mentioned below. Additionally, the enforcement should be directed toward the days of the week and the hours of the day, when collisions are most likely to occur.

BACKGROUND: The City of Norco contracts with the Riverside County Sheriff's Department for police services, which includes enforcement of all traffic laws. The current Norco police services contract includes Sheriff's Department Personnel who are responsible for working routine patrol, which includes traffic enforcement responsibilities. However, these routine patrol duties are not exclusive to traffic enforcement only.

In order to reduce traffic collisions, the Sheriff's Department continually reviews traffic enforcement methodology, statistics and best practices. By reviewing the information available, the Department can then implement a deployment plan to target specific collision factors in specific locations, in an attempt to reduce traffic collisions and increase public safety. The continual review of this information and subsequent deployment planning is vital to the success of any traffic enforcement.

The City of Norco has requested the Riverside County Sheriff's Department provide a recommendation pertaining to additional specific traffic enforcement operations in the City of Norco. Additional specific traffic enforcement is not within scope of the existing Riverside County Sheriff's police services contract with the City of Norco.

This specific traffic enforcement plan would be facilitated through the use of existing Department personnel. Any agreed upon traffic enforcement would have to be funded outside of the contract. In order for any enforcement to proceed, the amount of hours dedicated to this specialized traffic enforcement would be agreed upon between the Department and the City of Norco.

Details:

Analysis for Deployment: In order to provide a strategic enforcement plan dedicated to reducing traffic collisions, traffic collision data and vehicle code violation statistics were reviewed from June 2013 through June 2014. The statistical information included the locations, days of the week, and timeframe when collisions were the highest. The statistics provided the following information:

- a. The primary collision factor for the majority of collisions was speed.
- b. The primary driver related offense for citations was speed.
- c. The highest percentage of collisions occurred Monday through Friday, during "rush hour," between 5:00 p.m. and 6:00 p.m.
- d. The top three locations for traffic collisions were:
 - i. Second Street and Hamner Avenue
 - ii. Hamner Avenue and Hidden Valley Parkway
 - iii. Sixth Street and Hamner Avenue
 1. All of the above locations are main arteries connected to the I-15 Freeway

Enforcement Deployment:

Based on the compiled statistics, it is believed the specialized traffic enforcement would be most beneficial during the weekdays, between the hours most common to evening rush hour traffic, at the three locations noted above. Any other traffic enforcement concerns or needs would be identified and discussed on a case by case basis.

Enforcement Logistics:

Enforcement will be conducted by a trained Deputy Sheriff, wearing the Riverside Sheriff's Department tan and green uniform, accented with the City of Norco patch. The Deputy Sheriff will be utilizing a Riverside County Sheriff's black and white patrol car,

marked with the City of Norco graphics, and the words "Traffic Enforcement," affixed to the top of the front fenders.

RECOMMENDATION: On Monday, August 25, the Riverside Sheriff's Department, Jurupa Valley Station Commander, Captain Horton and Lieutenant Briddick, met with City Manager Andy Okoro, Mayor Berwin Hanna, and Mayor Pro Tem Herb Higgins, to discuss potential traffic enforcement deployment plan. During this meeting, Mayor Hanna and Mayor Pro Tem Higgins conceptually agreed to a deployment plan that would allocate \$75,000 of funding to additional traffic enforcement for the remainder of FY 2014-2015. This funding amount would provide approximately 1,000 hours of traffic enforcement. This additional traffic enforcement will be accomplished by increasing contracted overtime budget.

FINANCIAL IMPACT: If the City Council approves the recommended extra traffic enforcement and deployment plan, staff will come back to the City Council on October 15, 2015 with a resolution for an additional General Fund appropriation of \$75,000 for FY 2014-2015.