

COMMUNITY ECONOMIC PROFILE

for

NORCO

RIVERSIDE COUNTY, CALIFORNIA

Prepared in conjunction with the City of Norco and Norco Area 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	2010
Population-County	663,166	1,170,413	1,545,387	2,189,641 ¹
Taxable Sales-County	\$3,274,017	\$9,522,631	\$16,979,449	\$22,227,877 ²
Population-City	19,732	23,302	24,157	27,063 ¹
Taxable Sales-City	\$31,433	\$119,732	\$396,535	\$340,697 ²
Housing Units-City	4,987	5,592	6,136	7,023 ¹
Median Household Income-City	\$23,979	\$51,594	\$62,652	\$80,426 ³
School Enrollment K-12	19,130	23,045	35,148	52,051 ⁴

1. U.S. Census Bureau, 2010. Housing count reflects occupied dwellings. 2. California State Board of Equalization, calendar year 2009. Add 000. 3. U.S. Census Bureau, 2006-2010 American Community Survey. 4. California Department of Education, 2010. Enrollment count is for the Corona-Norco Unified School District and is for 2009-10.

Climate

Period	AVERAGE TEMPERATURE			RAIN	HUMIDITY		
	Min.	Mean	Max.	Inches	4 A.M.	Noon	4 P.M.
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 Los Angeles, Orange and San Diego Counties.

TRUCK: 22 carriers in Norco and 54 in Corona.

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

AIR: LA/Ontario International Airport (owned and operated by Los Angeles World Airports), 13 mi. northwest, is served by AeroMexico, Alaska Airlines, American, Continental, Delta Airlines, Great Lakes Airlines, Southwest Airlines, United Airlines, United Express and US Airways. Riverside Municipal Airport has general aviation facilities, 5,400 ft. runway. Corona Municipal Airport, 6 mi. south, has general aviation facilities, 3,200 ft. runway.

BUS: Riverside Transit Agency local and intercity bus service.

PORTS: Nearest ports are in 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

There are approximately 294 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.

Public Services

WATER: City of Norco.

Maximum pumping capacity: 21.2 mg/d. Average capacity: 8.8 mg/d. Cost for 1 unit (748 gallons): \$2.02. City contracts to purchase 6.0 mg/d from the Arlington Desalter and 1.0 mg/d from the Chino Desalter Authority. Water connection charges: Yes, based on meter size.

SEWER: City of Norco is a member of the Western Riverside County Regional Wastewater Joint Power Authority, which contracts for the operation and maintenance of its 8.0 mg/d wastewater treatment plant. Norco's ownership capacity is 2.2 mg/d and currently is discharging approximately 1.9 mg/d into the plant. Sewer service charge: Yes. On what basis rated: \$46 per month per residential user (1 EDU). 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.

Infrastructure

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.

Utilities

GAS: Southern California Gas Co.

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

ELECTRIC: Southern California Edison.

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

TELEPHONE: AT&T.

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

Governmental Facilities - Tax and Insurance Rates

- Norco has the council-manager form of government. Assessed valuation minus exemptions (2009-10): \$2,552,781,994; County: \$211.3 billion. Ratio of assessed value to appraised value: 100% of real cash value.
- Industrial property tax rates (2009-10) per \$100 assessed valuation. Code area: 15-002. City: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.05704.
- Commercial property tax rates (2009-10) per \$100 assessed valuation. Code area: 15-002. City: n/a; County: \$1.00000; School: n/a; Other: n/a; Total: \$1.05704.
- Retail Sales Tax: State 7.25%, County/City 0.75%, Riverside County Transportation Commission 0.5%, County Transportation 0.25%, Total 8.75%.
- Police Department: Provided under contract by Riverside County Sheriff's Dept.
- Fire Protection: Provided under contract by Cal Fire. 2 fire stations, 2 front-line engines and 2 reserve engines (4 pumpers), 1 medium rescue unit, a large animal rescue trailer and utility vehicle, 18 full-time sworn firefighting and emergency response personnel and 1 full-time fire inspector. Automatic and Mutual Aid Agreements with the City of Corona and the Naval Weapons facility.
- Fire Insurance Classification: Source of Rating: Insurance Services Office. City rating: Class 3. Department Rating: Class 3.
- Animal control: 2 full-time, 4 trucks.
- Major infrastructure projects planned in Norco include replacement of the Hamner Avenue bridge over the Santa Ana River and widening of Hamner Avenue. Also planned is a traffic signal synchronization project on Hamner Avenue.

The Norco Labor Market Area

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

Area population: 196,833		Total employment: 89,793	
Natural Resources & Mining	740	Professional & Business Services	8,670
Construction	8,613	Education & Health Services	15,557
Manufacturing	11,986	Leisure & Hospitality	7,493
Trade, Transportation & Utilities	19,956	Other Services	3,916
Information	1,948	Government	4,238
Financial Activities	6,676		

Source: U.S. Census Bureau, 2006-2010 American Community Survey.

Characteristics of the Labor Force

Extent of Unionization: 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. Norco College provides training for technology-based positions.

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, 1325 Spruce Street, Suite 110, Riverside, California 92507, (951) 955-3204, or at 7000 Franklin Blvd., Suite 1100, Sacramento, California 95823, (916) 262-2162.

The COMMUNITY AREA referred to below includes Norco and Corona. There are 457 manufacturers in the Corona-Norco area (38 are in the Norco area). Leading group classes of products are processed citrus products, clay products, plastics and pharmaceuticals.

Manufacturing Employment

Name of Company	Employment	Products
Watson Laboratories, Inc.	950	Prescription pharmaceuticals
Fender USA - Corona	800	Musical instruments
All American Asphalt	679	Asphalt plant
LDI Mechanical	444	Duct systems, copper line sets
Dart Container Corporation	394	Plastic foam products
Hansen Natural Corporation	350	Juice, soda, energy drinks
U.S. Foodservice	307	Foodservice provider
CIRCOR International	274	Aerospace products
Century Blinds	230	Blinds
AVID Identification Systems	80	Microchip identification devices

Facilities include 43 machine shops and 1 iron foundry. Major raw material resources include decomposed granite, sand, gravel, clay and silica.

Non-Manufacturing Employment

Name of Employer	Employment	Description
Corona-Norco Unified School District	4,519	Public school system
California Rehabilitation Center	1,146	Correctional facility
Naval Warfare Assessment Division	1,010	Naval weapons research center
HCI, Inc.	600	Telecommunications
Norco College	334	Community college
Computer Sciences Corp.	325	Data processing
Target	210	Retail

Community Facilities

HEALTH: The City of Norco is served by 10 physicians/surgeons, 20 dentists, 14 chiropractors, 2 optometrists and 1 podiatrist. Neighboring Corona has 1 hospital, with 240 beds, 266 physicians/surgeons, 163 dentists, 27 optometrists, 53 chiropractors and 4 podiatrists.

EDUCATION: The Corona-Norco Unified School District has 31 elementary schools, 7 intermediate schools, 5 high schools, 3 continuation high schools, 1 middle college high school, 2 alternative schools and 1 special education school. Four private schools are located in Norco. Norco College is part of the Riverside Community College District, which has its main campus in Riverside, 12 mi. east. Known for its technology programs, Norco College serves more than 10,000 students each semester. Within a half hour drive are the University of California, Riverside, University of California, Irvine, California State University, Fullerton, Cal Poly Pomona, the Claremont Colleges, La Sierra University, California Baptist University and California State University, San Bernardino.

CULTURAL: 35 churches, 2 libraries, 2 newspapers, 7 TV channels received direct, 1 TV cable system, 4 banks, 15 parks and 4 playgrounds. Other recreational facilities include the Ingalls Equestrian Event Center, a large equestrian complex and rodeo facility, Silverlakes Equestrian and Sports Park and Santa Ana Regional Wilderness Park. City ordinances allow the keeping of horses and there is a system of 140 miles of equestrian trails throughout the community. Norco also is within an hour's drive of Los Angeles and Orange County cultural and recreational areas and slightly more than an hour's drive to Southern California mountain and desert resorts.

According to the California Department of Finance, there are 7,229 housing units in Norco. The housing stock consists of 6,813 single detached units, 137 single attached units, 9 multiple 2 to 4 units, 177 multiple 5 plus units and 93 mobile homes. Seventy-seven percent of all housing units are owner-occupied.

The median sales price for new and existing homes is \$322,500, as reported by DataQuick for September 2010.

There are 3 hotels and motels, with 179 rooms, in Norco.

Most existing houses and new houses are on one-half acre lots that allow the keeping of horses and other animals. The city maintains 140 miles of 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 the Ingalls Equestrian Event Center. The City of Norco is actively pursuing the development of Silverlakes, a 122-acre high-end equestrian/field sport facility located north of the Santa Ana River between Hamner Avenue and the I-15 freeway. Additional projects include attraction of retail and hospitality development on the Hamner Avenue Corridor and Sixth Street. The city is aggressively pursuing the completion of public facilities, streets, trails, sewer, water and drainage projects.

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; online at www.norco.ca.us; or the Norco Area Chamber of Commerce and Visitor's Bureau, 1801 Third Street, Suite A101 (P.O. Box 844), Norco, CA 92860, (951) 737-6222.

Housing Availability, Prices & Rentals