



**Community  
Report Card  
2006-2007**



**City of Rocklin**

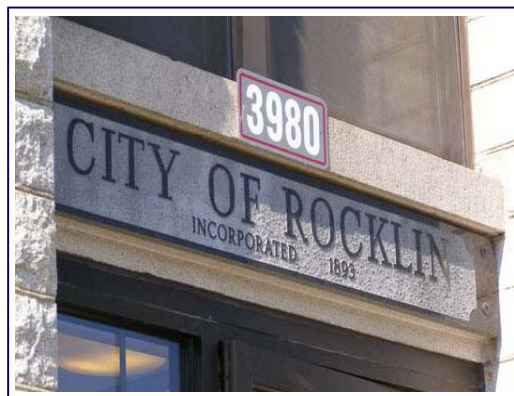


# Introduction

Dear Community Member,

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

Keeping this in mind, City staff began collecting data to be included in this report. Information was gathered from a variety of sources, including City departments, the County of Placer, 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 trends, encourage City/Resident responsibility and accountability, and promote continuous City/Community improvement. We hope you find the Community Report Card a quality source of information on the progress of the City of Rocklin.



If you have any questions about this Report Card, please contact the City Manager’s office at 916.625.5560.

Sincerely,

George Magnuson, Mayor  
Ken Yorde, Vice Mayor  
Peter Hill, Councilmember  
Kathy Lund, Councilmember  
Brett Storey, Councilmember

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# Assessed Valuation

*City assessed valuation has increased 86 percent over the past five years*

The City's assessed valuation has increased 86 percent over the past five years.

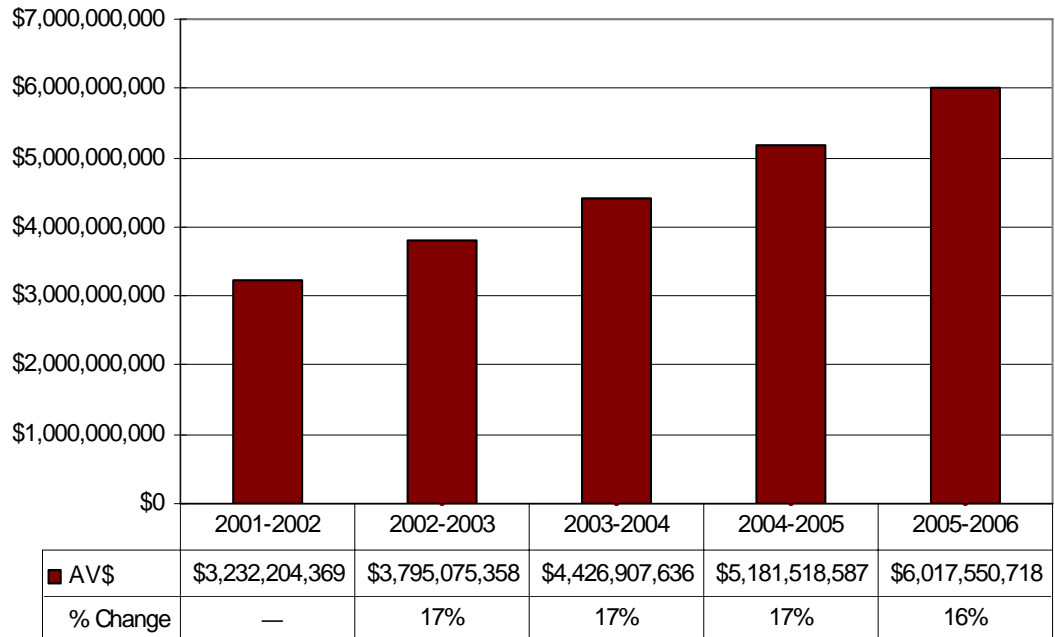
## Description of Indicator

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

### Assessed Valuation

↑  
Current year indicator

↑  
Five-year indicator



## 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.



*A housing development in Rocklin*

## How are we Doing?

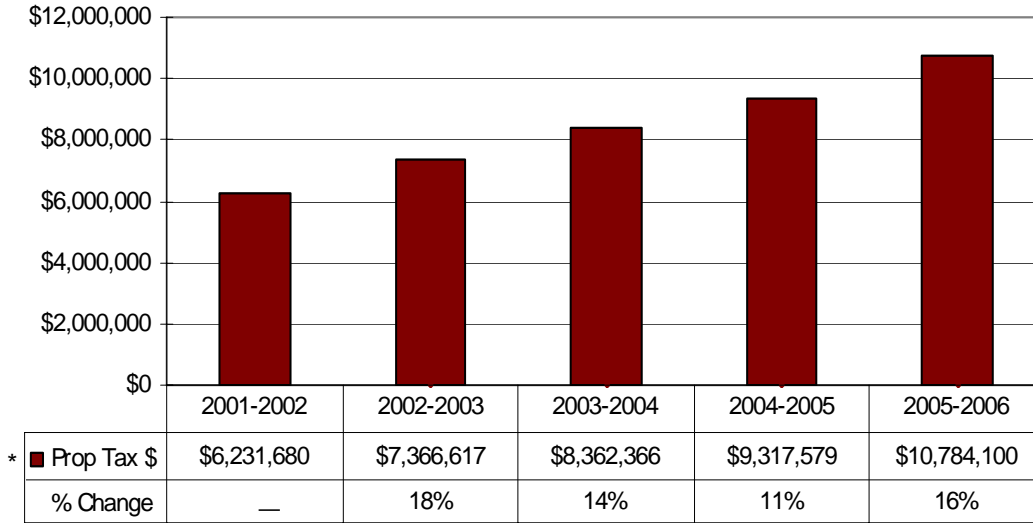
City assessed valuation has increased 86 percent over the past five years. During this period, the annual growth rate exceeded 16 percent per year.

# Property Tax Revenue

Property tax revenue has increased 73 percent over the past five years.

## Description of Indicator

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



**Note:** \* Property Tax amounts include City of Rocklin General and Redevelopment Agency: current secured, current unsecured, and supplemental.

## Property Tax Revenue

↑  
Current year indicator

↑  
Five-year indicator

## Why is it Important?

Property Tax revenue is the City's most important revenue source. Property tax revenue is used to finance various City services such as Police, Fire, Parks and Community services, and related services.

## How are we Doing?

Property tax revenue increased 73 percent over the past five years. During this period, the annual growth averaged 15 percent per year.



A Rocklin neighborhood

*Property tax revenue increased 73 percent over the past five years*

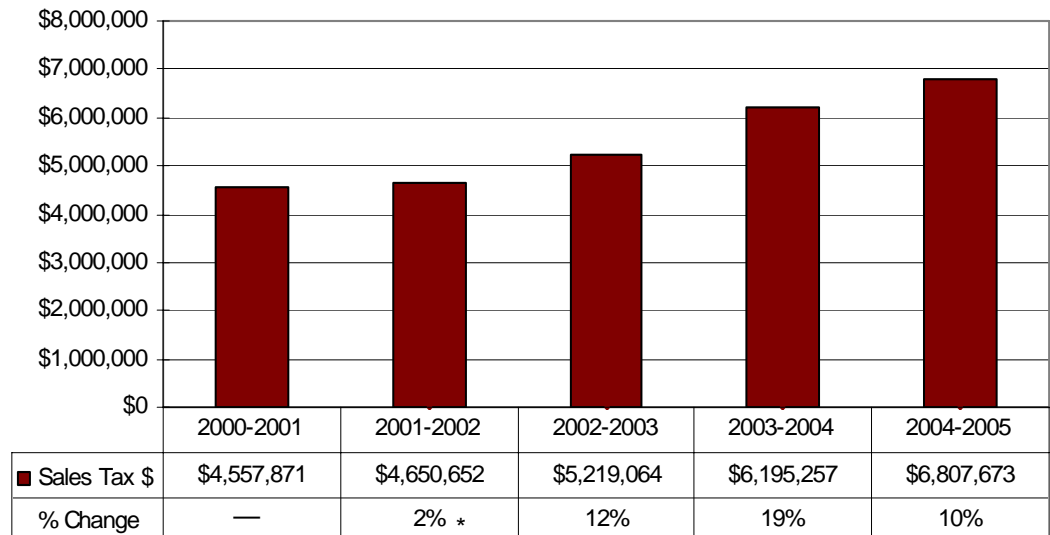
# Sales Tax Revenue

*Sales tax revenue has increased 49 percent over the past five years*

Sales tax revenue has increased 49 percent over the past five years.

## Description of Indicator

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



**Note:** \* The 2% growth rate figure is due to a downturn in the overall California economy. Also, a new California law went into effect exempting liquefied petroleum gas not delivered through main lines from this tax.

### Sales Tax Revenue

↑  
Current year indicator

↑  
Five-year indicator

## Why is it Important?

Sales tax revenue is the City's second largest revenue source. Sales tax revenue is used to finance various City services such as Police, Fire, Parks and Community services, and related services.

## How are we Doing?

Sales tax revenue increased by 49 percent over the past five years. During this period, the average annual growth exceeded 10 percent with the exceptions of the 2001-2002 fiscal year.



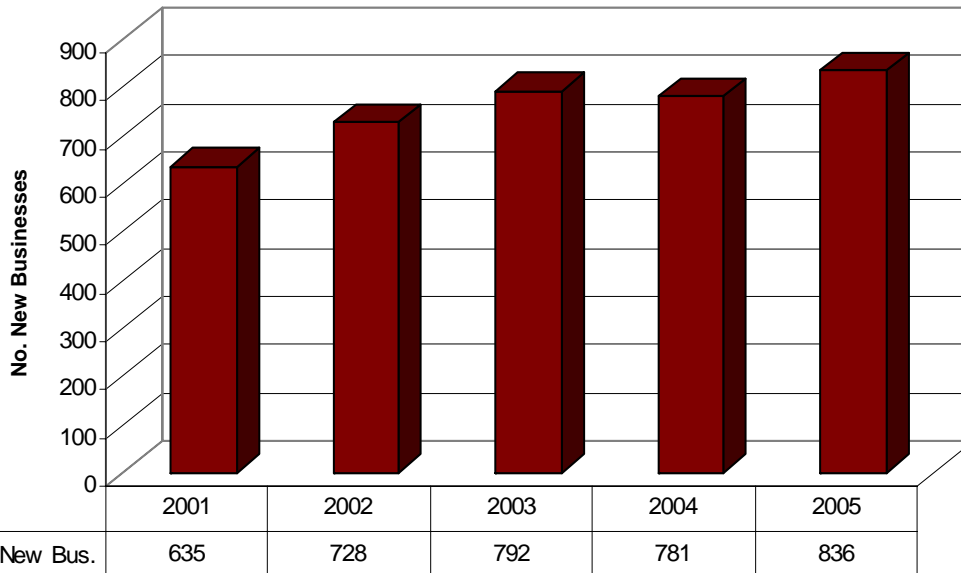
*A new retail store in the Blue Oaks Town Center*

# Business License Activity

Business license activity in terms of new business licenses increased seven percent versus the previous years.

## 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 increased seven percent measured by the number of new business licenses. Rocklin's new business licenses have increased on average nine percent per year over the past five years with only one year, 2004, showing a slight decline. The number of new businesses has steadily increased from 635 in 2001 to over 800 in 2005.



*New retail stores in the Blue Oaks Marketplace*

## Business License Activity

↑  
Current year indicator

↑  
Five-year indicator

*Business license activity increased seven percent measured by the number of new business licenses*

# Building Activity

Building activity between 2004 and 2005 decreased 21 percent measured by the number of building permits issued. Building activity decreased 64 percent from 2001 to 2005. Valuation of building permits decreased 42 percent between 2001 and 2005. The most recent peak year for building permit activity was 2002. A key reason for the decline after 2002 has been the decrease in residential permit activity.

## Building Activity Permit Type

Residential



Current year indicator



Five-year indicator

### Description of Indicator

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



Construction of a new commercial/retail area

### Building Activity by Permit Type

This chart shows permit volume for residential and commercial construction.

Commercial

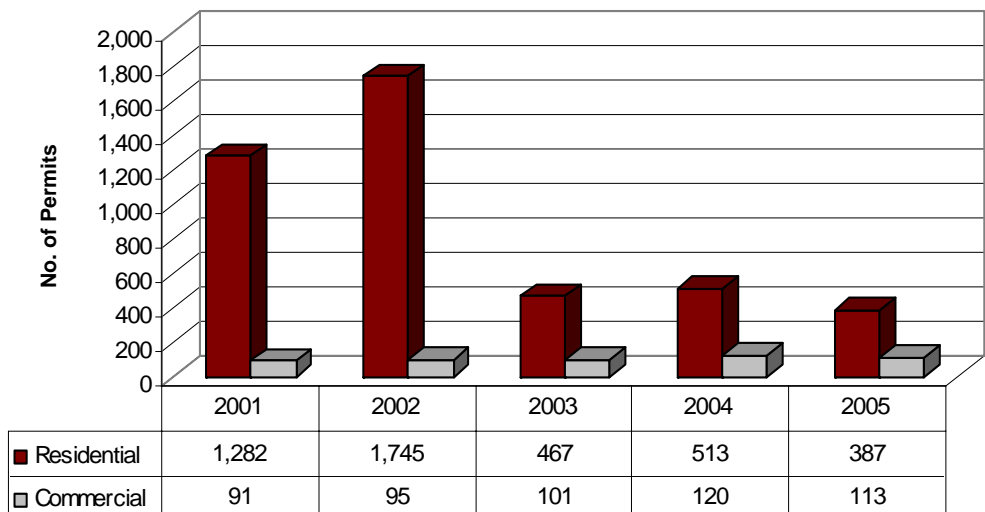


Current year indicator



Five-year indicator

Building Activity by Permit Type

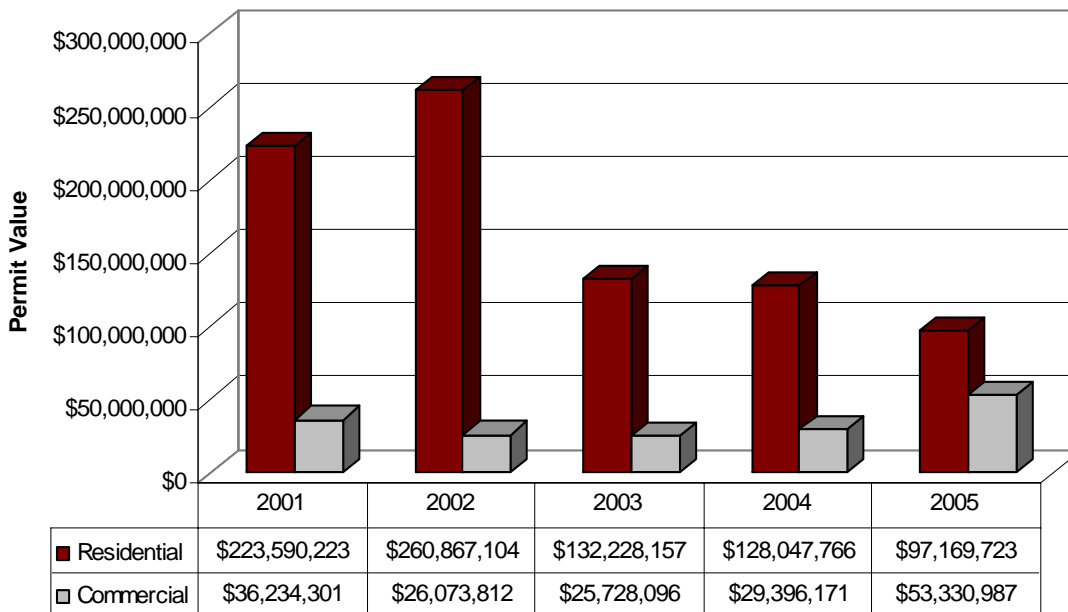




# Building Activity

## Building Activity by Permit Value

This chart shows permit value for residential and commercial construction.



## Building Activity Permit Value

Residential



Current year indicator



Five-year indicator

Commercial



Current year indicator



Five-year indicator

### Why is it Important?

Building activity value has a direct impact on property and sales taxes, transient occupancy taxes, and other related revenues (e.g., development impact fees) received by the City.

### How are we Doing?

Rocklin's building activity historically has been predominately residential. In recent years, non-residential development values have grown to 35 percent of development permit values. There is currently a residential development slow down due to market conditions. Commercial activity is expected to continue to increase given continued job growth.



Construction of a new commercial/retail area

*In recent years, non-residential development values have grown to 35 percent of development permit values*

# Building Activity

## Building Activity Percentage by Type of Development

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

### Building Activity Percentage by Type of Development

Residential



Current year indicator



Five-year indicator

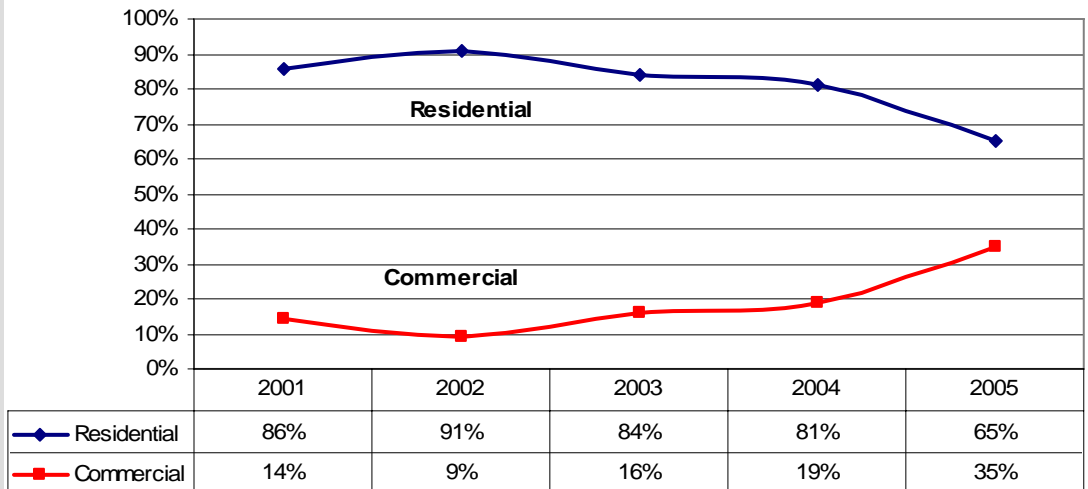
Commercial



Current year indicator



Five-year indicator



Construction of a residential area in Rocklin

# Home Prices

Single-family detached median home prices reached nearly \$475,000 in 2005, which is an increase of 70 percent since 2002. In 2006, the year-to-date median home price for detached units in Rocklin is \$480,000.\*

## Description of Indicator

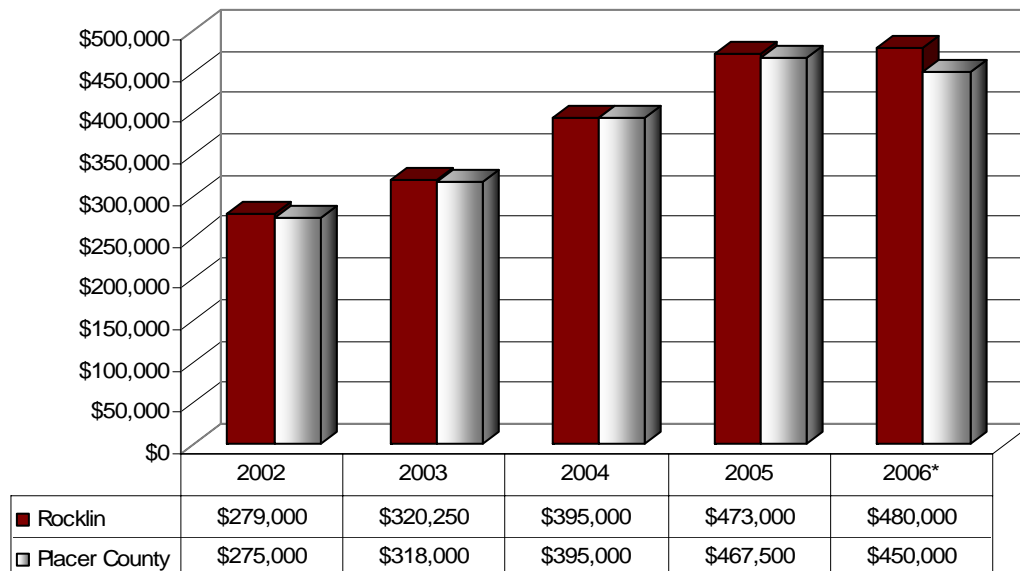
This indicator compares the annual median sales prices for single-family detached homes and single-family attached homes (see graph on page 12) in Rocklin and in Placer County.



A single-family detached home in Rocklin

## Single-family Detached Homes

Median Sales Price Single-family Detached Homes



Note: \* year to date 6.06

## Home Prices

### Single-family Detached Home

↑  
Current year indicator

↑  
Five-year indicator

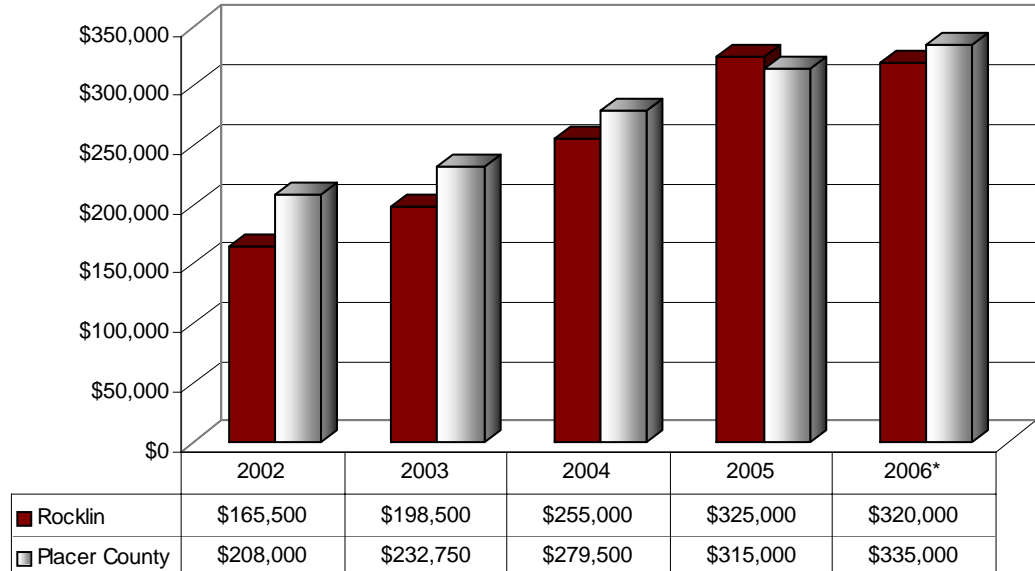
In 2006, the year-to-date median home price for detached units in Rocklin is \$480,000\*

# Home Prices

*The median single-family attached Rocklin home was \$320,000 as of May 2006*

## Single-family Attached Homes

Median Sales Price Single-family Attached Homes



Note: \* year to date 5.06

### Home Prices

Single-family Attached Home

↑  
Current year indicator

↑  
Five-year indicator

### 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.)



Condo buildings in Rocklin

### How are we Doing?

Home prices have escalated rapidly since the late 1990s. The median price for a single-family detached Rocklin home is approaching the \$500,000 mark as of June 2006. Similarly, the median single-family attached Rocklin home was \$320,000 as of May 2006. Home prices for Rocklin and Placer County have closely tracked each other.

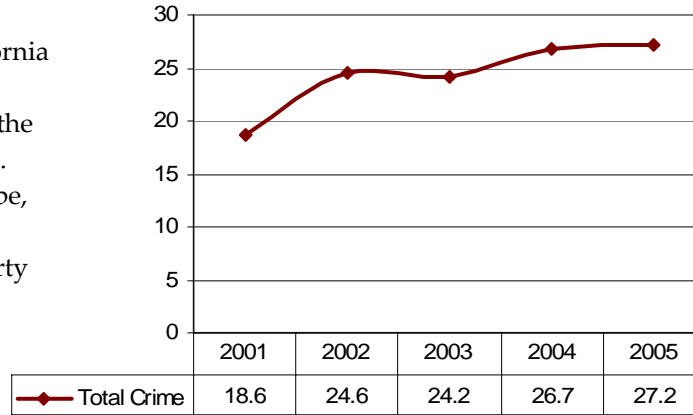
# Crime Rates

Rocklin's overall crime rate increased slightly between 2004 and 2005, increasing 1.9 percent.

## 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.

**Total Crime Rate per 1,000 Residents**



## Crime Rates



## Why is it Important?

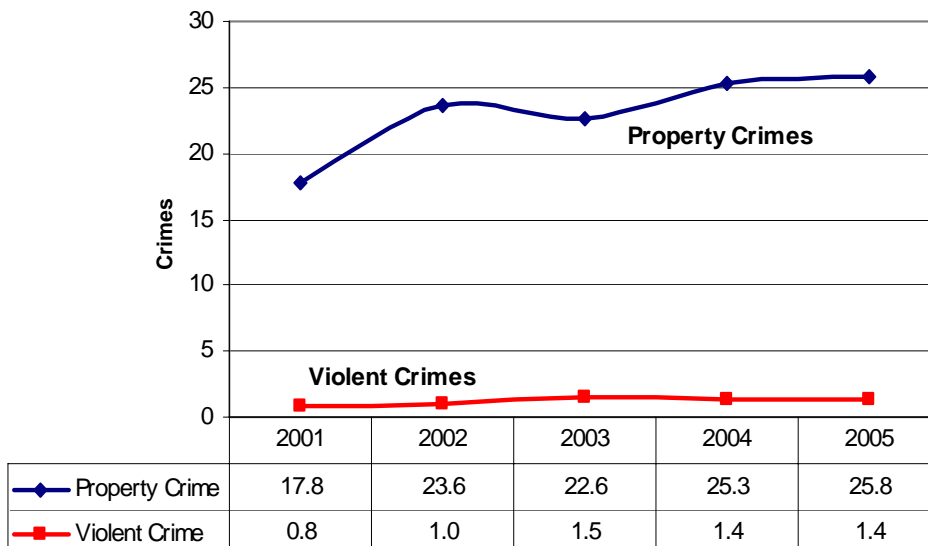
Crime impacts both the real and perceived safety of a community. Monitoring the number of reported crimes and the local crime rate is essential to evaluating the success of community policing strategies and crime prevention programs, spotting emerging trends and allocating City resources.



## How are we Doing?

Rocklin consistently ranks as the safest city in Placer County and one of the safest cities in the Sacramento 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 2005.

**Property and Violent Crimes per 1,000 Residents**



*Rocklin consistently ranks as the safest city in Placer County and one of the safest cities in the Sacramento region*

# Police Response Times

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

Police response times decreased by 14 seconds from 2004 to 2005. Response times have consistently run near the four-minute mark over the last five years.

### Description of Indicator

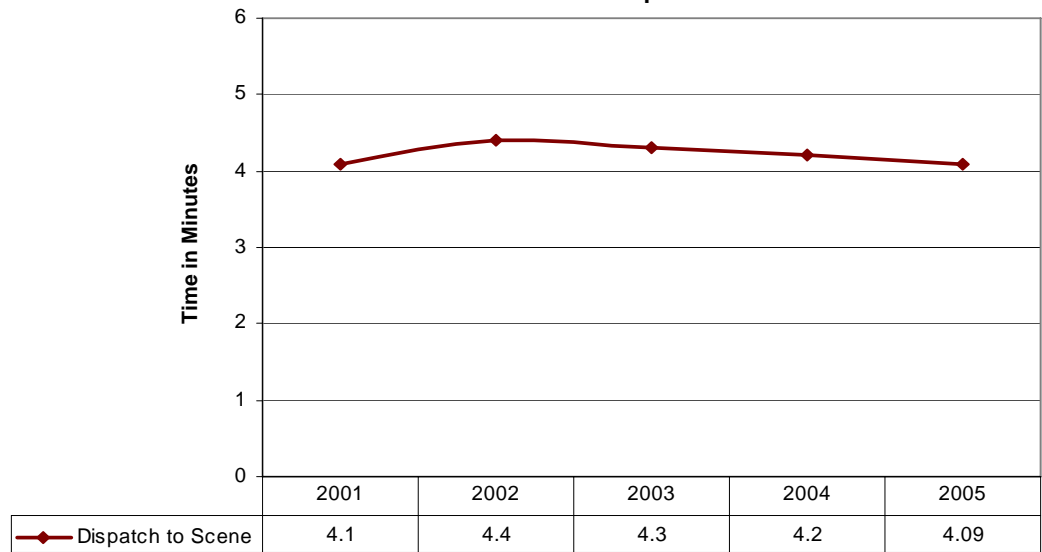
This indicator measures Priority 1 (violent crimes, life threatening emergencies) response times for Police. In Rocklin, however, the Police department also treats many in-progress property crimes, even burglar alarms, as Priority 1 calls.

## Police Response Times

↓  
Current year indicator

→  
Five-year indicator

**Police Response Times**



### Why is it Important?

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



*City of Rocklin police vehicle*

### How are we Doing?

Police response times have stayed near four minutes during the past five years. When compared to other agencies, this rate compares favorably. One survey of large police agencies showed the average response time at 6.4 minutes.

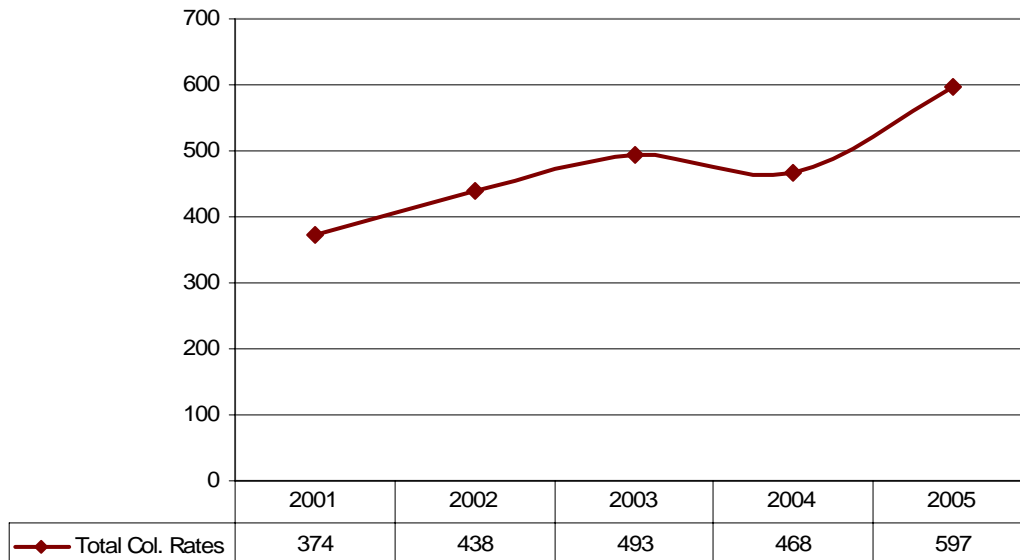
# Collision Rates

Collision rates increased 28% from 2004 to 2005.

## Description of Indicator

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

**Total Collision Rates**



## Collision Rates

↑  
Current year indicator

↑  
Five-year indicator

## 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 2001.

*The collision rate per 1,000 residents has remained relatively flat since 2001*

# Fire and EMS Response Times

*Fire and EMS response times have decreased slightly in 2005 versus 2004*

Fire and EMS response times have decreased slightly in 2005 versus 2004.

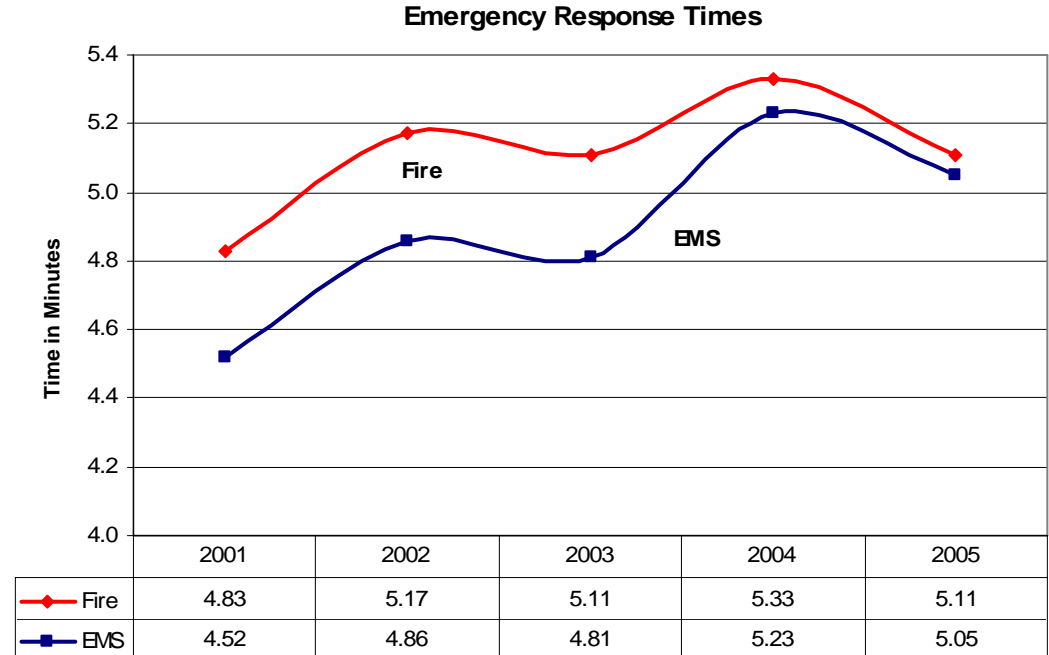
## Description of Indicator

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

### Emergency Response Times

↓  
Current year indicator

↑  
Five-year indicator



### 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.



*Rocklin fire vehicles waiting for a response call*

### How are we Doing?

Average fire response time was 5.11 minutes in 2005, and has averaged 5.11 minutes over the past five years. Average EMS response time was 5.05 minutes in 2005 and has averaged 4.89 minutes over the past five years.



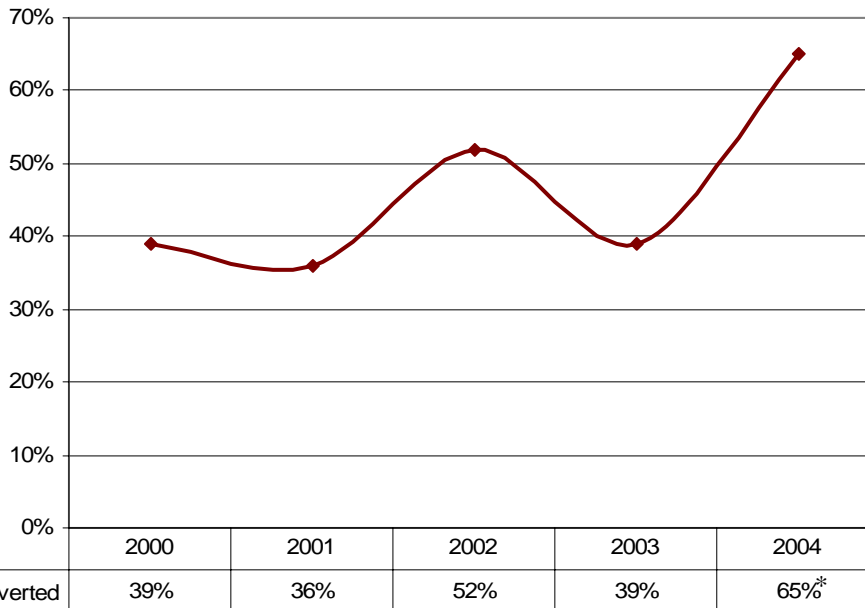
# Waste Diversion Rates

Rocklin’s waste diversion rate is 65 percent.

## Description of Indicator

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

Percent Waste Diverted



**Note:** \* preliminary

## Why is it Important?

Assembly Bill 949 (California Waste Management Act) was enacted in 1989. The Act required cities and counties to adopt Source Reduction and Recycling plans to divert 24 percent of local waste from landfills by 1995 and 50 percent by 2000. Cities and counties face potential fines if they fail to make good faith efforts to meet the State-mandated waste diversion goals.

## How are we Doing?

The City currently exceeds the benchmark standard of 50 percent diversion and over the past three years has averaged a 52 percent diversion rate for the years 2002-2004.

## Waste Diversion Rates

↑  
Current year indicator

↑  
Five-year indicator

*The City currently exceeds the benchmark standard 50 percent diversion and over the past three years has averaged a 52 percent diversion rate for the years 2002-2004*

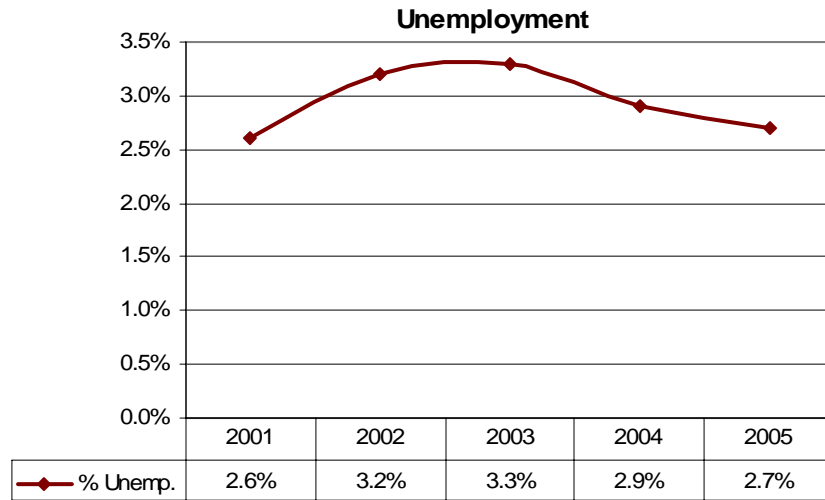
# Unemployment and Labor Force

*Rocklin's estimated unemployment rate was the lowest among incorporated cities in Placer County in 2005*

Rocklin's unemployment rate continued to be less than three percent in 2005, and the labor force increased five percent in 2005.

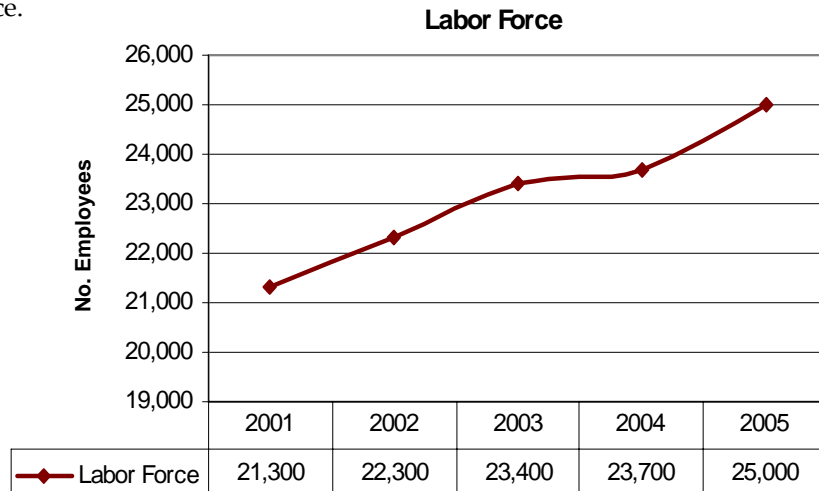
## Description of Indicator

This measure shows the estimated unemployment rate for those living in Rocklin.



## Description of Indicator

This measure shows 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 2005 indicating a strong economic environment.

### Unemployment

↓  
Current year indicator

→  
Five-year indicator

### Labor Force

↑  
Current year indicator

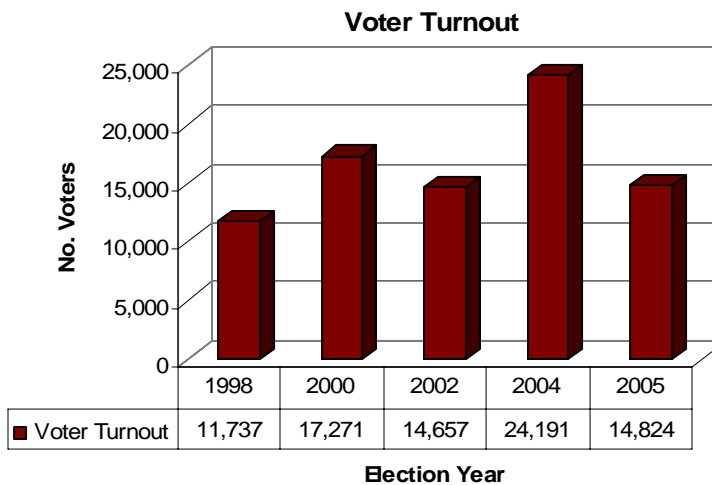
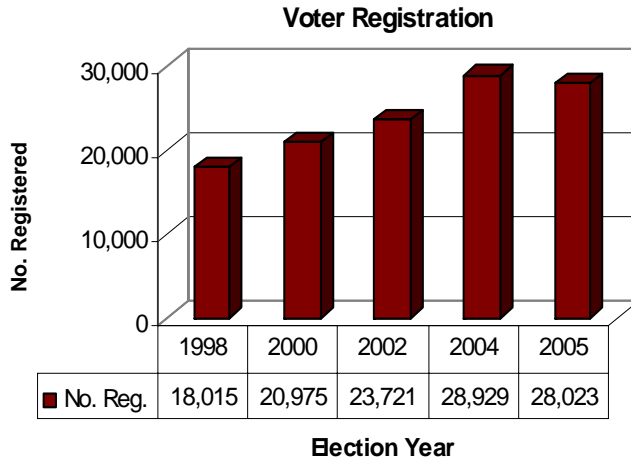
↑  
Five-year indicator

# Voter Registration and Turnout

Voter participation has varied significantly from election to election reaching a high of 84 percent in 2004.

## Description of Indicator

This indicator measures the voter registration and the voter turnout (percent of registered voters participating in City elections) for municipal elections.



## 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?

The City switched to an even-year election cycle in 1996. Voter registration has remained fairly stable over the last seven years, ranging from 65 percent to 53 percent. Voter participation reached a record high of 84 percent in 2004 due to the Presidential election.

### Voter Registration

↓  
Current year indicator

↑  
Five-year indicator

### Voter Turnout

↓  
Current year indicator

→  
Five-year indicator

*Voter registration has remained fairly stable over the last seven years*

# Academic Performance

*Rocklin schools consistently rank high when measured against the state benchmark Academic Performance Index (API) of 800*

Rocklin schools consistently rank high when measured against the state benchmark Academic Performance Index (API) of 800.

## 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 (or scale) that ranges from a low of 200 to a high to 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.

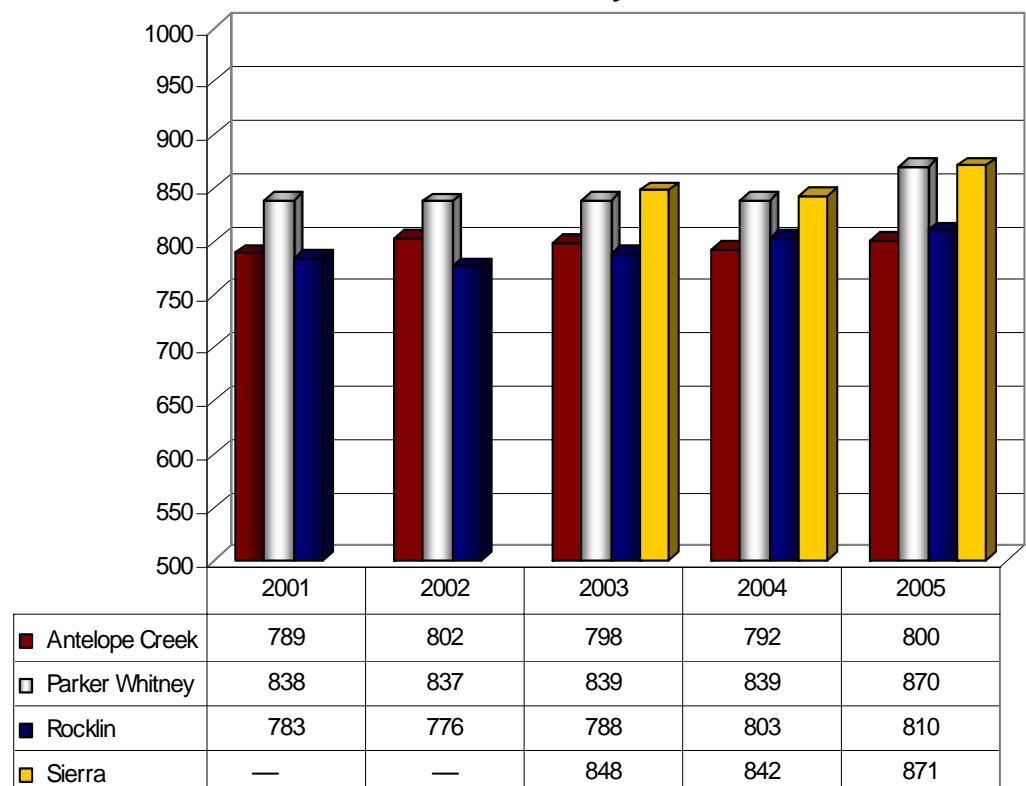
## Elementary Schools

### Elementary School level

↑  
Current year indicator

↑  
Five-year indicator

Elementary Schools API



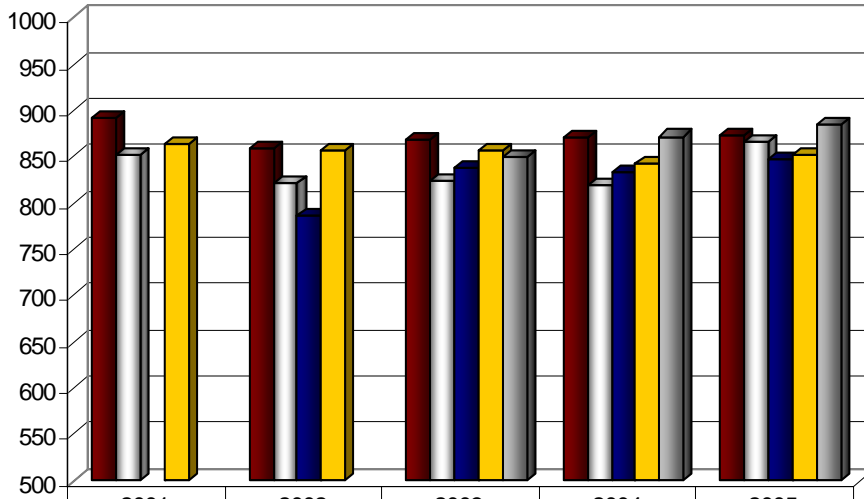
**Source:** Rocklin Unified School District 2001-2004 data  
California State Dept. of Education 2005 data

**Note:** More elementary schools are available on the next page

# Academic Performance

## Elementary Schools

Elementary Schools API



	2001	2002	2003	2004	2005
■ Breen	891	858	869	870	873
□ Cobblestone	851	822	824	820	866
■ Rock Creek	—	786	838	834	848
■ Twin Oaks	864	857	856	843	853
■ Valley View	—	—	850	872	885

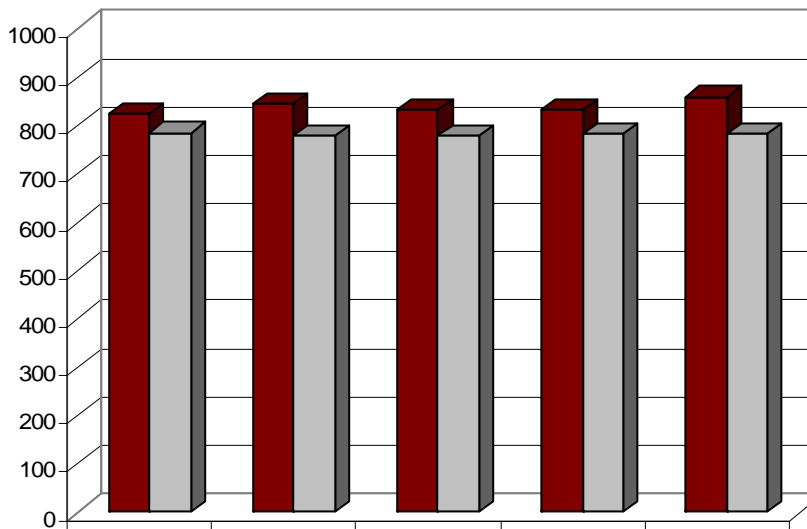
### Elementary School level

↑  
Current year indicator

↑  
Five-year indicator

## Middle Schools

Middle Schools API



	2001	2002	2003	2004	2005
■ Granite	826	846	832	833	860
□ Spring View	786	780	778	784	783

### Middle School level

↑  
Current year indicator

↑  
Five-year indicator

# Academic Performance

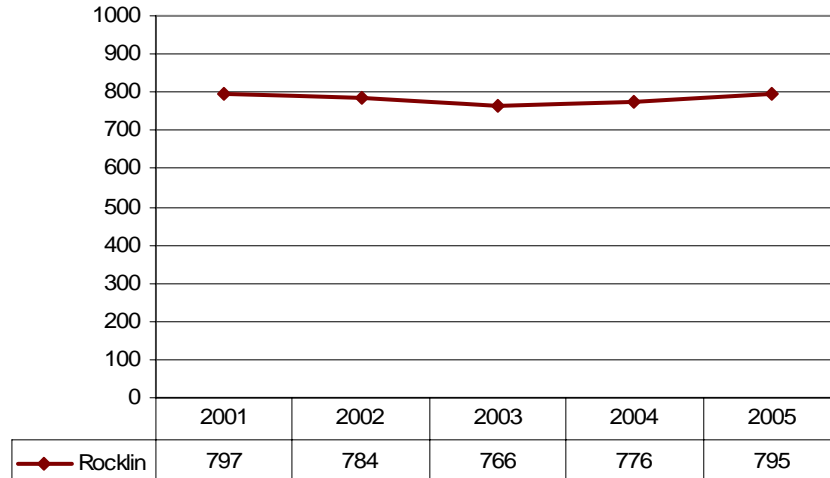
Nearly all schools in the Rocklin area exceed the State-based goal of 800

## High School level

- ➡ Current year indicator
- ➡ Five-year indicator

### High School

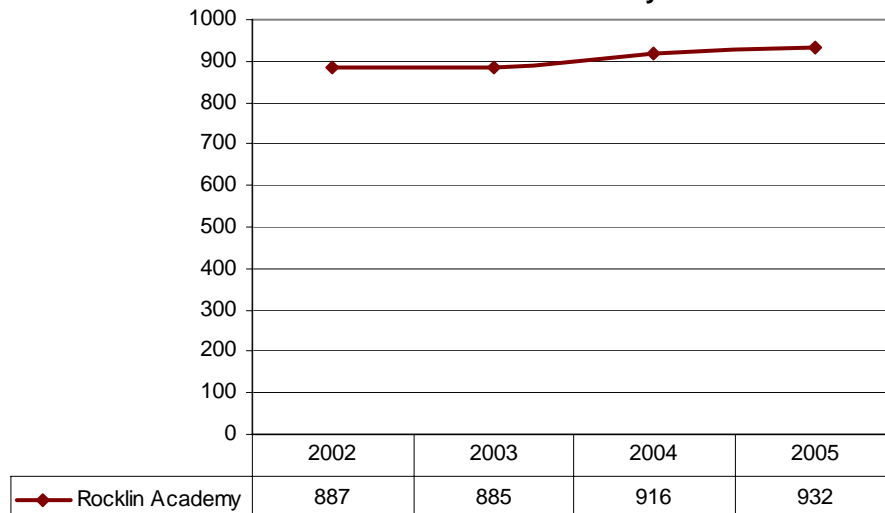
Rocklin High School API



Note: Whitney High School opened 8.05.

### Charter School

Rocklin Academy API



## Charter School level

- ⬆ Current year indicator

### Why is it Important?

Schools are a major quality of life feature for residents. Often, schools are the most important factor potential residents consider when evaluating communities.

### How are we Doing?

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

# Acknowledgement

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*
- Building Activity  
*Rocklin Community Development Dept., Building Division*
- Home Price  
*Dataquick Information Services*
- Crime Rates  
*California Dept. of Justice  
Rocklin Police Dept.*
- Police Response Times  
*Rocklin Police Dept.*
- Fire and EMS Response Times  
*Rocklin Fire Dept.*
- Collision Rates  
*California Highway Patrol  
Rocklin Police Dept.*
- Waste Diversion Rates  
*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 at 916.625.5560 or email [infocityhall@rocklin.ca.us](mailto:infocityhall@rocklin.ca.us)



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