



City of Rocklin

Community Report Card

2008-2009



Introduction

Dear Community Member,

The City of Rocklin is pleased to publish the *Community Report Card 2008-2009*. The City is a provider of municipal services, and the City Council and City Management regularly review the level, quality, and effectiveness of these services. City residents and businesses also share some responsibility for the attainment of community goals and objectives.

Information for this report was gathered from a variety of sources, including City departments, Placer County, and other data-producing entities. The *Community Report Card* is comprised of key indicators which document the progress of the community in several areas, including economic health, quality of life, and quality of public services.

This report can help identify early warning signs, stimulate community dialogue about positive or negative trends, encourage City/Resident responsibility and accountability, and promote continuous City/Community improvement. The *Community Report Card* is updated on a continuous basis. For the most current information, please visit the City's website at www.rocklin.ca.us

We hope you find the *Community Report Card* a quality City of Rocklin information source.

Sincerely,

Brett Storey, Mayor

Peter Hill, Vice Mayor

Kathy Lund, Councilmember

George Magnuson, Councilmember

Scott Yuill, Councilmember

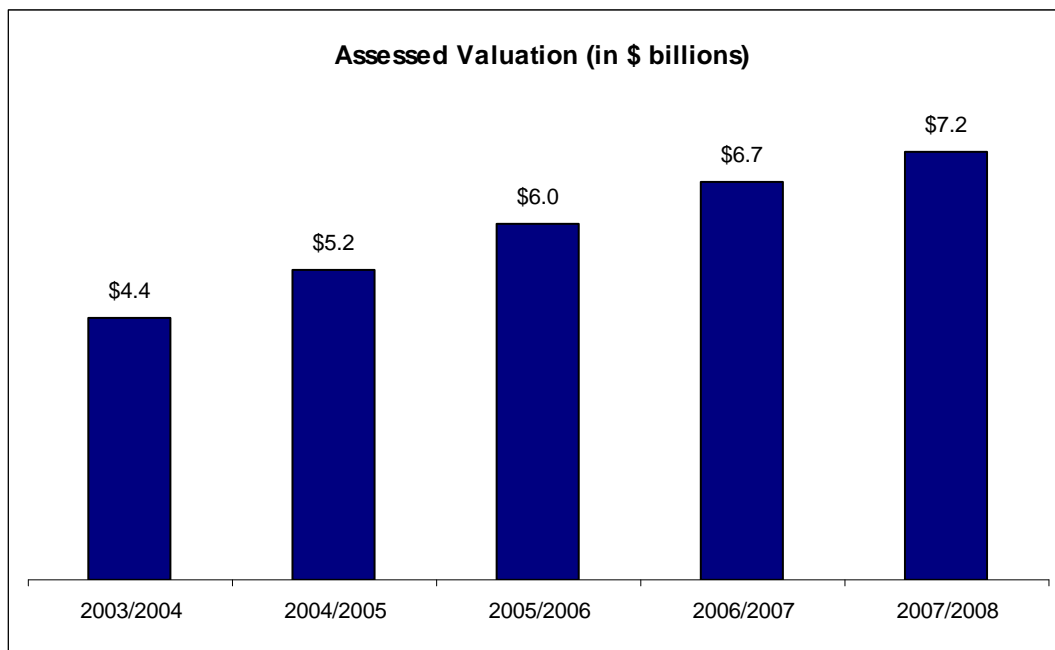
Table of Contents

Introduction.....	3
Table of Contents.....	4
Assessed Valuation.....	5
Property Tax Revenue.....	6
Sales Tax Revenue.....	7
Redevelopment Tax Increment.....	8
Business License Activity.....	9
Building Activity.....	10
By Permit Type.....	10
By Permit Value.....	11
Percentage by Type of Development.....	12
Total Non-residential Space Sq. Ft.....	13
Home Prices.....	14
Single-family Detached Homes.....	14
Single-family Attached Homes.....	15
Crime Rate.....	16
Police Response Times.....	17
Collision Rate.....	18
Fire and EMS Response Times.....	19
Waste Diversion Rate.....	20
Unemployment and Labor Force.....	21
Voter Registration and Turnout.....	22
Academic Performance.....	23
Elementary School Level.....	23
Middle School Level.....	24
High School Level.....	25
Charter School Level.....	25
Acknowledgements.....	26

Assessed Valuation

Description of Indicator

This indicator measures the assessed valuation of real and personal property within the City of Rocklin as determined by the Placer County Assessor.



Why is it Important?

Property taxes are generally one of the top two revenue sources for local government agencies. In California, property tax is imposed on real property (land and permanent improvements) and certain personal property. Property is assessed at current market value at the time of construction or upon sale. The California Constitution limits the real property tax rate to one percent of a property's assessed value. Cities, counties, school districts, and special districts share in the revenues from the one percent property tax based on allocation formulas established by the California State Legislature. Changes in assessed valuation, up or down, directly affect the amount of property tax revenue available for delivery of local government services.

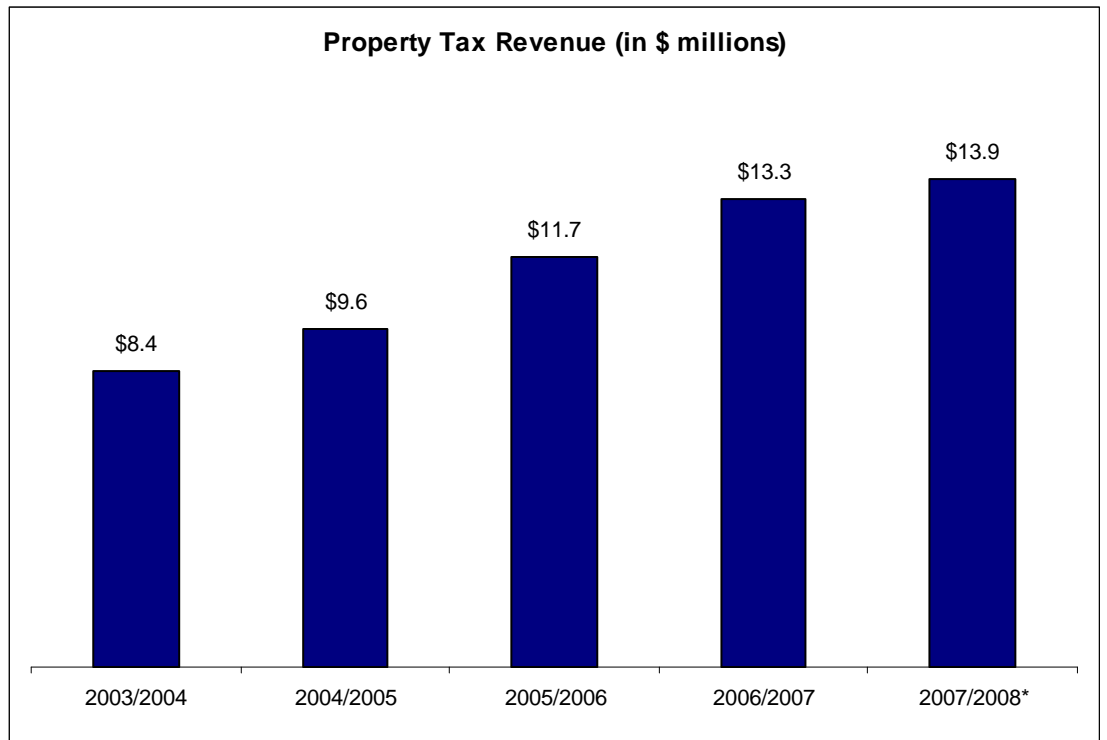
How are we Doing?

City assessed valuation has increased 63 percent over the past five years. During this period, the annual growth rate exceeded 13 percent per year.

Property Tax Revenue

Description of Indicator

This indicator measures the total property tax revenue received by the City during each fiscal year.



Note: All years include Redevelopment property taxes.
* Unaudited figure.



A Rocklin neighborhood.

Why is it Important?

Property tax revenue represents 25 percent of the City's General Fund income which supports city services such as police, fire, and parks and community services.

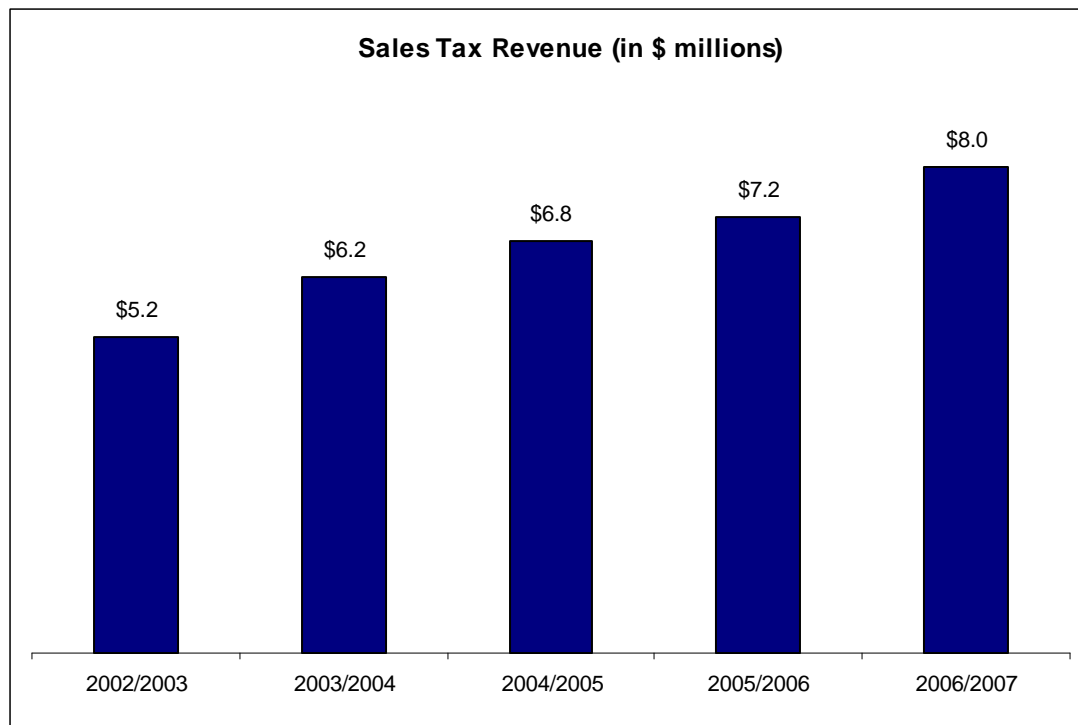
How are we Doing?

Property tax revenue increased 65 percent over the past five years. During this period, the annual growth averaged in excess of 13 percent per year, but in the most recent year, growth was less than 4.5 percent.

Sales Tax Revenue

Description of Indicator

This indicator measures the total sales revenue received by the City during each fiscal year.

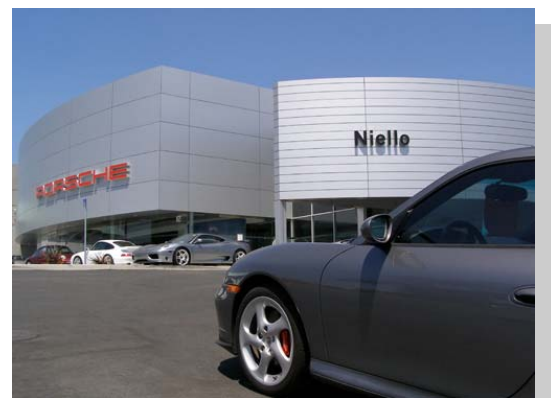


Why is it Important?

Sales tax revenue represents 25 percent of the City's General Fund revenues and supports services, such as police, fire, and parks and community services.

How are we Doing?

Sales tax revenue increased by 53 percent over the past five years. During this period, the average annual growth exceeded 9 percent.

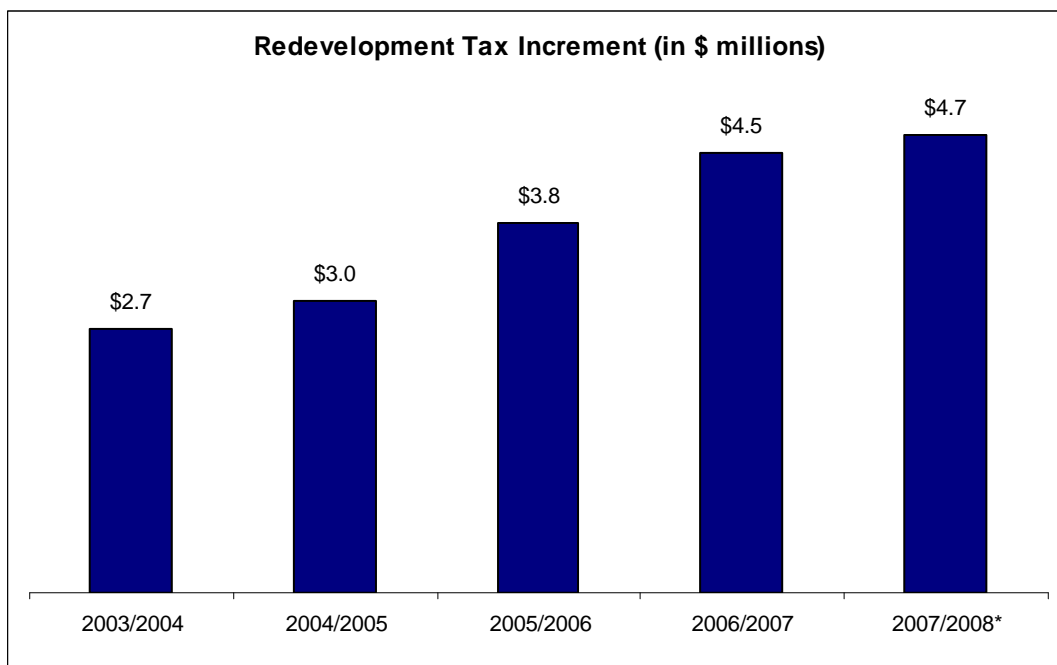


A car dealership on Granite Drive, Rocklin.

Redevelopment Tax Increment

Description of Indicator

This indicator measures the amount of tax increment revenues received by the Redevelopment Agency during each fiscal year.



Note: * Unaudited figure.



Construction of Sierra College Blvd/I-80 Interchange

Why is it Important?

Tax increment revenue is used by the Redevelopment Agency to support Agency debt issuance. This debt is used to fund projects in the Redevelopment project area which alleviate and eliminate blight.

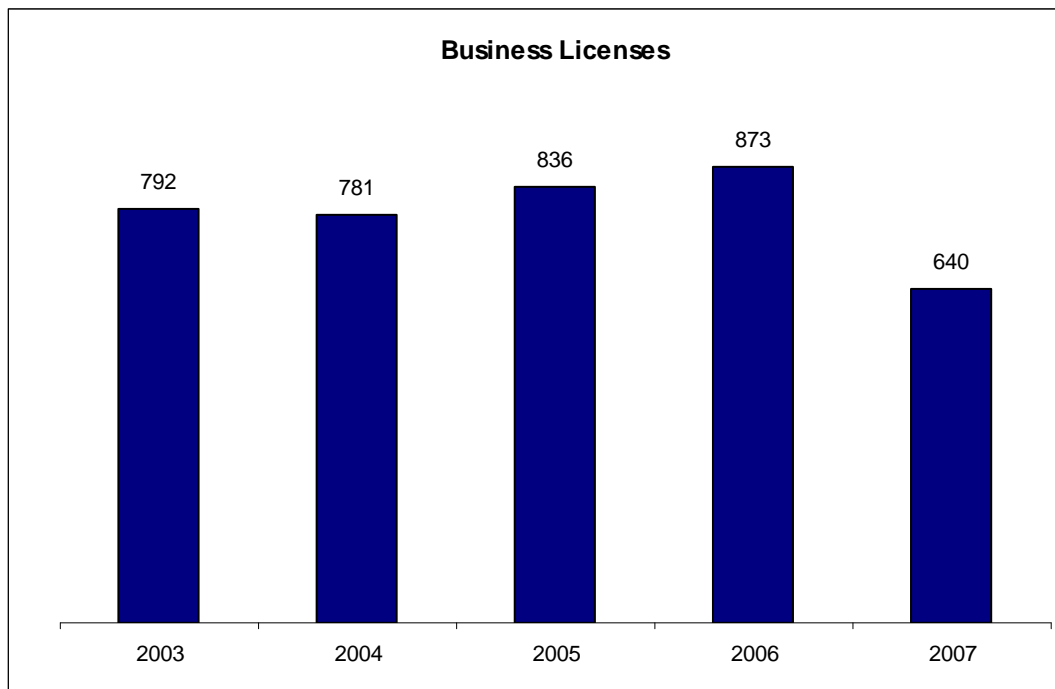
How are we Doing?

Redevelopment tax increment increased 74 percent over the past five fiscal years. During this period, average annual growth exceeded 15 percent.

Business License Activity

Description of Indicator

This indicator measures new business license activity and is an indicator of the number of new businesses in Rocklin from year to year.



Why is it Important?

This is an indicator of new business formations.

How are we Doing?

Business license activity decreased 27 percent in 2007 vs. 2006. Rocklin's new business licenses increased during the years 2004-2006.



A restaurant in the Blue Oaks Town Center.

Building Activity

Description of Indicator

This indicator measures building activity and total building value of residential and non-residential commercial construction value (pool values excluded.)

Building Activity by Permit Type

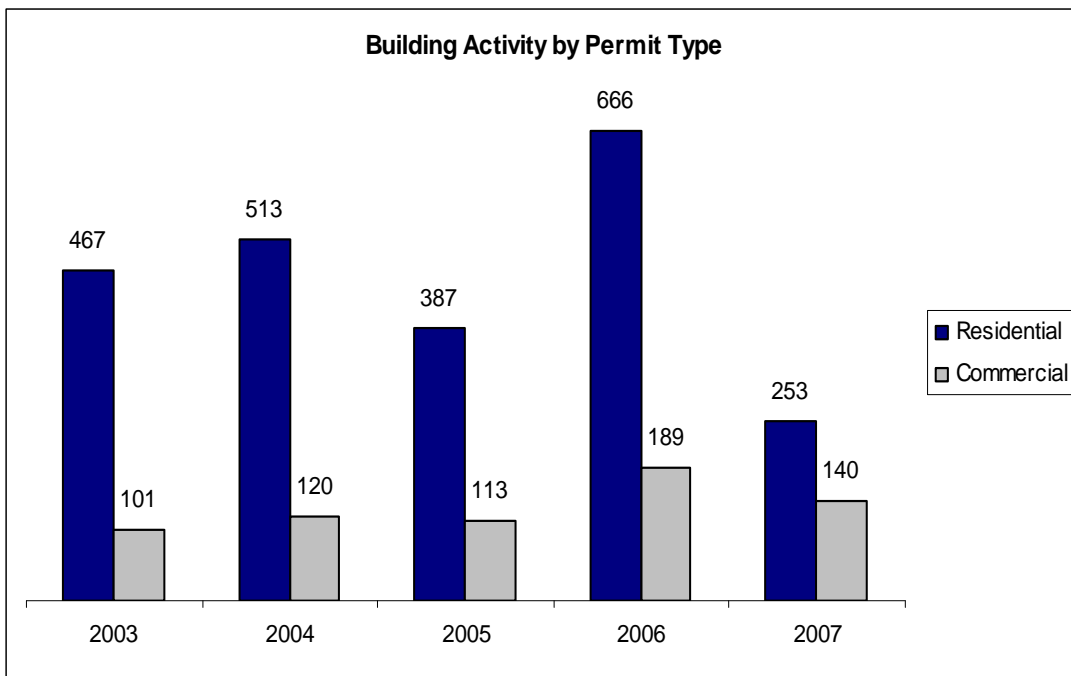
This chart shows permit volume for residential and commercial construction.

How are we Doing?

Building activity between 2006 and 2007 decreased 54 percent measured by the number of building permits issued.



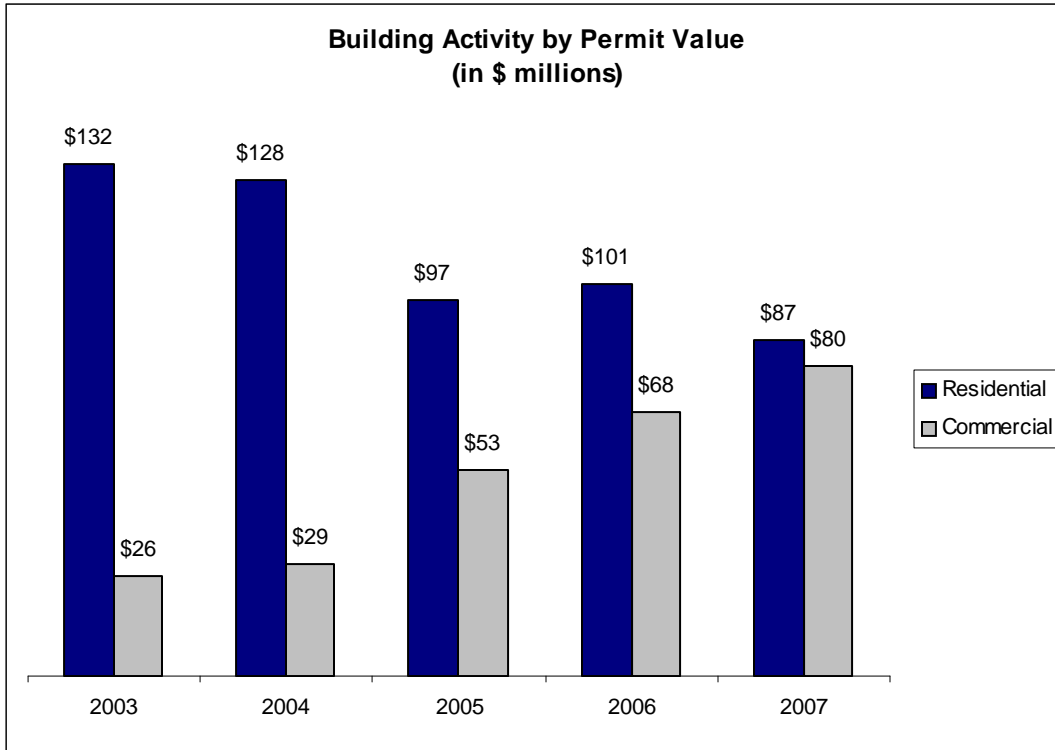
Construction of a new commercial/retail area.



Building Activity

Building Activity by Permit Value

This chart shows permit value for residential and commercial construction.



Why is it Important?

Building activity value has a direct impact on property and sales taxes, and city development revenues.

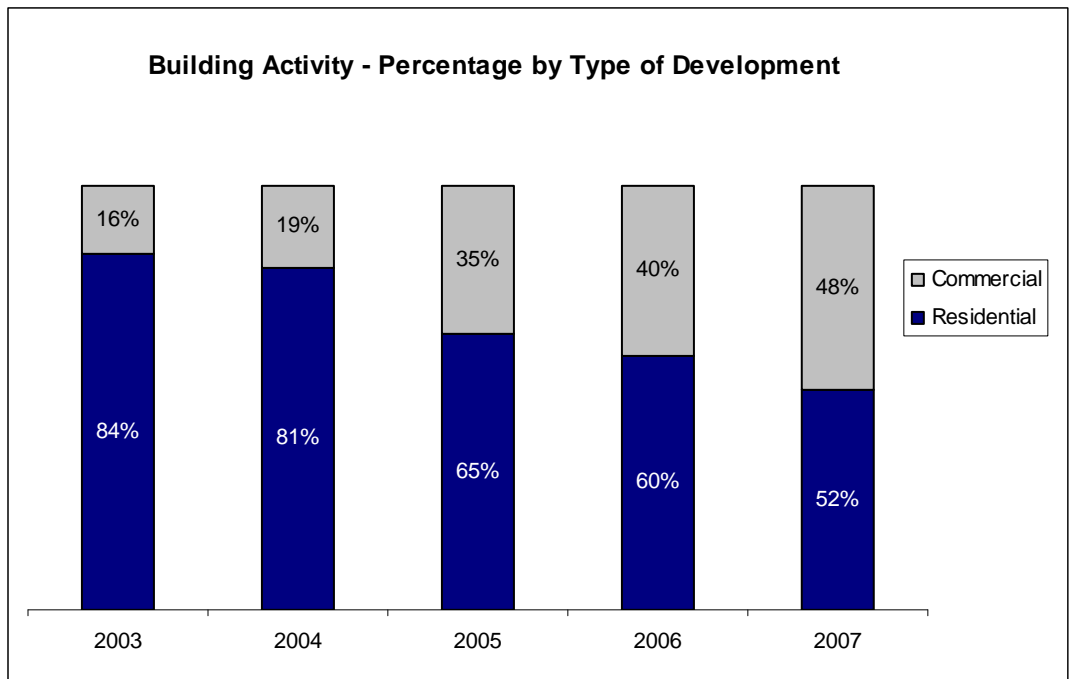
How are we Doing?

Rocklin’s building activity historically has been predominately residential. In recent years, non-residential development values have grown to 48 percent of development permit values. There is currently a residential development slowdown due to market conditions. Commercial activity is expected to continue to increase given continued job growth.

Building Activity

Building Activity—Percentage by Type of Development

The chart below shows the building activity percentage for residential and commercial construction.

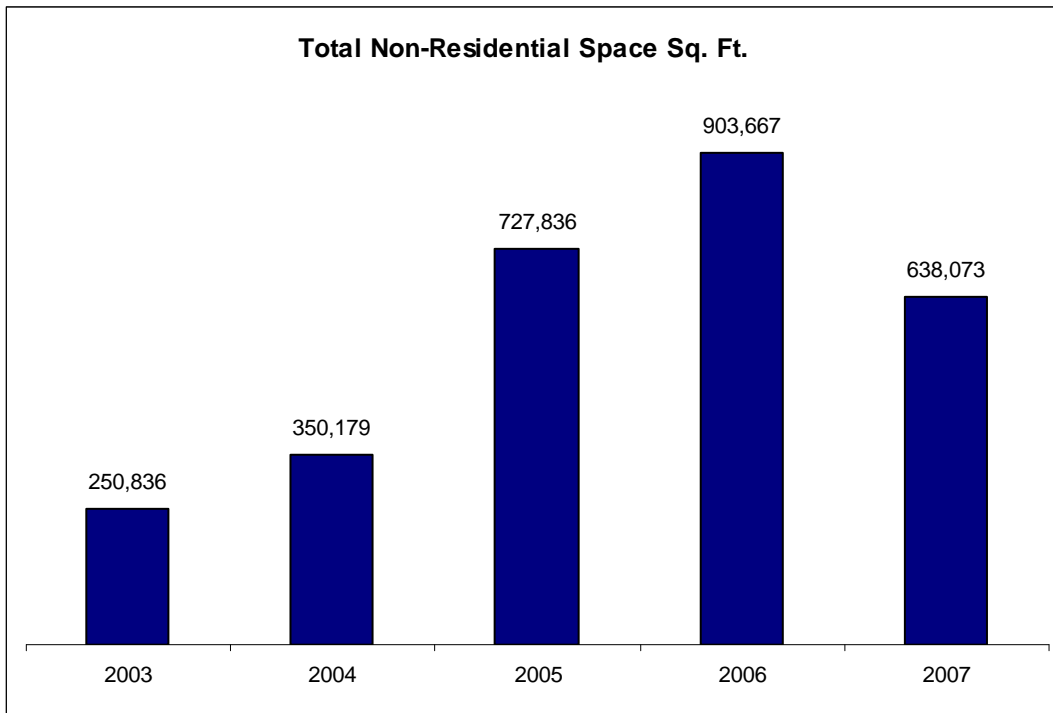


Residential home construction.

Building Activity

Building Activity—Total Non-residential Space per Sq. Ft.

This chart shows the building activity total for non-residential space.



Building a structural frame.

Home Prices



A single-family detached home in Rocklin.

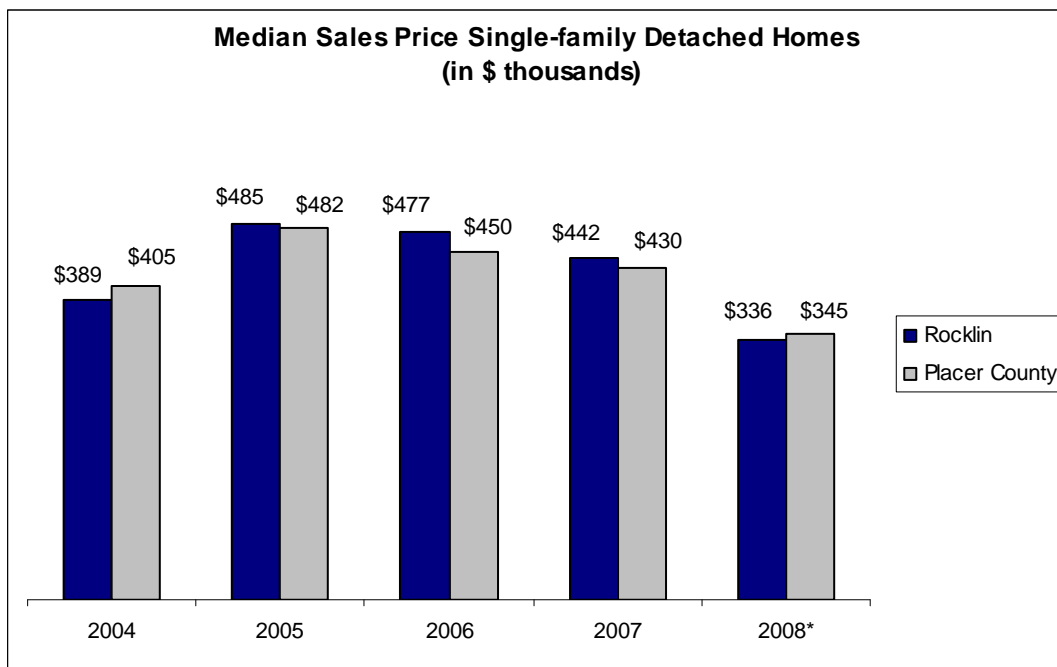
Description of Indicator

This indicator compares the annual median sales prices for single-family detached homes and single-family attached homes (*see graph on page 15*) in Rocklin and in Placer County.

How Are we Doing?

Single-family detached median home prices peaked at \$485,000 in 2005. In 2007, the median price has declined based on current housing market conditions. In 2008, the year-to-date median home price is \$335,750.*

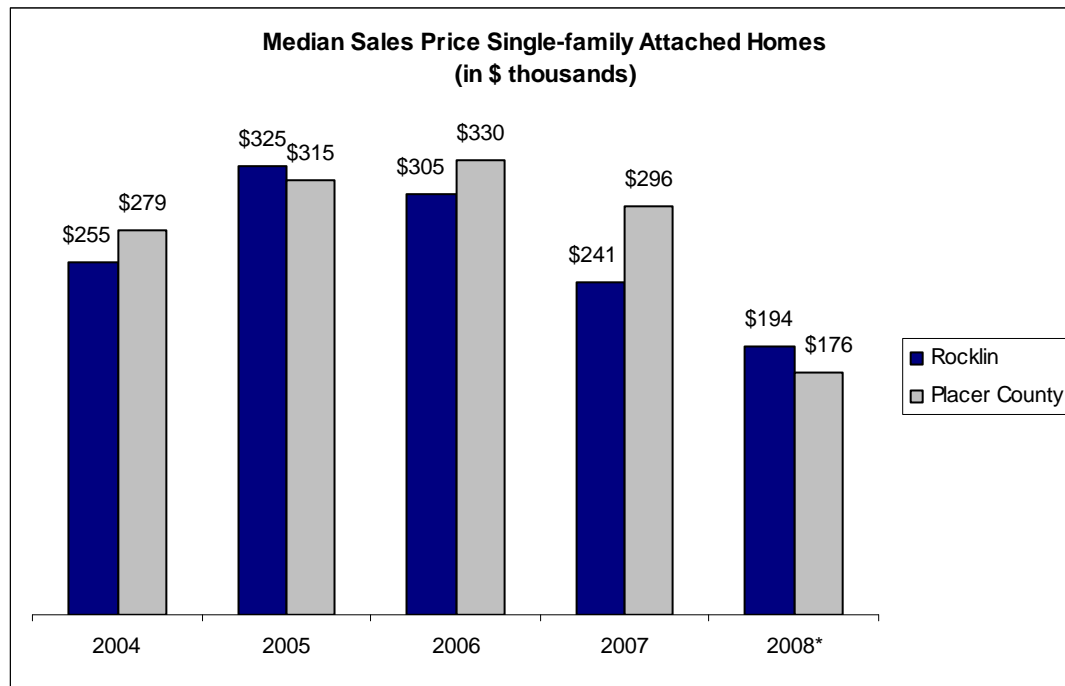
Single-family Detached Homes



Note: June data for each year
 * 2008 data is year to date

Home Prices

Single-family Attached Homes



Note: * to date 2008 Q2

Why is it Important?

Home prices are influenced by many factors, including state and national economic trends, supply and demand, job growth, and related factors. Rising home prices suggest buyers have positive perceptions about the city (e.g., good schools, crime, quality parks, a clean environment, and a high quality of life.)

How are we Doing?

The median price for an attached home is \$194,000 as of the second quarter in 2008.

Home prices for Rocklin and Placer County have closely tracked each other. Home prices peaked in 2005 at \$485,000 for detached homes and \$325,000 for attached units.

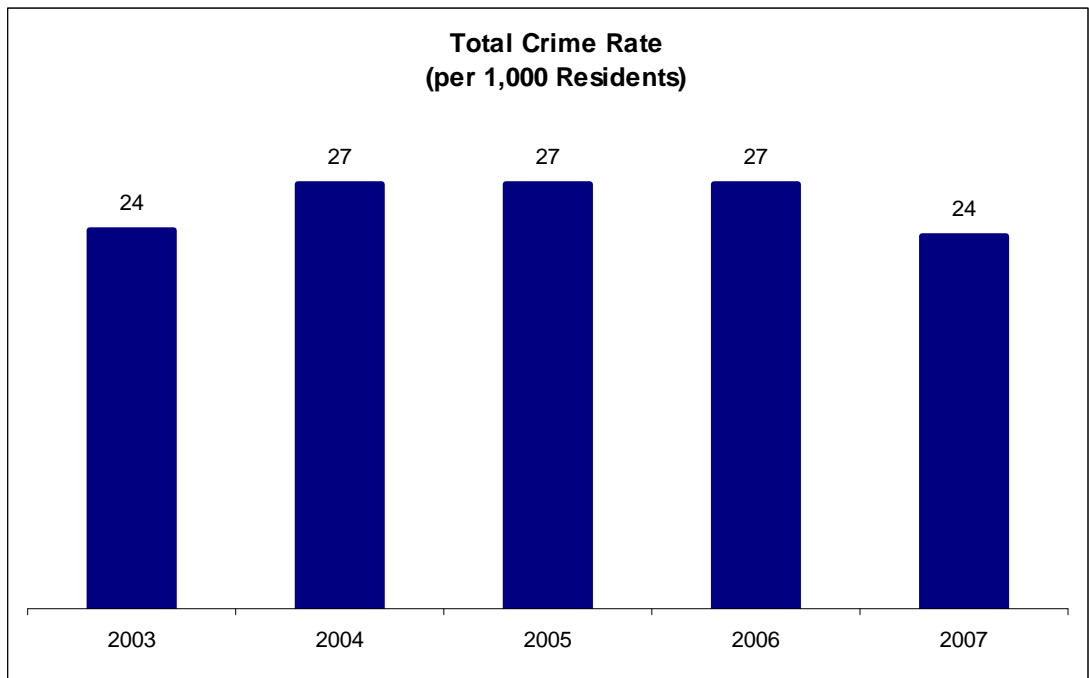


Vicara at Whitney Ranch attached homes.

Crime Rate

Description of Indicator

This indicator tracks California Dept. of Justice reported crimes and crime rates for the City for each calendar year. Violent crimes include: rape, murder, robbery and aggravated assault. Property crimes include: burglary, theft, and auto theft.



Why is it Important?

Crime impacts both the real and perceived safety of a community. Monitoring the number of reported crimes and the local crime rate is essential to evaluating the success of community policing strategies and crime prevention programs, spotting emerging trends, and allocating City resources.

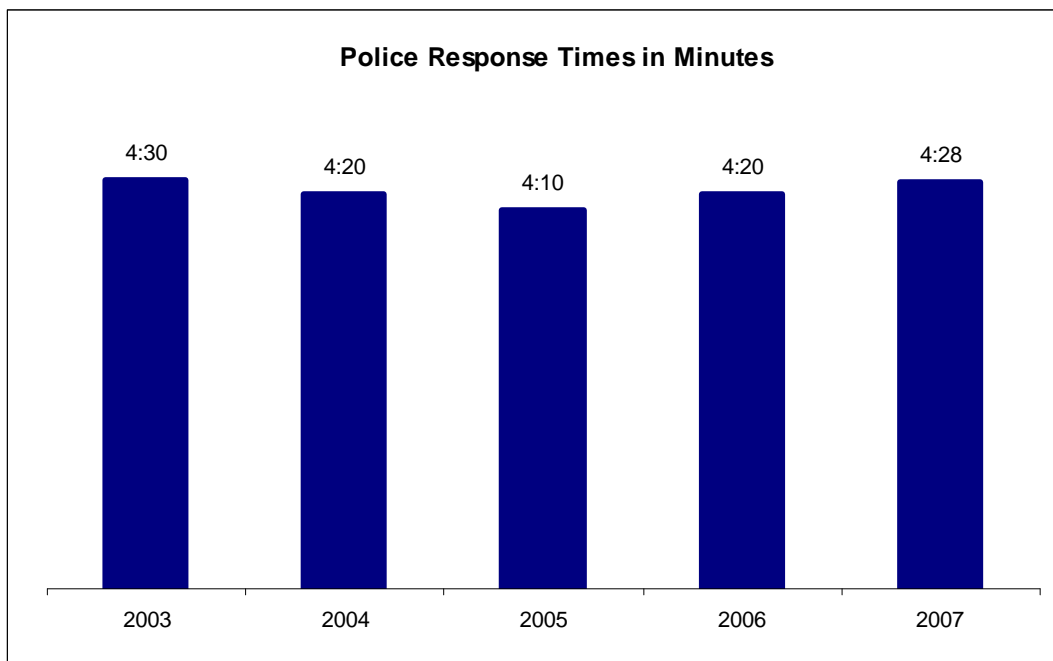
How are we Doing?

Rocklin consistently ranks as one of the safest cities in the Sacramento metro region. Violent crimes are rare, and the rate of crime has been flat for several years. Property crimes account for 95 percent of Part 1 crimes reported in Rocklin in 2007.

Police Response Times

Description of Indicator

This indicator measures Priority 1 (violent crimes, life threatening emergencies) response times for Police. In Rocklin, the Police department also treats in-progress property crimes, even burglar alarms, as Priority 1 calls.



Why is it Important?

Emergency response times affect public safety performance and the community's perception of performance.

How are we Doing?

Police response times have stayed near four minutes during the past five years.

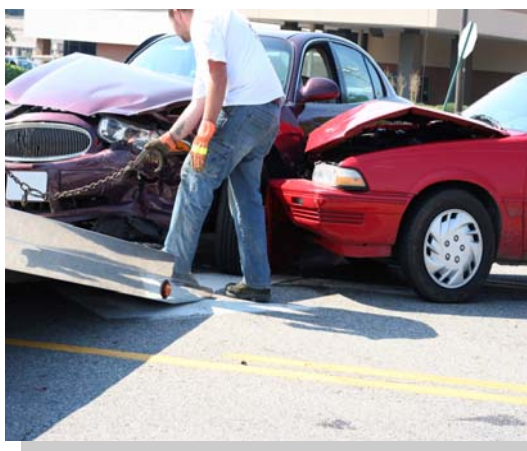
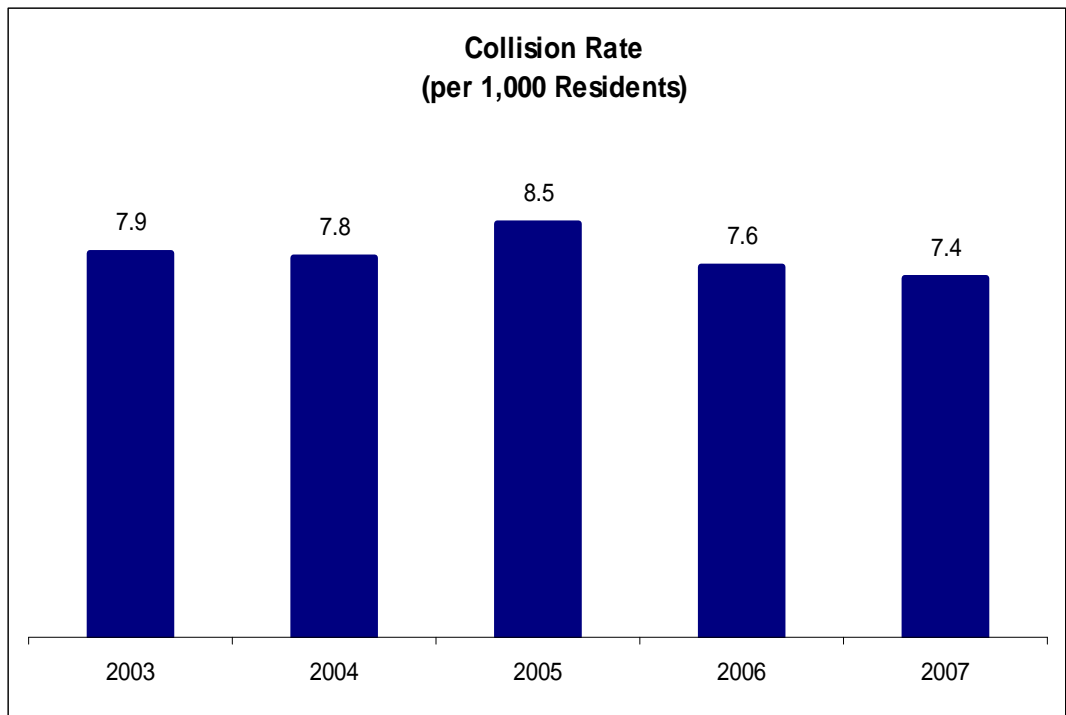


A city police vehicle.

Collision Rate

Description of Indicator

The indicator shows the total number of reported collision rates each year.



Damaged cars being towed.

Why is it Important?

Traffic safety is an important component of overall community safety. The monitoring of collision rates is important to evaluating traffic enforcement and public improvement efforts, spotting emerging trends, identifying and prioritizing traffic-safety related street and intersection improvements.

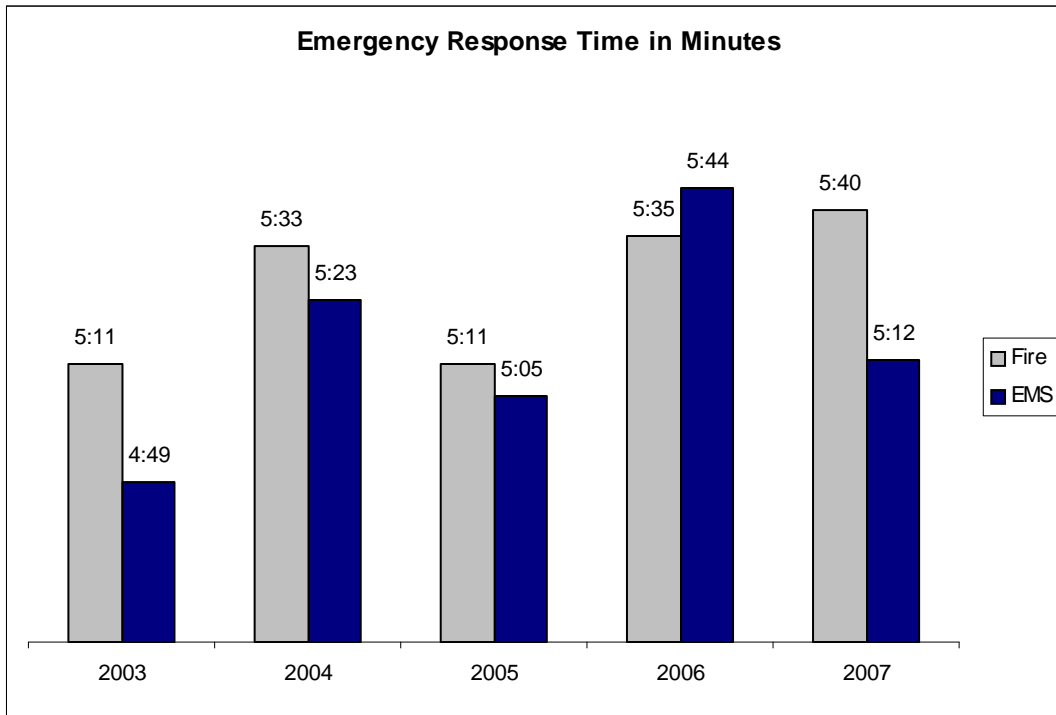
How are we Doing?

The collision rate per 1,000 residents has remained relatively flat since 2003.

Fire and EMS Response Times

Description of Indicator

This indicator measures average annual response times for Fire and Emergency Medical Service calls.



Why is it Important?

Emergency response times affect public safety performance and the community’s perception of performance. Fire response times can minimize damage and property destruction. Emergency Medical Services response times can save lives and reduce pain and suffering.

How are we Doing?

In 2007, average fire response time was 5:40 minutes and average EMS response time was 5:12 minutes. Fire and EMS has averaged near five minutes over the past five years.

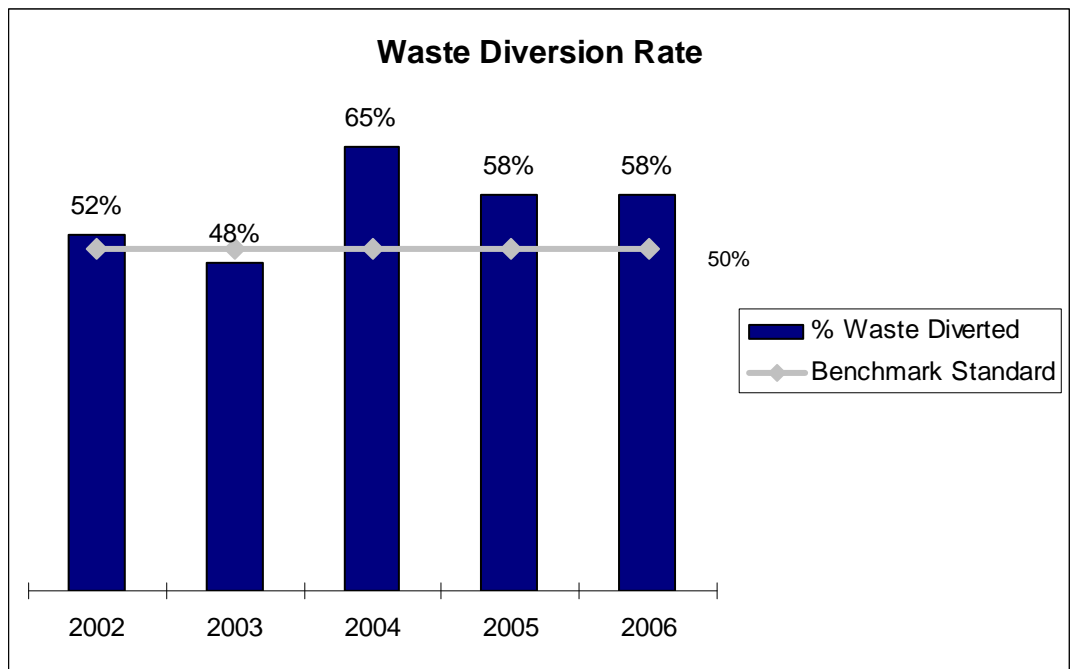


City Fire Engine.

Waste Diversion Rate

Description of Indicator

This indicator measures the percentage of annual City-wide waste, diverted from disposal at the landfill and recycled.



Plastic materials recovered at the Western Placer Waste Management Authority Facility.

Why is it Important?

Assembly Bill 939 (Integrated Waste Management Act) was enacted in 1989. The Act required cities and counties to adopt source reduction and recycling plans to divert 25 percent of local waste from land-fills by 1995 and 50 percent by 2000.

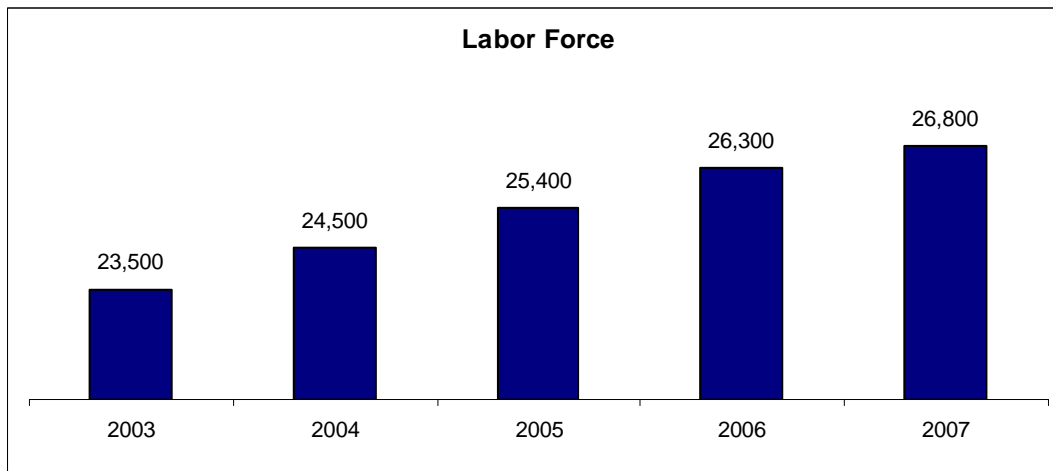
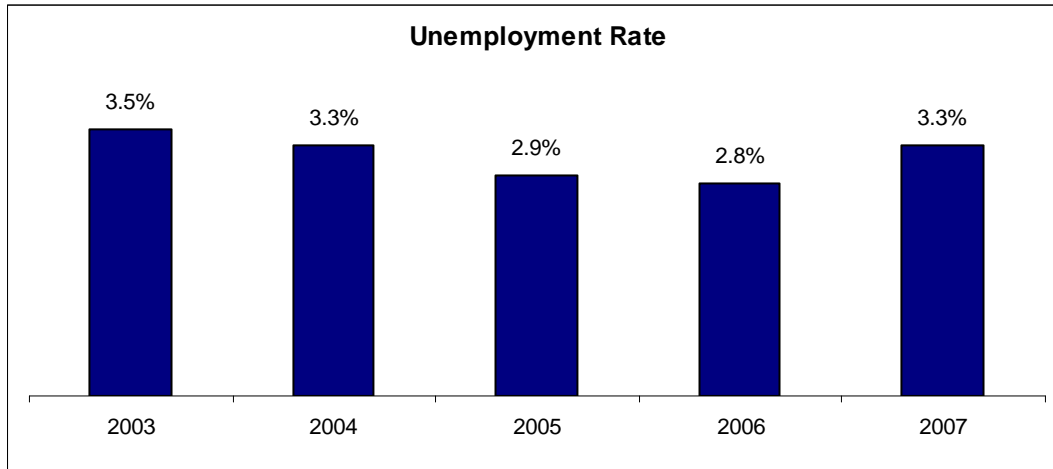
How are we Doing?

The City currently exceeds the benchmark standard of 50 percent waste diversion.

Unemployment and Labor Force

Description of Indicator

This measure shows the estimated unemployment rate for those living in Rocklin, and the estimated number of people living in Rocklin who are in the labor force.



Why is it Important?

The estimated unemployment rate and labor force size for those living in Rocklin are indicators of community economic health.

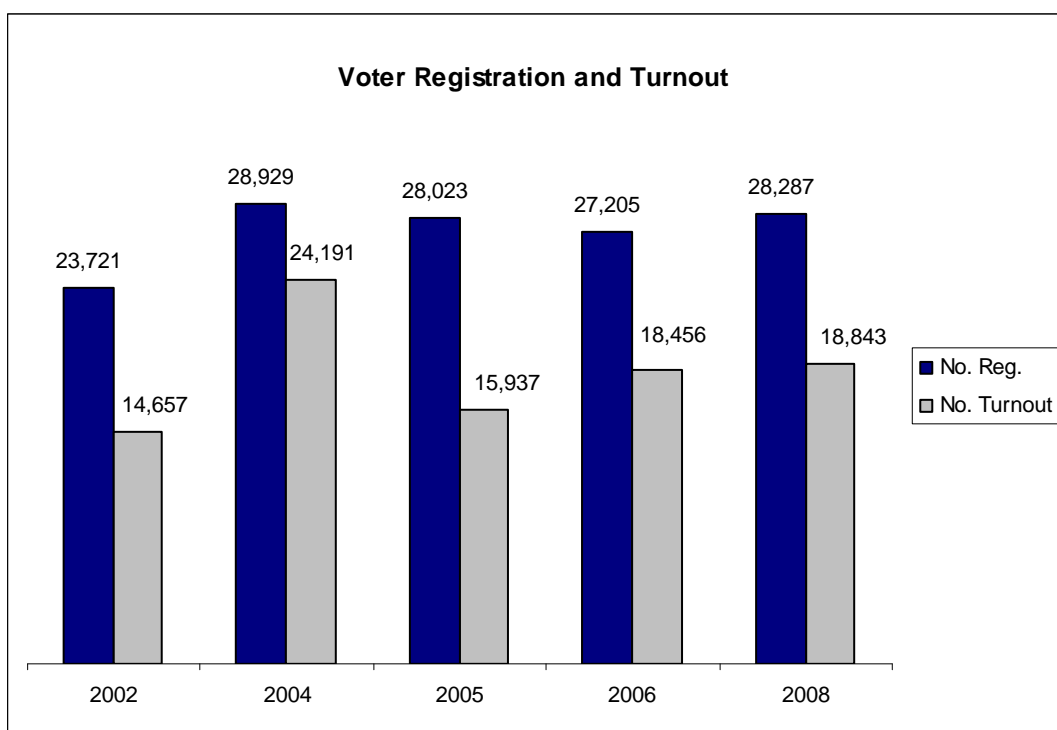
How are we Doing?

Rocklin's estimated unemployment rate was the lowest among incorporated cities in Placer County in 2007, indicating a solid labor market.

Voter Registration and Turnout

Description of Indicator

This indicator measures the voter registration and the voter turnout (percent of registered voters participating in City elections) for municipal elections. This indicator tends to fluctuate depending on the nature of the election.



Why is it Important?

Voter participation is the key element of a democratic society, and an important indicator of civic interest and engagement.

How are we Doing?

Voter turnout was 66 percent in 2008. Turnout peaked in the 2004 presidential election at 84 percent.

Academic Performance

Description of Indicator

API reflects the California Standards Test (CSTs) and other standards-based assessments used to measure student academic achievement. The purpose of the API is to measure the academic performance and growth of schools. It is a numeric index that ranges from a low of 200 to a high of 1,000. A school's score on the API is an indicator of a school's performance level. The statewide API performance target for all schools is 800. A school's growth is measured by how well it is moving toward or past that goal.

Why is it Important?

Schools are typically the most important factor potential residents consider when evaluating communities.

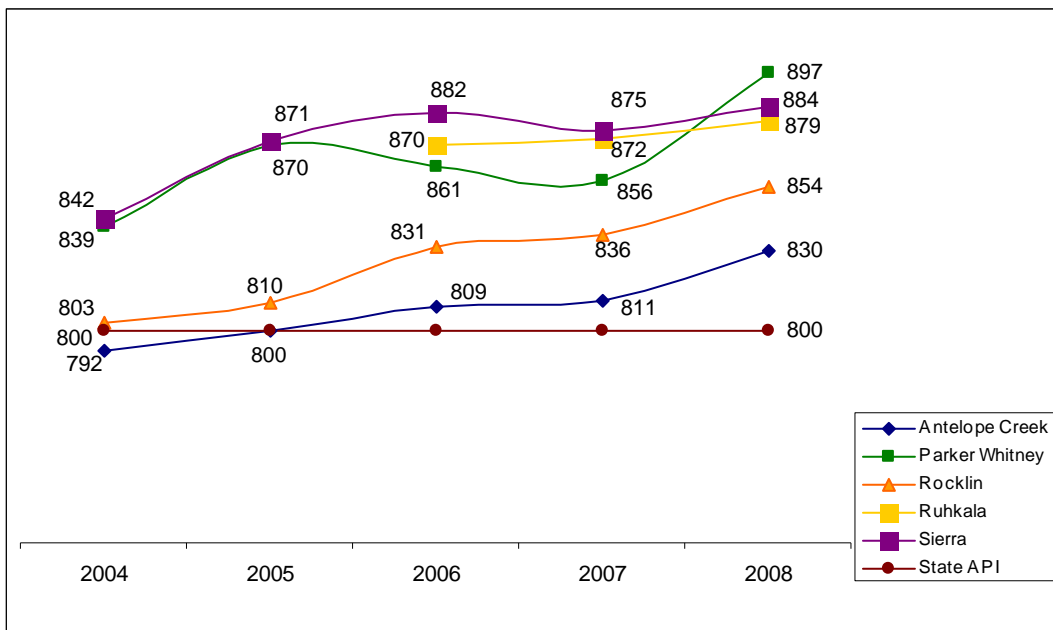


Reading for knowledge.

How are we Doing?

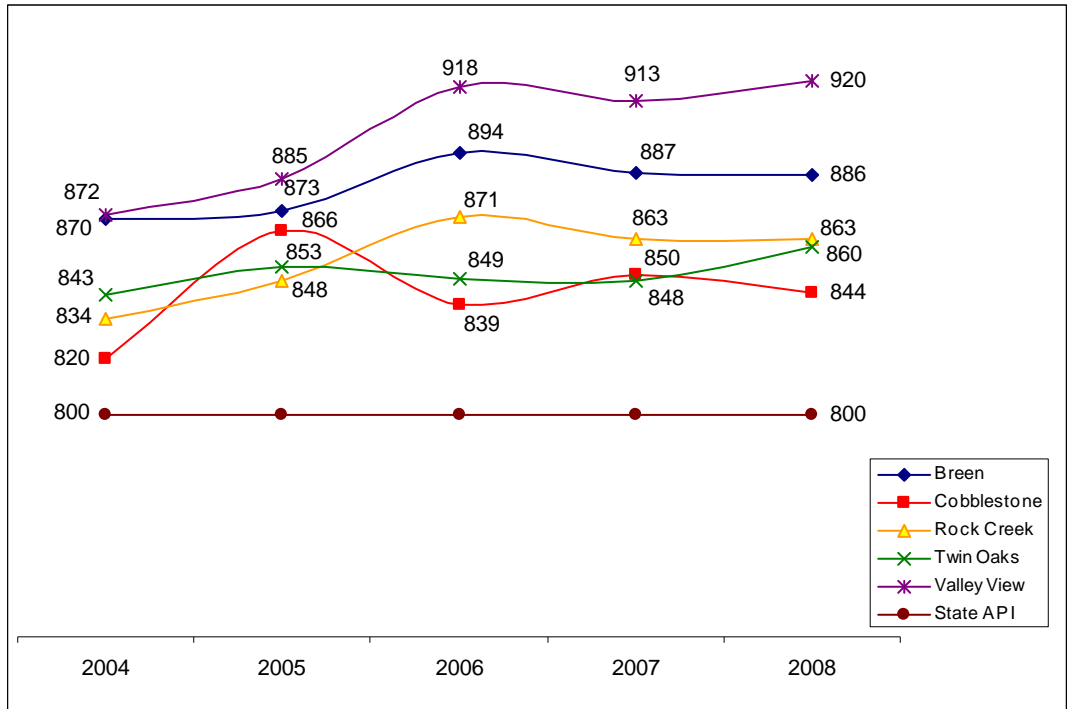
All schools in the Rocklin area exceed the State-based goal of 800.

Elementary Schools

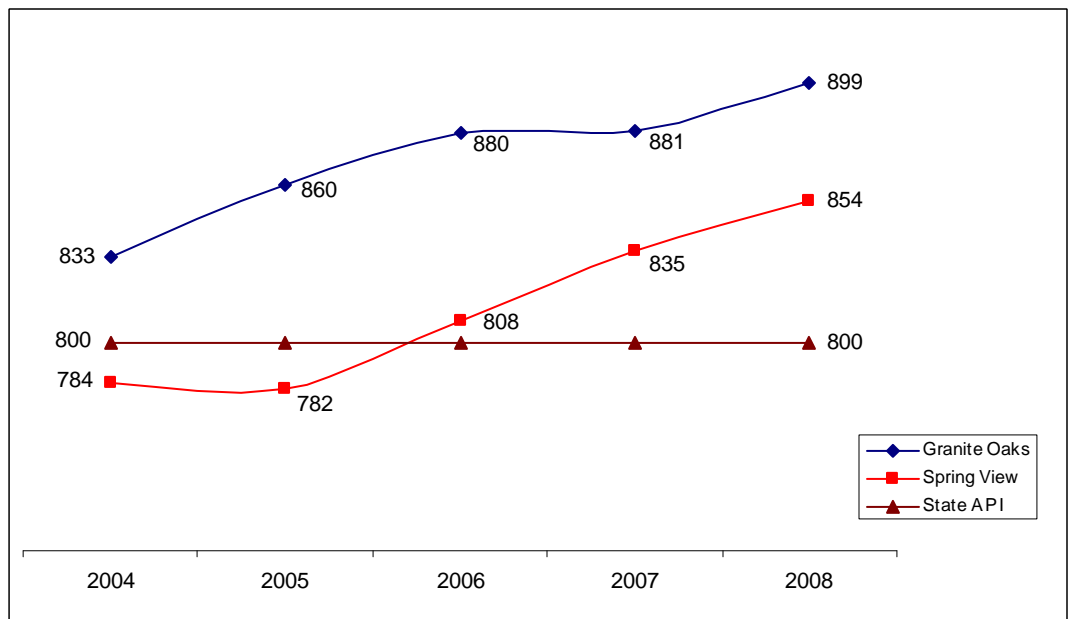


Academic Performance

Elementary Schools

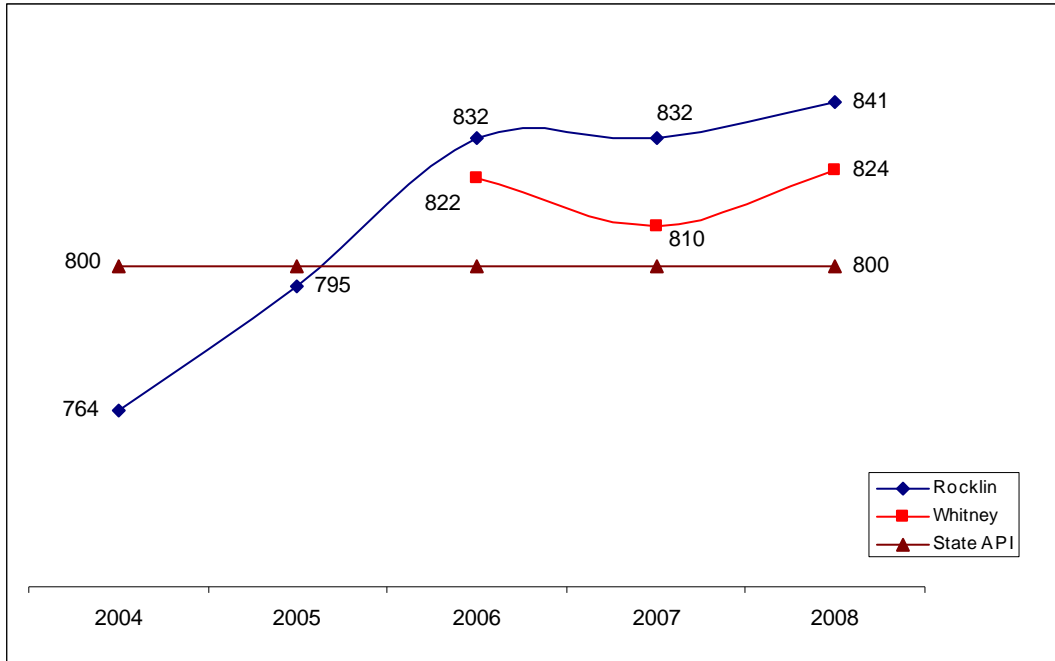


Middle Schools

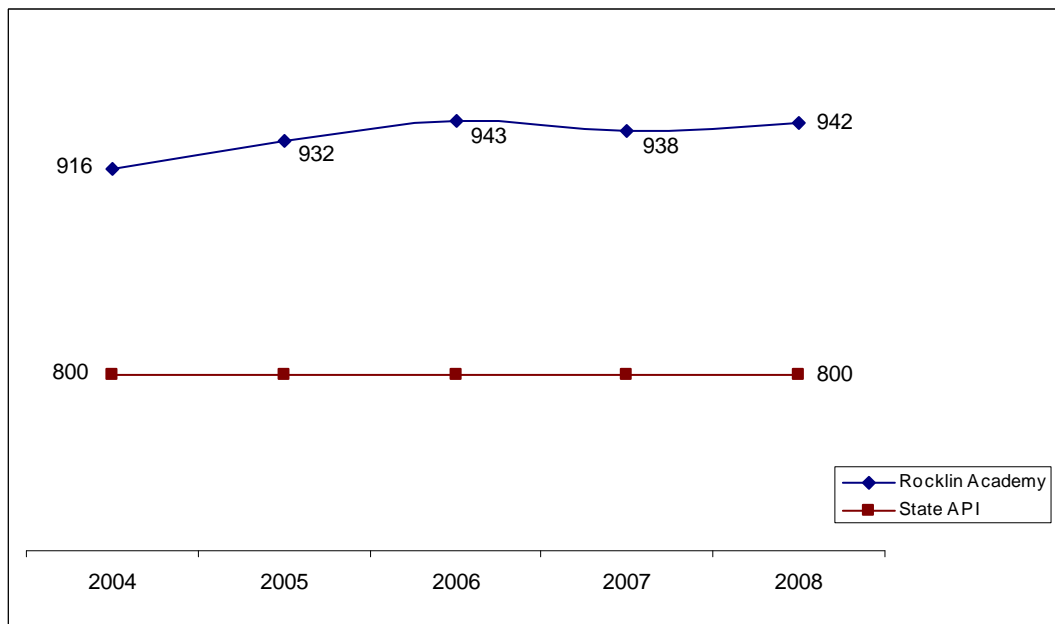


Academic Performance

High Schools



Charter School



Acknowledgements

The City of Rocklin would like to recognize the following agencies for the data provided in this report.

- Assessed Valuation
HdL Coren & Cone
- Business License Activity
Rocklin Administrative Services Dept., Finance Division
- Property Tax Revenue
Rocklin Administrative Services Dept., Finance Division
- Sales Tax Revenue
Rocklin Administrative Services Dept., Finance Division
- Redevelopment Tax Increment
Rocklin Administrative Services Dept., Finance Division
- Building Activity
Rocklin Community Development Dept., Building Division
- Home Price
Dataquick Information Services
Placer County Association of Realtors
- Crime Rate
California Dept. of Justice
Rocklin Police Dept.
- Police Response Times
Rocklin Police Dept.
- Fire and EMS Response Times
Rocklin Fire Dept.
- Collision Rate
California Highway Patrol
Rocklin Police Dept.
- Waste Diversion Rate
California Integrated Waste Management Board
- Unemployment and Labor Force
California Employment Development Dept.
- Voter Registration and Turnout
Rocklin City Clerk's Office
Placer County Registrar of Voters
- Academic Performance
Rocklin Unified School District
California State Dept. of Education

Disclaimer

The information contained herein was obtained from sources deemed reliable. However, no responsibility for errors or omissions is assumed by the City of Rocklin.

If you have any questions, please contact the City Manager's Office, email infocityhall@rocklin.ca.us or by phone 916.625.5560.



Published September 2008

City of Rocklin
3970 Rocklin Road
Rocklin, California 95677

O | 916.625.5560
F | 916.625.5561
TTY | 916.632.4013
www.rocklin.ca.us