

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



# Jeffries Journal

Volume 2, Issue 5

May 2014

## Kevin's Corner

### Ready To Open A Small Business?

In my humble opinion, "small businesses" have always been and remain the backbone of our local and national economy. We have all heard the stories of the business idea that starts off in the garage or spare bedroom and then moves into a little bigger commercial buildings – and then keeps growing. It's truly part of the American dream and who we are as a nation. In many communities you will find it is the small neighborhood businesses that typically donate every year to youth sports or help sponsor a community event. Many offer entry level jobs to our high school and college students and others eventually offer full career paths to other community members as they grow.

It's pretty common knowledge that California is one of the toughest places in the nation to own and operate a business (of any size), just recently being named once again as the worst in the country by CEO Magazine. But Riverside County just might be a perfect place to start up a new business. Many of our cities and the county itself have made a push to be more business friendly in our approach, and with our location on major highways and rail systems, a foreign trade zone designation, inclusion in the state's Innovation Hub program, relatively low land prices, and 2.3 million people providing a significant potential labor force and customer base, our region has to potential to overcome many of the burdens put on businesses by the state.

In fact, several Chambers of Commerce located in the southwest portion of Riverside County believe that we have the perfect county for an entrepreneur to open a new business. The Lake Elsinore, Murrieta, and Menifee Chambers of Commerce are working together to present a "Franchise Workshop" on Thursday August 21st at the Lake Elsinore Storm Diamond Stadium Club. Of course opening a franchise not only requires a significant commitment of your time and hard work - but also a serious financial investment.

Similarly, the Greater Riverside Chambers of Commerce are hosting Riverside Business Week on June 17-20, which they describe as "a week focused on connecting local businesses with resources, education, and networking opportunities." They are also giving away a "Young Entrepreneur Award," to a local business owner between the ages of 18 and 35. For information on applying for the award or any of the rest of the events of the week, see: <http://riverside-chamber.com/RivBiz.cfm>

Riverside County and many of our cities are working to improve the business climate and job opportunities in our county and local communities – but at the end of the day it is the true risk takers in the private sector that create the new jobs and businesses that we need. If you are truly interested in opening a franchise business, be sure to contact one of the Chambers above. On the other hand, if you have already been trying to open your new business and have encountered endless red-tape and delays, be sure to contact your local county or city elected officials and ask for some help—that is part of my job as your County Supervisor.

Respectfully,

Kevin Jeffries  
First District Supervisor & Small Business Owner.

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## County Boards and Commissions

# Volunteers Wanted for County Boards and Commissions!

As part of his duties on the Riverside County Board of Supervisors, Kevin is responsible for finding appointees in the 1<sup>st</sup> District for over 40 boards and commissions. On top of that, there are dozens of other boards and commissions that have a county-wide impact in which he has a voice in the appointments. While most of these boards and commissions have appointees currently serving, there are a number of vacancies that exist today, and we expect to see regular turnover as terms expire or people choose to no longer serve.

As an example, some of the vacancies that exist today are on the Advisory Committee on Substance Abuse, Mental Health Board, In-Home Supportive Services Advisory Committee, Workforce Investment Board, the Tax Assessment Appeals Board, and the Good Hope/Meadowbrook Community Advisory Committee.

Some of these have specific qualifications to serve and their own applications, such as the Mental Health Board (<http://www.rcdmh.org/Mental-Health-Board>) and the Tax Assessment Appeals Board ([http://www.rivcocob.org/wp-content/uploads/2013/01/20100426\\_aab\\_member\\_application.pdf](http://www.rivcocob.org/wp-content/uploads/2013/01/20100426_aab_member_application.pdf)), but information on most of the other commissions can be found here: [http://supervisorjeffries.com/opencms/Boards\\_Commissions/index.html](http://supervisorjeffries.com/opencms/Boards_Commissions/index.html)

If you would like information on some of the other committees that exist that may pertain to your interests or expertise, please feel free to contact Kerstin Justus at [KJustus@RCBOS.org](mailto:KJustus@RCBOS.org) or at 951-955-1010. To apply for a board or commission, please fill out the application here: <http://www.rivcodistrict1.org/pdf/BoardsandCommissionsApplication11713.pdf>

Supervisor Jeffries speaks at the first meeting of the Lakeland Village Community Association.



## 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.*

### Residents Get Paved Emergency Access

As part of the Perris Valley Line Metrolink Extension, improvements are necessary all along the existing tracks from Perris to Riverside. One of those improvements was going to eliminate the easy (but unimproved) access to the freeway that a neighborhood below Box Springs Mountain had enjoyed since they had built their homes. This would leave the residents with only a single access in and out of their neighborhood that was over a mile long and on a dirt road that frequently flooded or washed out in heavy storms. Supervisor Jeffries insisted that if the County was going to eliminate the most convenient access to their homes, then it needed to ensure that their only remaining route be safe and secure for emergency vehicles to come in, or for residents to evacuate out, if necessary. Working with the Riverside County Transportation Commission and the Department of Transportation, the Supervisor was able to get their access road paved, so that no residents would be endangered by the closing of their primary access road by the county.



### Warm Springs Has First Community Clean-Up

When the new Warm Springs Community Advisory Council brought to the attention of Supervisor Jeffries the fact that they had never had a community clean-up day, the Supervisor and his staff worked with Waste Management Inc. and the Riverside County Waste Management Department to arrange their first official community clean-up day. On Saturday, May 17<sup>th</sup> residents in the community were able to drop off their unwanted furniture, appliances, foliage, and tires at Temescal Canyon High School. There was a tremendous turnout from the community, and several large bins of waste that might otherwise not have been properly disposed of were hauled away, helping improve the quality of life and the aesthetics of this unincorporated area just east of the City of Lake Elsinore.

### Library Friends Group Accesses Development Fees for Books

When the Friends of the Mission Trail Library in Wildomar heard that the county had collected developer fees (DIF) for library books and materials on projects approved prior to the incorporation of the City, they inquired with Supervisor Jeffries' office to see if that money still was available and how it could be accessed. Supervisor Jeffries' staff tracked down the office within the county responsible for administering these fees, and learned that the Friends' group simply needed to get the City and Mission Trail Library management to make an official request to the county for the funds, which resulted in the transfer of over \$140,000 that had been mostly lying dormant since 2008! Congratulations to Friends of the Mission Trail Library for doing the initial work in identifying the existence of these funds and following through to get this deal done.

A Press Enterprise article on the money can be found here: <http://www.pe.com/articles/library-695102-county-money.html>

## Non Profit Spotlight

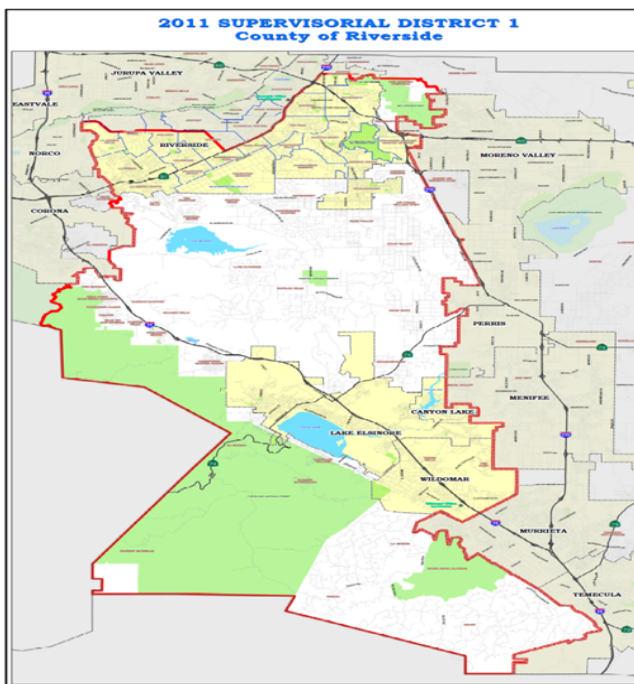
### SMOOTH TRANSITION, INC.



Smooth Transition Inc. is a Riverside based nonprofit organization located throughout the Inland Empire that focuses on WASC accredited educational and vocational training for at-risk populations. The organization has created a comprehensive WASC accredited Pre-Employment Job Readiness, Financial Literacy, and Life Skills Program that meets the needs of our low income at risk, transition age youth, and participants of our program receive a holistic intervention treatment on all levels and across multiple spectrums required for self-reliance and self-sufficiency. Program elements are designed to ensure those in the program receive the basic life skills required for learning how to live on their own and in the world and obtain self-sufficiency in addition to providing students with educational and vocational training in addition to work experience opportunities. Each completed class is accompanied by benchmarks (SLO's), goals and objectives, assessments and each successive advancement enjoys chances for personal empowerment, responsibilities and as they transition to new levels of personal and professional development, gives them the chance to celebrate their accomplishments and to share this success with others in the program. Upon successful completion of the program, participants receive an accredited certificate in the field of study or vocation training completed.

Smooth Transition has received multiple local and federal awards for our service in the community and we are committed to partnership and collaboration, working with local city governing groups, libraries, community centers, universities, service organizations and youth centers providing satellite locations for out of area participants. The organization serves between 400 and 500 people per year throughout Riverside and San Bernardino Counties. One of the most popular educational programs is their culinary arts certification program, which is now located in the new Mead Valley Community Center near Perris. The location houses the culinary arts training program as well as a full service café and catering service. The program is also expanding to include its new location in the City of Riverside. Students are given the opportunity to not only gain the valuable educational training needed for entering the culinary field, but also provides them with the valuable work skills necessary to reach their career goals. The organization recently took over the senior meals program at the Mead Valley Senior Center and Good Hope Community Center in the County of Riverside. All of the meals are prepared fresh every day at the Mead Valley location and in only one month the program is almost serving at capacity. The meals are prepared fresh daily by the culinary graduate staff, and provide the seniors with tasty well balanced meals Monday through Thursday at both locations. Seniors interested in signing up for the senior meal program can contact Smooth Transition staff at the Smooth Stop Coffee Shop in Mead Valley by calling 951-443-1888.

Visit us online - [www.smoothtransitioninc.com](http://www.smoothtransitioninc.com)



## 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, Tenaja, and DeLuz*

# We're on the MOVE

**MONDAYS**

9:30 am - 10:30 am  
Good Hope  
Community Center  
21565 Steele Peak  
Perris

11:30 am - 12:30 pm  
Rob Reiner Center  
2221 S. A Street  
Perris

1:30 pm to 3:00 pm  
Wildomar Senior Center  
32325 S. Pasadena Street  
Wildomar

**TUESDAYS**

9:00 am - 11:00 am  
Deleo Park  
25655 Santiago Canyon Road  
Temescal Valley

1:00 pm - 2:00 pm  
Aguanga Post Office  
45140 Highway 79  
Aguanga

For more information contact the Perris Library at 951-657-2358

## Western County Bookmobile 2014 Schedule

**WEDNESDAYS**

9:00 am - 11:00 am  
Brookfield Park  
Winchester & Pourroy  
Winchester

2:30 pm - 4:00 pm  
Quail Valley  
Project Lift Resource Center  
29210 Goetz Road  
Quail Valley

**THURSDAYS**

10:00 am - 12 noon  
San Jacinto  
Community College  
Menifee Campus  
28237 La Piedra Road  
Menifee

2:00 pm - 3:00 pm  
Val Verde Elementary  
2656 Indian Avenue  
Perris

**FRIDAYS**

10:00-12:00 p.m.  
Country Village  
Senior Apartments  
10250 Country Club Dr  
Mira Loma

1:30-3:30 p.m.  
Lake Mathews Fire Station  
16453 El Sobrante Road  
Lake Mathews



IN CELEBRATION OF NEIGHBORWORKS WEEK, NPHS AND GRID ALTERNATIVES HOST A  
**GREEN HOME WORKSHOP**  
SAVING DOLLARS AND ENERGY



You May be Eligible for a NO-COST or LOW-COST Solar Electric System

Food and Drinks Provided

Come Join Us and Learn:

- Solar Affordable Housing Program
- Save Up To 75% on Monthly Electric Bills
- NO-COST and LOW-COST Solar Systems
- Grid Alternatives
- Energy Efficiency

**June 12, 2014**  
6:00 p.m. to 7:30 p.m.

**NPHS**  
Center for Sustainable Homeownership  
2002 Iowa Ave., Suite 105  
Riverside, CA 92507

R.S.V.P. at [www.greenhome.eventbrite.com](http://www.greenhome.eventbrite.com) or call (909) 518-7382

NPHS  
2002 Iowa Ave., Suite 105  
Riverside, CA 92507  
<http://nphs.info>



# Critter Kiddz Camp!

at the Western Riverside Animal Shelter

Two separate weeks!

Week 1: July 14-18

The Zany Zoo

Week 2: July 21-25

Down on the Farm

Kids ages: 6-12



Place: Western Riverside Animal Shelter  
6851 Van Buren Blvd., Jurupa Valley, CA 92509

Time: 9:00 am - 12:00 pm

Cost: \$100 per week  
(\$75 for second child)

Register online at: [www.RCDAS.org](http://www.RCDAS.org)

\*Please register for each child separately.

For questions contact: Elvira Valenzuela  
EValenzu@rcdas.org  
951-358-7336



## HIDDEN VALLEY NATURE CENTER

11401 Arlington Avenue, Riverside, CA 92505  
Phone: (951) 785-7452 Email: [HVNC@rivcoparks.org](mailto:HVNC@rivcoparks.org)  
[www.rivcoparks.org](http://www.rivcoparks.org)

### Summer Camps 2014

8:00 AM to 12:00 Noon Monday-Friday

Ages 5-11

Cost \$100.00 per week 1<sup>st</sup> child

\$75.00 each additional child in family

Two Weeks to Choose from!

Come for one or both!!!



A camp T-shirt is included with each paid registration.

#### Week 1: June 16<sup>th</sup> - June 20<sup>th</sup>

##### LIFE ALONG THE RIVER

Join us for an adventures filled week as you experience how the Tongva Tribe lived, worked, and played along the Santa Ana River.

Featuring:

- Special Guests, Storytelling, Music Games, Crafts and other related hands-on activities.

#### Week 2: June 23<sup>rd</sup> - June 27<sup>th</sup>

##### BACK TO NATURE

A fun-filled week as children install a Certified Wildlife Habitat, explore the river bottom and investigate local:

- Incredible Insects
- Radical Reptiles & Amphibians
- Fantastic Fish
- Beautiful Birds
- Marvelous Mammals

Priority Registration for Friends' members: March 15, 2014  
General registration begins: March 27, 2014  
For Friends' membership, go to [www.friendsofhiddenvalley.org](http://www.friendsofhiddenvalley.org).

Registration form available online: [www.rivcoparks.org](http://www.rivcoparks.org).  
Mail registration forms with check to: Hidden Valley Nature Center P.O. Box 7757 Riverside, CA 92512  
Wear outdoor clothing and sturdy shoes. No sandals please. Bring a water bottle and a lunch with your child's name.

#### TO ENROLL

Pre-registration is required. Please fill out a separate Camp Registration/Emergency form for each child attending. Mail or return it in person to Hidden Valley Nature Center on Saturdays from 10:00am to 4:00pm. Payment in full is required to hold your child's reservation. Be sure to include a check payable for the full amount to: **Parks District**. Cancellations: The camp reserves the right to make changes in programs and to cancel sessions if enrollment is insufficient.

All registration fees are non-refundable (unless nature center cancels).

A limited number of adult class aides, 18 years of age or older, are needed to help the teachers. Please call early at (951) 285-7452 to sign up as a volunteer, as there are only a few aide positions available. You may enroll one child for free if you volunteer the whole week of camp. You may be assigned to a class other than your child's class.

"Parks Make Life Better!"

