

COMMUNITY ECONOMIC PROFILE

for

NORCO RIVERSIDE COUNTY, CALIFORNIA

Prepared in Conjunction with the City of Norco and Norco Chamber of Commerce

Location

Norco, incorporated December 28, 1964, is located 51 miles east of Los Angeles and 450 miles south of San Francisco.

Economic Growth and Trends

	1980	1990	2000	2004
Population-County	663,166	1,170,413	1,545,387	1,776,743 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$21,709,135 ²
Population-City	19,732	23,302	24,157	25,488 ¹
Taxable Sales-City	\$31,433	\$119,732	\$396,535	\$487,537 ²
Housing Units-City	4,987	5,592	6,136	6,508 ¹
Median Household Income-City	\$23,979	\$51,594	\$62,652	\$71,759 ³
School Enrollment K-12	19,130	23,045	35,148	41,977 ⁴

1. California Department of Finance, January 1, 2004. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2003. Add 000. 3. UCLA Anderson Forecast, University of California, Los Angeles, 2004. 4. California Department of Education, 2003. Enrollment count is for the Corona-Norco Unified School District and is for 2002-03.

Climate

<u>Period</u>	<u>AVERAGE TEMPERATURE</u>			<u>RAIN</u>	<u>HUMIDITY</u>		
	<u>Min.</u>	<u>Mean</u>	<u>Max.</u>	<u>Inches</u>	<u>4 A.M.</u>	<u>Noon</u>	<u>4 P.M.</u>
January	39.0	51.6	64.2	2.71	55	40	55
April	45.4	60.2	75.2	0.98	60	30	50
July	56.8	74.8	92.8	0.01	45	40	35
October	49.6	65.2	80.8	0.72	50	30	40
Year	47.7	63.1	78.0	13.52	52	37	45

Transportation

RAIL: Burlington Northern Santa Fe main line at Corona, 5 mi. south. Metrolink commuter rail service is provided in Corona to Orange County and Los Angeles and in Riverside to Los Angeles.

TRUCK: 7 carriers in Norco and 41 in Corona.

OVERNIGHT DELIVERY TO: Los Angeles, San Francisco, San Diego, and Phoenix.

AIR: Ontario International Airport (owned and operated by Los Angeles World Airports), 13 mi. northwest, is served by AeroMexico, Alaska, America West, American Airlines, Continental, Delta Airlines, Frontier, jetBlue Airlines, Lineas Aereas Azteca, Northwest, Southwest Airlines, United Airlines, and United Express. Riverside Municipal Airport has general aviation facilities, 5,400 ft. runway. Corona Municipal Airport, 6 mi. south, has general aviation facilities.

BUS: Greyhound in Riverside and Riverside Transit Agency local and intercity bus service.

PORTS: Ports at Los Angeles-Long Beach, 53 mi. west, and San Diego, 100 mi. south.

HIGHWAYS: Calif. 91 (Riverside Fwy.) at Corona, northeast to Riverside and southwest to Orange County-Long Beach, Calif. 71 at Corona, northwest to Pomona, I-15 from Ontario south through the City of Norco to San Diego. Calif. 60 (Pomona Fwy.) west to Los Angeles and east to Riverside. The Orange County Transportation Authority freeway toll lanes are at the Orange County line and the Eastern Transportation Corridor toll road is open.

Industrial Sites

Public Service

Infrastructure

Utilities

Governmental Facilities - Tax and Insurance Rates

There are approximately 120 acres in the city limits that will allow for light to medium industry; about 45 percent is vacant and available in parcels ranging in size from .50 to 20 acres. The terrain is level to rolling. Drainage is good. Subsoil is granite and piling is not required for general construction. Sizes of water mains range from 6 to 30 inches. Sizes of sewer lines range from 8 to 27 inches.

WATER: City of Norco.

Maximum well pumping capacity: 8.8 mg/d. Purchase water capacity: Arlington Desalter 4.0 mg/d, Chino Desalter 1.0 mg/d, M.V.W.D. (City of Corona) 4.0 mg/d. Average production: 8.1 mg/d. Cost per 100 cubic feet: \$1.05. Water connection charge: Monthly, based on meter size.

SEWER: City of Norco is a member of the Western Riverside County Regional Wastewater Authority, which contracts for the operation of 8.0 mg/d wastewater treatment plant. Norco's share is 2.2 mg/d and is currently flowing approximately 1.7 mg/d into the plant. Sewer service charge is \$28 per month to residential user. Type of treatment: Secondary (activated sludge). Any facilities for non-recoverable industrial wastewater: Yes, SARI industrial waste line. Sewer connection charge: Yes, sewer permit and capacity charges.

Master plan of storm drains adopted: Yes. Charge assessed is \$1,496.00.

Dedication requirements: Per master plan of streets.

Improvement requirements: curb, gutter, and match-up of paving and equestrian trail on most streets except Hamner Avenue and industrial area.

GAS: Southern California Gas Co.

For residential and business rates applicable to Norco, contact the Southern California Gas Co. at (800) 427-2200.

ELECTRIC: Southern California Edison.

For residential and business rates applicable to Norco, contact Southern California Edison at (800) 655-4555.

TELEPHONE: SBC.

For rates and types of service available in Norco, contact SBC at (800) 310-2355 for residential or (800) 750-2355 for business.

- Norco has the council-manager form of government. Assessed valuation minus exemptions (2003-04): \$1,570,188,784; County: \$118.5 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2003-04) per \$100 assessed valuation. Code area: 15-002. County: \$1.00000; City: \$.00000; School: \$.02365; Other: \$.00610; Total: \$1.02975.
- Commercial property tax rates (2003-04) per \$100 assessed valuation. Code area: 15-002. County: \$1.00000; City: \$.00000; School: \$.02365; Other: \$.00610; Total: \$1.02975.
- Retail Sales Tax: State 6.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 7.75%.
- Police Department: Provided under contract by Riverside County Sheriff's Dept.
- Fire Protection: 2 fire stations, 2 front-line engines and 2 reserve engines (4 pumpers), 1 medium rescue unit, 1 brush patrol vehicle, 26 full-time sworn personnel, and 2 full-time non-sworn personnel. Automatic and mutual aid agreements with the cities of Corona and Riverside, the County of Riverside and the Norco Naval Warfare Assessment Station.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: 3. Department Rating: Class 3.
- Animal control: 5 full-time, 4 trucks.

The Norco Labor Market Area

Characteristics of the Labor Force

Manufacturing Employment

Non-Manufacturing Employment

- Major projects authorized for improvement of city services or to adjacent unincorporated areas: Norco is a member of the Western Riverside County Regional Wastewater Authority and participates in a regional treatment plant.

Area consists of Norco and Corona (the Norco and Corona Census County Divisions).

Area population: 168,668		Total employment: 75,092	
Natural Resources & Mining	583	Professional & Business Services	6,267
Construction	6,037	Education & Health Services	12,896
Manufacturing	13,717	Leisure & Hospitality	4,861
Trade, Transportation & Utilities	16,516	Other Services	3,084
Information	1,979	Government	4,116
Financial Activities	5,036		

Source: U. S. Census, 2000.

A high degree of unionization exists in the building trades and a substantial percentage occurs in industry, especially manufacturing and mining. The Teamsters Union has contracts with citrus processing, wholesale food distributing, and transportation firms. The retail clerks are unionized in chain supermarkets and drug stores, and the culinary workers and bartenders are organized in the larger restaurants.

Norco has become a focal point of much of the industrial, commercial and retail expansion in western Riverside County due to the completion of I-15. This expansion has absorbed much of the skilled worker pool and created demands for skills, which are available only through training and importation from other areas. Unskilled and, for the most part, semi-skilled workers are available in adequate supply.

Wage rates, extent of unionization, fringe benefits, and related information for specific industries and job classifications may be obtained from the State Employment Development Department, Labor Market Information Division, 1161 Spruce Street, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Boulevard, Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Norco and Corona. There are 241 manufacturers in the Corona-Norco area (10 are in the Norco area). Leading group classes of products are processed citrus products, mobile homes/RVs, clay products, plastics, and pharmaceuticals.

Name of Company	Employment	Products
Watson Pharmaceutical	1,400	Prescription drugs
Fender Musical Instruments	800	Musical equipment
International Food Solutions	737	Packaging for specialty food products
Silvercrest/Western Homes Corp.	550	Mobile homes
Programmed Composites, Inc.	520	Guided missile & space parts
Golden Cheese Co. of Calif.	320	Cheese
Circle Seal Controls, Inc.	217	Valves, regulators & manifold systems
SeGi	150	Recreation vehicle doors and windows

Facilities include 43 machine shops and 2 foundries. Major raw material resources include decomposed granite, sand, gravel, clay, and silica.

Name of Employer	Employment	Description
Corona-Norco Unified School District	5,000	Public school system
California Rehabilitation Center	1,146	Correctional facility
Naval Warfare Assessment Division	1,010	Naval weapons research
HCI, Inc.	600	Telecommunications
Computer Sciences Corporation	325	Data processing
Norco Egg Ranch	250	Eggs & egg products

Community Facilities

HEALTH: The City of Norco is served by 2 physicians/surgeons, 10 dentists, 7 chiropractors, and 2 optometrists. Neighboring Corona has 1 hospital, with 228 beds, 127 physicians/surgeons, 112 dentists, 16 optometrists, and 51 chiropractors.

EDUCATION: The Corona-Norco Unified School District has 23 elementary schools, 5 intermediate schools, 4 high schools, 4 continuation high schools, 1 alternative high school, 1 community school and 1 special school. Two private schools are located in Norco. Norco is part of the Riverside Community College District, which has its main campus in Riverside, 12 mi. east; a Norco campus located at 3rd/Hamner opened in the fall of 1990. Within a half hour drive are the University of California, Riverside; University of California, Irvine; Cal State Fullerton; Cal Poly Pomona; the Claremont Colleges; La Sierra University and California Baptist University in Riverside; and California State University, San Bernardino.

CULTURAL: 28 churches, 2 libraries, 3 newspapers, 7 TV channels received direct, 1 TV cable system, 3 banks, 1 savings and loan, 7 parks, and 3 playgrounds. Neighboring Corona has 2 theaters with 23 screens. Other recreational facilities include: Ingalls Park horse arena and fairgrounds, Silver Lake recreational area, and Santa Ana Regional Wilderness Park. City ordinances allow the keeping of horses, and there is a system of equestrian trails throughout the community. Norco also is within an hour drive of Los Angeles and Orange County cultural and recreational areas and slightly more than an hour drive to Southern California mountains and desert resorts.

According to the California Department of Finance, there are 6,658 housing units in Norco. The housing stock consists of 6,244 single detached units, 137 single attached units, 9 multiple 2 to 4 units, 177 multiple 5 plus units and 91 mobile homes.

The median sales price for new and existing homes in Norco is \$415,000, according to the California Association of Realtors First Quarter 2004 Report.

Two motels with a total of 93 rooms are located in Norco.

Most existing houses and new houses are on one-half acre lots allowing the keeping of horses, cows, and other animals. The city maintains riding trails adjacent to most residential and certain commercial streets and other facilities associated with western and English style equestrian pursuits. Facilities for 4-H and FFA are located at Ingalls horse park. The City of Norco is actively pursuing the completion of redevelopment projects including an 88-acre auto mall for dealerships and accessory businesses, a 250-acre commercial/office/light industrial complex of regional significance, and revitalization of the Hamner Avenue Business Corridor. The city is aggressively pursuing the completion of public facilities, streets, trails, sewer, water, and drainage.

Housing Availability, Prices & Rentals

Remarks

For further information contact the Riverside County Economic Development Agency, P.O. Box 1180, Riverside, CA 92502, (951) 955-8916 or (800) 984-1000; the City of Norco, 2870 Clark Avenue, Norco, CA 92860, (951) 735-3900; or the Norco Chamber of Commerce, 2816 Hamner Avenue, Norco, CA 92860, (951) 737-2531.