

**SUPERVISOR
KEVIN JEFFRIES
RIVERSIDE
COUNTY
DISTRICT #1**



Jeffries Journal

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Kevin's Corner

One of the biggest reasons I ran for office, was that I thought Riverside County could do a much better job of attracting employers and helping families earn a living than it had done in the past. National surveys have shown our region to be one of the worst in which to do business--and that is within the worst state in the nation for doing business, and while we can't do much about the state (as I learned during my service in the legislature), we can certainly do more locally.

Since taking office, my office has been very busy trying to help people work their way through the bureaucracy so they can create more jobs or bring more revenues into the county. We have found the department heads to mostly be very helpful and accommodating when we bring issues to their attention, but a combination of cultural and structural obstructions within the county processes continue to make it difficult for people. A most recent example is a small store in the poor and underserved community of Mead Valley, where the owner has now spent almost \$50,000 in fees to the county just to get permission to upgrade the façade on his store – and he still hasn't gotten the permit yet! This isn't someone trying to pave over valuable riparian habitat or dump toxic waste into our watershed, but someone who simply wants their store to look better, to attract more business and improve the looks of their community.

At a recent Board meeting, we were discussing this year's budget when a line in the introduction of the item about the county's need to be more "business friendly" caught my eye. This is the kind of thing that gets said a lot, but what exactly are we doing about it? I wanted to be sure everyone took note of the fact that this needs to be more than just words – what are we really willing to do about it?

The Press Enterprise's Jeff Horseman did a good job of capturing what I said in this article, published on September 11th:

<http://blog.pe.com/political-empire/2013/09/11/kevin-jeffries-supervisor-says-riverside-county-bleeds-small-businesses/>

**KEVIN JEFFRIES: Supervisor says Riverside County bleeds small businesses
SEPTEMBER 11, 2013 BY JEFF HORSEMAN**

Riverside County Supervisor Kevin Jeffries had some blunt words for how county government treats small businesses.

Speaking during the board's discussion of the county budget Tuesday, Sept. 10, Jeffries, who campaigned on a promise to fight for small businesses, noted a line from the budget stating the county had to be business friendly.

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"But from my perspective in the nine months I've been here, we are not job friendly. We are not business friendly," said Jeffries, a property owner/manager who's listed his occupation as "small business owner" on the ballot. "We are doing the best that we can to chase jobs and businesses out of this county and into other counties."

"It's incredibly frustrating to watch that occur, to have people come into our office that are small business owners – and I mean small business owners – saying you are bleeding me to death with your fees and your delays," he said. "Whether it's a hair salon, a barbershop, office trailer rentals. We're killing these small businesses and then we're turning around, trying to say well, how can we attract the big developments to come into Riverside County?"

Later, Jeffries said a longtime Lake Elsinore business has paid \$40,000 in fees to stay open, while a hair salon owner was brought to tears in her effort to build a small addition.

"If we're serious about getting out of this budget dilemma, we need to hang out the open sign that says we're business and job friendly," Jeffries said. "And that's going to require a change in the culture here in this building."

"That doesn't mean we give away the farm. That doesn't mean we lower our standards. That doesn't mean we ruin our quality of life. It just means we treat these small business owners with some respect and quit bleeding them for everything that they have."

"I want us to focus on how we're going to turn this county around. I don't like it when people come to me and say, 'I would rather try to pull a permit in Los Angeles than I would in Riverside County.' That's embarrassing."

Jeffries also lamented the county will have to devote at least \$100 million in the next few years to add jail beds. Almost 7,000 jail inmates were released early last year due to crowding.

"What is it that Riverside County wants to be?" he said. "It can't be for the next five years building jails. Because that's what it's coming down to. It can't be that we're just going to build warehouses and have a few jobs here and there."

"... It's really quite frustrating to see that we're going to have to dedicate so much of our future revenues to building jails and doing very little else. At some point, you have to ask the question, what are the other alternatives? What else can we do? We have to keep bad guys locked up. Otherwise our neighborhoods are not safe. But what can we do different?"

END PE.COM STORY

Changing the culture of the county is very important, some of which simply needs strong leadership from the top, and some of which may actually require changing personnel in key positions within the bureaucracy, if they are incapable of being more "customer friendly." But there are also some structural changes that can be made, from improving the customer service desk at the CAC where people apply for permits (which is already underway), to putting more processes online (which is in the planning phase), to simplifying applications for certain standard improvements that shouldn't take very much time or money at all to approve.

My staff and I are always willing to help if you are encountering problems in your own projects, and are also very interested in hearing any solutions you might have as to how our county can do a better job at working with private citizens and small businesses to make it easier to earn a living in the County. I'm not as concerned about helping big businesses, who already have fast track procedures in place, and a team of lawyers and consultants who can help them navigate the bureaucracy, but last I heard, small businesses still create the majority of jobs in this country, and we need to do more to help them thrive in Riverside County.

Respectfully,

Kevin Jeffries

Are YOU Ready For The BIG ONE ?

ARE YOU READY FOR THE BIG ONE? PREPARE WITH THE GREAT CALIFORNIA SHAKE-OUT

If you live in California, you should know that it isn't a matter of "if" a large earthquake will happen, but rather "when?" With 37 million people living and working in California, a major earthquake could cause unprecedented devastation. What we do now, before a big earthquake, will determine what our lives will be like afterwards. With earthquakes an inevitable part of California's future, we must act quickly to ensure that disasters do not become catastrophes.

This year's Great California ShakeOut earthquake will be at 10:17 a.m. on Thursday, October 17th, and over 8 million people are already participating state-wide.

A key aspect of the ShakeOut is the integration of comprehensive science-based earthquake research and the lessons learned from decades of social science research about why people get prepared. The result is a "teachable moment" on par with having an actual earthquake (often followed by increased interest in getting ready for earthquakes). ShakeOut creates the sense of urgency that is needed for people, organizations, and communities to get prepared, to practice what to do to be safe, and to learn what plans need to be improved.



Not just any drill will accomplish this; it needs to be big. It must inspire communities to come together. It must involve children at school and parents at work, prompting conversations at home. It must allow every organization, city, etc., to make it their own event.

The 2013 ShakeOut drill will be the largest preparedness event in U.S. history. To participate, go to <http://shakeout.org/california/howtoparticipate/> and pledge your family, school, business, or organization's participation in the drill. Registered participants will receive information on how to plan their drill and how to create a dialogue with others about earthquake preparedness. All organizers ask is that participants register (so they can be counted and receive communications), and at the minimum practice "drop, cover, and hold on" at the specified time. It is only a five minute commitment for something that can save your life. It all begins with registering, which is free and open to everyone.

A very effective video about the potential impacts of a large earthquake in Southern California and some of the issues you should consider can be watched here: <http://www.youtube.com/watch?v=8Z5ckzem7uA>

And even if you can't or won't sign up for the drill officially, you owe it to yourself and those you live or work with to be familiar with the seven steps for dealing with an earthquake, before, during and after, as discussed here: <http://earthquakecountry.org/sevensteps/>

County Boards and Commissions Appointee Profile

Each month, the Jeffries Journal will highlight one of the Supervisor's nearly 100 appointees on Boards and Commissions in the county, to provide an insight into the kind of service opportunities that exist, and the people who have chosen to serve.

Temescal Valley Municipal Advisory Council Eric Werner, Chair

What does your Council do?

The Temescal Valley Municipal Advisory Council (TVMAC) is an advisory board composed of appointed members whose purpose is to advise the County of Riverside and Board of Supervisors about the activities and issues in the Temescal Valley. Specifically, the TVMAC conveys opinions and concerns about specific county issues to and from residents and 1st District Supervisor Kevin Jeffries and his staff. At the TVMAC level, our emphasis is on working closely with the community to build a better Temescal Valley by bridging the gap between local businesses, residents, and our local government. Communication and the flow of information between the 1st District Supervisor's office and the community are vital to our continued goal of ensuring that the Temescal Valley continues to be a safe, healthy, and desirable place to live and work.



What interested you in serving on the MAC?

Our family business has been based out of the Temescal Valley for over 40 years, and my father was one of the original founding members of the TVMAC in the early '90s. My father, along with a few other community members including Joyce Deleo, Sandy Isom, and Wayne Kiley, came together with the 1st District Supervisor at the time to create the TVMAC when they realized that there was a disconnect between the local community and the County government. I view the TVMAC as a vital conduit between the businesses, residents, and the County. This community has supported my family and created many life-long friendships, and for that I am eternally grateful. Participating on the TVMAC Board is simply one of the many opportunities for me to give back to the community that has given me and my family so much over the years.

The MAC meets of the Second Wednesday of each month at 6:00 pm at The Lodge at Trilogy, 24503 Trilogy Parkway Corona, CA 92883. Agendas are available online at www.supervisorjeffries.org



The Food Trucks ARE BACK!!

Be sure to stop by our Food Truck Festival II on October 22nd 2013, from 8am-2pm.

This time there will be 20 trucks to serve you!



Supervisor Success Stories



Each month this column will highlight recent successes in Supervisor Jeffries' Office, whether it is assistance for a single citizen dealing with the county bureaucracy, a change in county policy to improve our community, or a promise kept by the Supervisor.

Street Lights for Safety in Lakeland Village

After several fatal accidents along Grand Avenue early this year, including one in which darkness was likely a factor, Supervisor Jeffries began looking for ways to improve safety lighting along this corridor as soon as possible. By working with Southern California Edison and the County Department of Transportation, and then identifying a long dormant special fund that could be used as an ongoing source of funding to keep the lights on, we were able to add a dozen new street lights along Grand Avenue, to help improve traffic and pedestrian safety. Future improvements are still coming, but getting the lights turned on before the Fall time change was definitely a goal the Supervisor wanted to accomplish.

Prop 13 Protections for Seniors Moving to Riverside County

Working with Supervisor John Benoit, Supervisor Jeffries helped pass a county-wide ordinance implementing Prop 90, a measure passed by voters in California in 1988. This will allow seniors who wish to down-size their homes to move from one part of the state to a less expensive home in Riverside County, while preserving their protected Prop 13 Property Tax status. Studies have shown these seniors are a net benefit to the county, and can contribute greatly to our community. For more information on how to use Prop 90 or Prop 60 (for seniors who already reside in the county), follow this link:

<http://www.asrclrec.com/Assessor/TaxRelief,Exemptions/TaxSavingsforSeniors.aspx>

Stop Sign Safety Improvements in Good Hope

Many intersections in Good Hope are poorly lit and poorly marked, making them dangerous for cars and pedestrians alike. At the urging of Supervisor Jeffries, the County Department of Transportation has painted new "stops" and limit line markers at important intersections in the community, making it easier for cars to see when and where they are supposed to stop. If you see an intersection which needs a "Stop" painted, please contact our office.

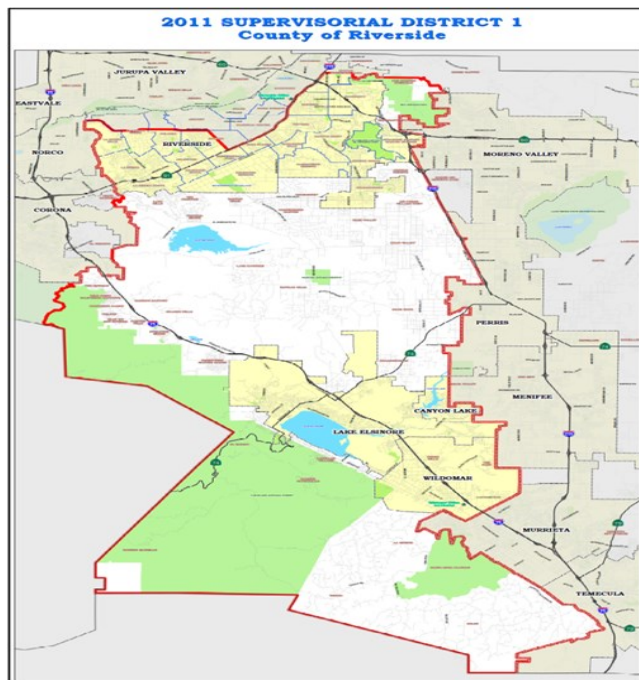
Non Profit Spotlight

COURT APPOINTED SPECIAL ADVOCATES (CASA)

The mission of Court Appointed Special Advocates (CASA)'s is to speak for the best interests of abused, neglected, and abandoned children in the courts of Riverside County. They promote and support quality volunteer representation for each child to secure a safe, permanent and nurturing home. CASA serves as an advocate for the services needed to help each child become a healthy and productive adult, able to break the chain of abuse, neglect or abandonment.

A CASA volunteer's primary role is to ensure that the judge in the juvenile dependency court has the best information possible to make informed decisions regarding the life and future of an abused child. CASA volunteers go through an intense background check and training, and become actual sworn officers of the juvenile dependency court, with the same legal authority in the courtroom as a social worker or attorney.

For additional information, call 951-358-4343. Or see us online at <http://www.casariversidecounty.org/>



First District Profile



Kevin Jeffries was elected in November 2012 to represent the residents of the 1st Supervisorial District on the Riverside County Board of Supervisors. This district covers the cities of Riverside, Lake Elsinore, Canyon Lake, and Wildomar, and unincorporated communities including Woodcrest, Lake Mathews, Mead Valley, Temescal Valley, Good Hope, Lakeland Village, El Cariso, Meadowbrook, La Cresta, and DeLuz

HOSTED BY THE MEAD VALLEY MUNICIPAL ADVISORY COUNCIL

Mead Valley Town Hall

UPDATES FROM

- **PUBLIC SAFETY**

- Chief John Hawkins, Riverside County Fire
- Lt. Horton, Riverside County Sheriff's Dept., Perris Station

- **DISTRICT ATTORNEY**

- DA Paul Zellerbach

- **TREASURER-TAX COLLECTOR**

- Don Kent, Treasure-Tax Collector

- **ASSESSOR-COUNTY CLERK-RECORDER**

- Sean Downs, Chief Appraiser
- Michele Martinez-Barrera, Principal Auditor-Appraiser

- **TRANSPORTATION**

- Juan Perez, Director of Transportation Land Management Agency

- **ENVIRONMENTAL HEALTH**

- John Watkins, Deputy Director of Environmental Health

- **RIVERSIDE COUNTY FLOOD CONTROL & WATER CONSERVATION DISTRICT**

- Mark Willis, Chief of Planning Division
- Edwin Quinonez, Engineering Project Manager

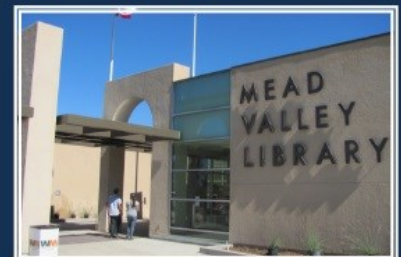
- **REGISTRAR OF VOTERS**

- Art Tinoco, Chief Deputy Registrar of Voters

- **ECONOMIC DEVELOPMENT AGENCY**

- Rob Field, Assistant County Executive Officer, EDA

and Much More!



Thursday, October 10, 2013

6:00pm

(Doors open at 5:30)

Mead Valley Community Center
21091 Rider Street
Perris, CA 92570