

City of Rocklin

Community Report Card 2007-2008



Introduction

Dear Community Member,

The City of Rocklin is pleased to publish the *Community Report Card 2007-2008*. The City is a provider of municipal 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 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 in the City of Rocklin.

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,
Kathy Lund, Mayor
Brett Storey, Vice Mayor
Peter Hill, Councilmember
George Magnuson, Councilmember
Scott Yuill, Councilmember

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Assessed Valuation

Assessed Valuation

↑
Current year indicator

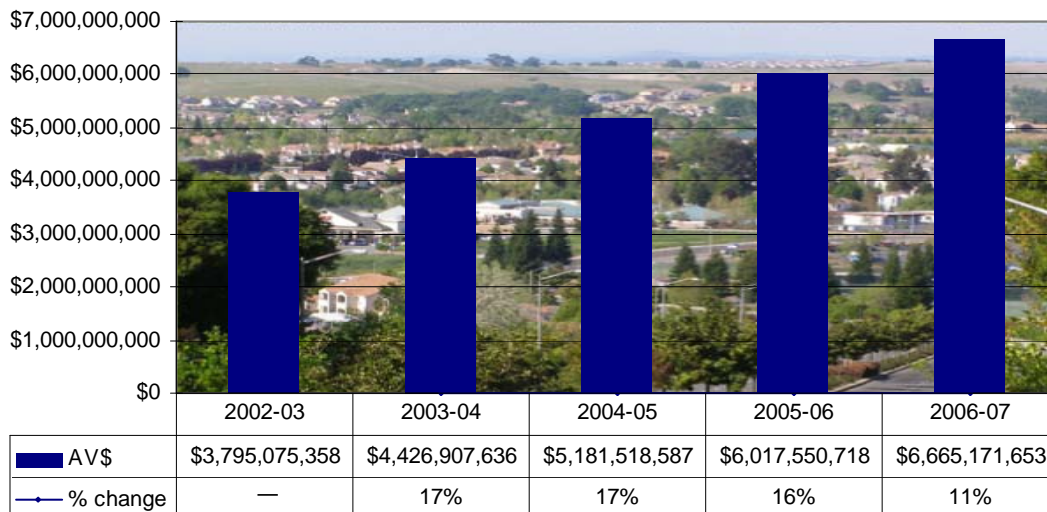
↑
Five-year indicator

The City's assessed valuation has increased 76 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



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 76 percent over the past five years. During this period, the annual growth rate exceeded 15 percent per year.

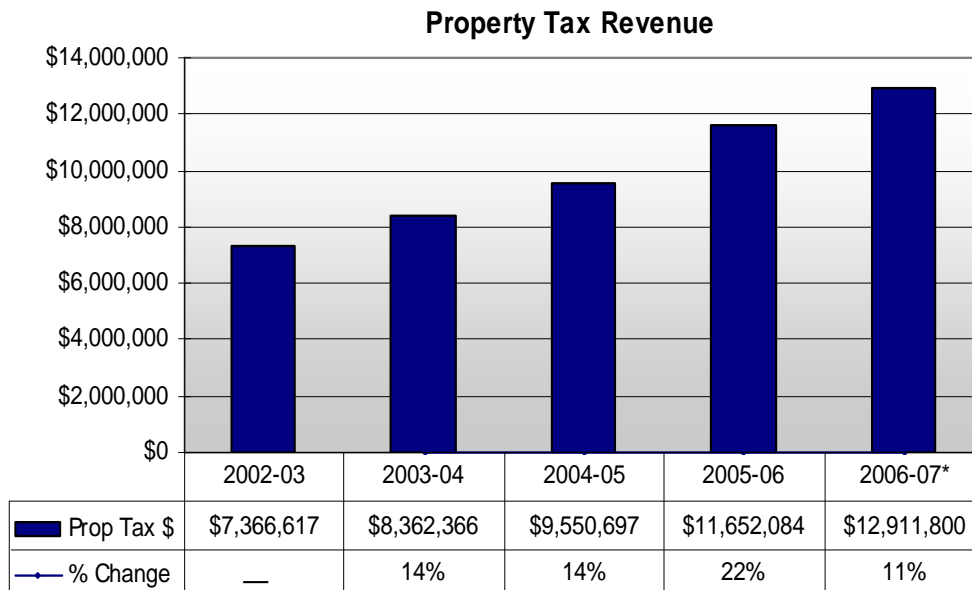
The City's assessed valuation has increased 76% over the past five years

Property Tax Revenue

Property tax revenue has increased 75 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: * estimate (not including RDA property taxes)

Property Tax Revenue

↑
Current year indicator

↑
Five-year indicator

Property tax revenue has increased 75% over the past five years

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 75 percent over the past five years. During this period, the annual growth averaged 16 percent per year.



A Rocklin home

Sales Tax Revenue

Sales Tax Revenue

↑
Current year indicator

↑
Five-year indicator

Sales tax revenue has increased 54 percent over the past five years.

Description of Indicator

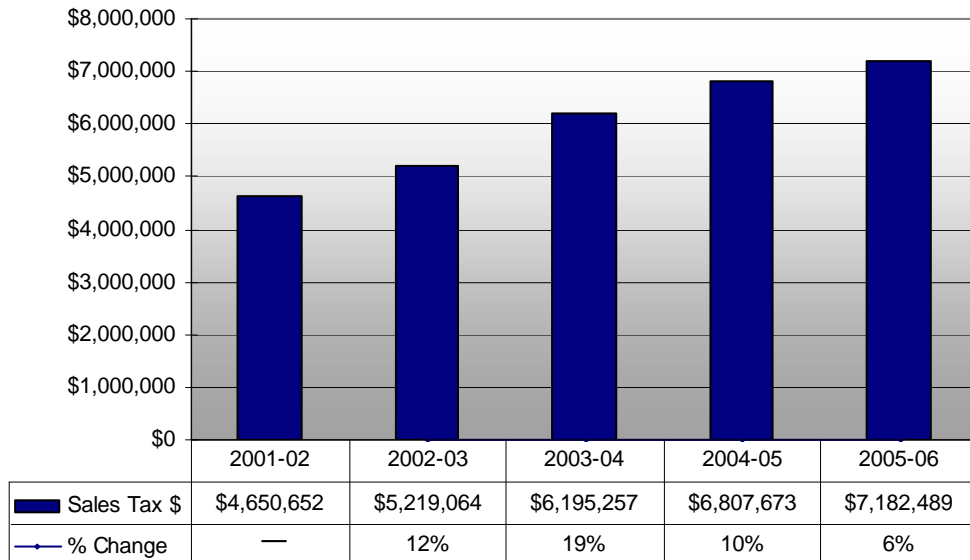
This indicator measures the total sales revenue received by the City during each fiscal year.



Sportsman's Warehouse, Blue Oaks Town Center

Sales tax revenue has increased 54% over the past five years

Sales Tax Revenue



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 54 percent over the past five years. During this period, the average annual growth exceeded 10 percent with the exceptions of the 2001-02 fiscal year.

Business License Activity

Business license activity, in terms of new business licenses, increased four percent versus the previous year.

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.

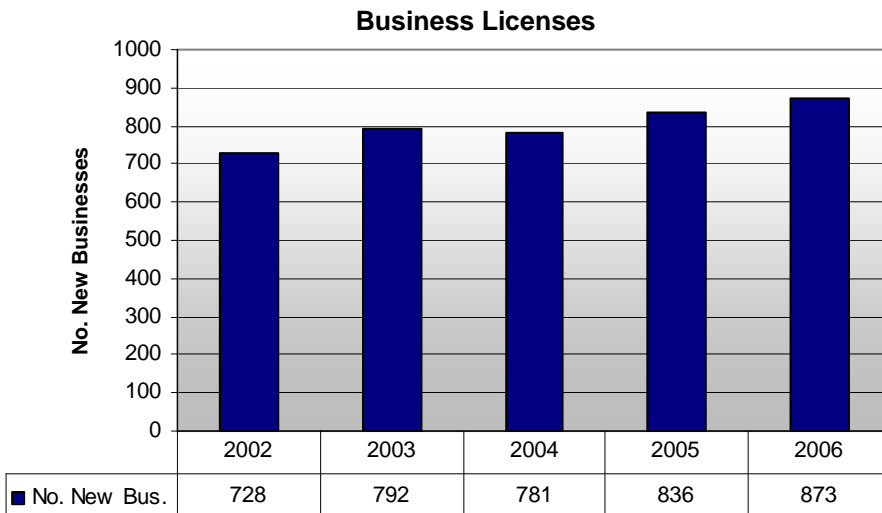


Johnny Carino's, Blue Oaks Town Center

Business License Activity

↑
Current year indicator

↑
Five-year indicator



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

Why is it Important?

This is an indicator of new business formations.

How are we Doing?

Business license activity increased four percent measured by the number of new business licenses. Rocklin's new business licenses have increased on average four 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 728 in 2002 to over 870 in 2006.

Building Activity

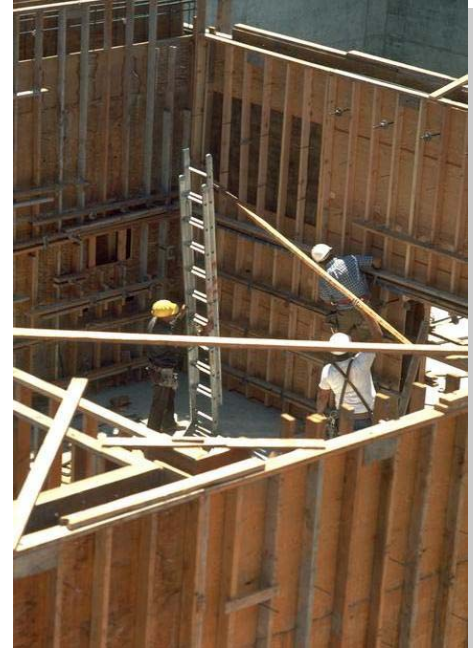
Building Activity Permit Type

Residential

↑
Current year indicator

↓
Five-year indicator

Building activity between 2005 and 2006 increased 71 percent measured by the number of building permits issued. Building activity decreased 38 percent from 2002 to 2006. Valuation of building permits decreased 35 percent between 2002 and 2006. The most recent peak year for building permit activity was 2002.



Construction of a new commercial/retail area

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.)

Building Activity Permit Type

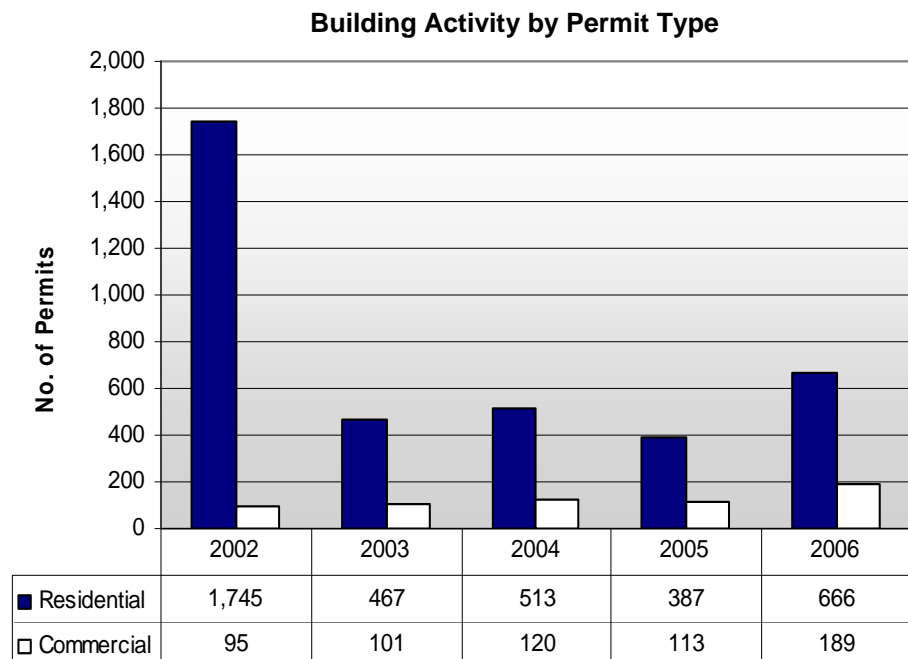
Commercial

↑
Current year indicator

↑
Five-year indicator

Building Activity by Permit Type

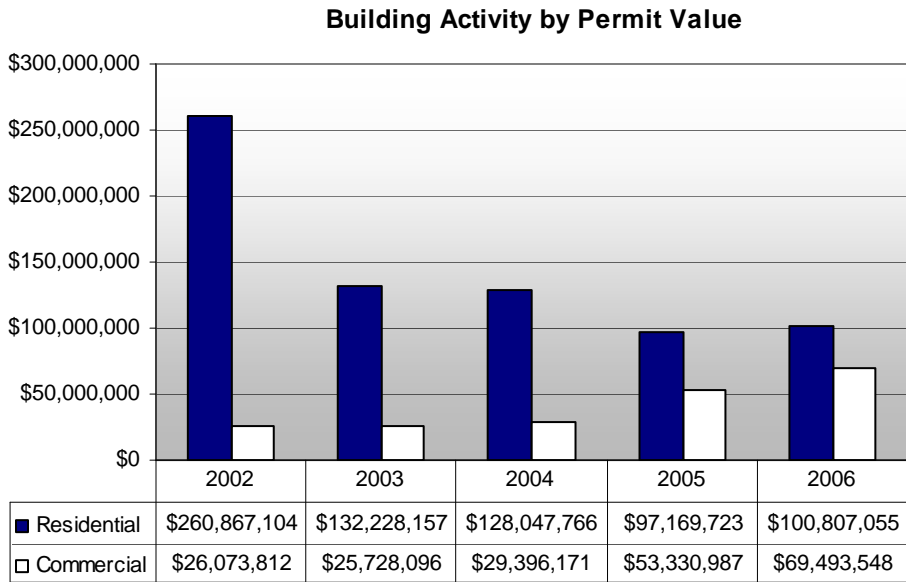
This chart shows permit volume for residential and commercial construction.



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



Construction of a new commercial/retail area

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 40 percent of development permit values. In 2002, it was nine percent. 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 Permit Value

Commercial

↑
Current year indicator

↑
Five-year indicator

In recent years, non-residential development values have grown to 40% of development permit values

Building Activity

**Building Activity
% by Type of Development**

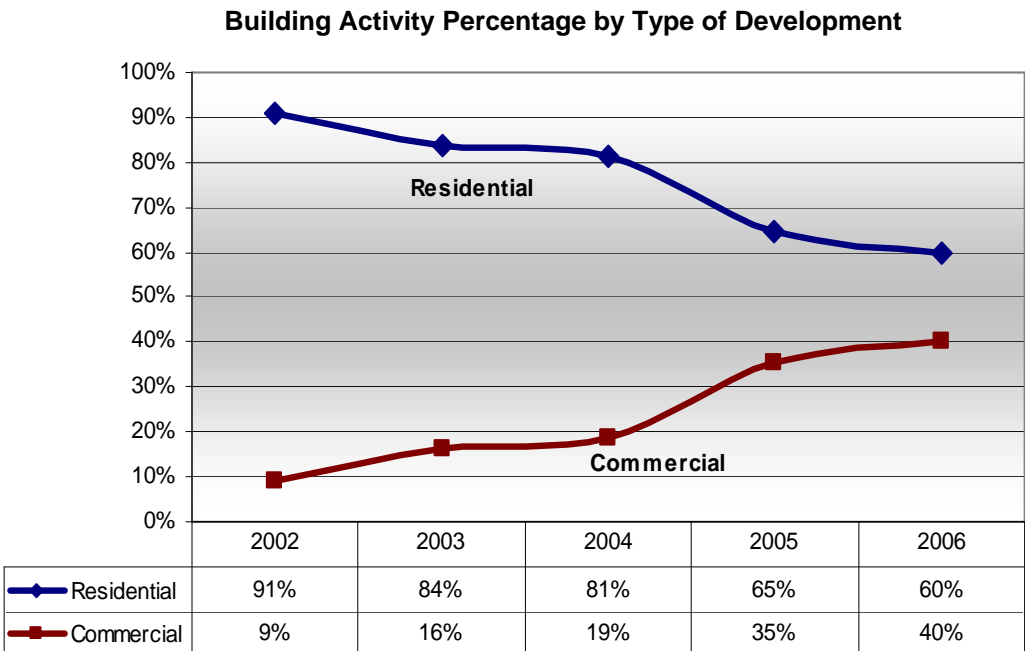
Residential

↓
Current year indicator

↓
Five-year indicator

Building Activity Percentage by Type of Development

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



**Building Activity
% by Type of Development**

Commercial

↑
Current year indicator

↑
Five-year indicator



Construction of Opus West Corporation Class A offices on West Oaks Blvd., Rocklin

Home Prices

Single-family detached median home prices reached \$460,000 in 2006, which is an increase of 65 percent since 2003. In 2007, the year-to-date median home price for detached units in Rocklin is \$451,500.*



A single-family detached home in Rocklin

Home Prices

Single-family Detached Home

↓
Current year indicator

→
Five-year indicator

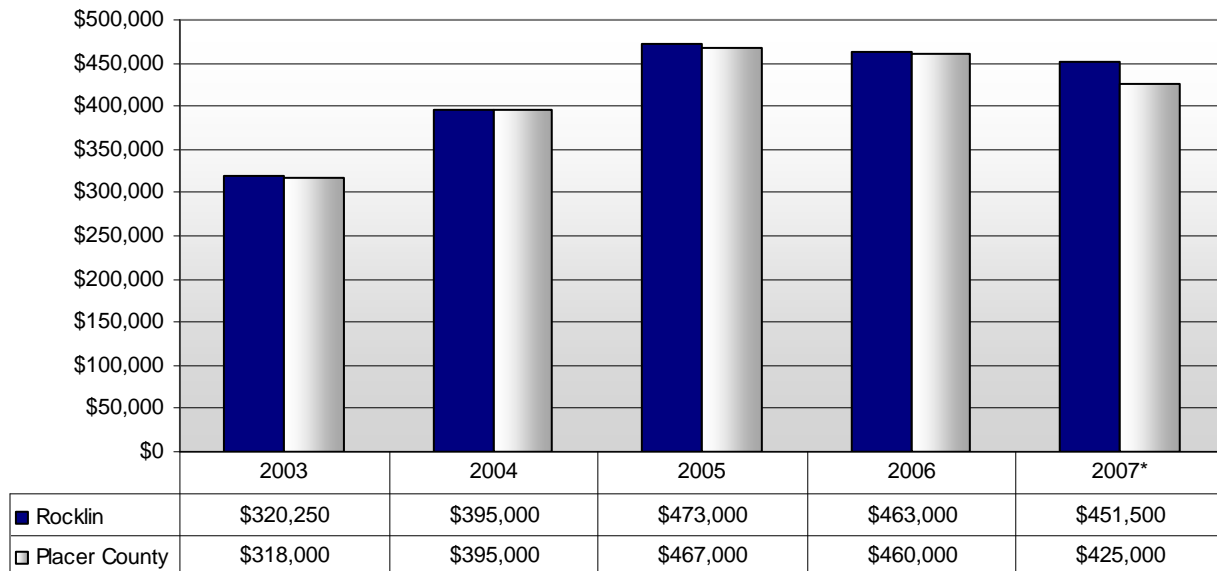
Description of Indicator

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.

In 2007, the year-to-date median home price for detached units in Rocklin is \$451,500

Single-family Detached Homes

Median Sales Price Single-family Detached Homes



Note: * figures for 2Q, 2007

Home Prices

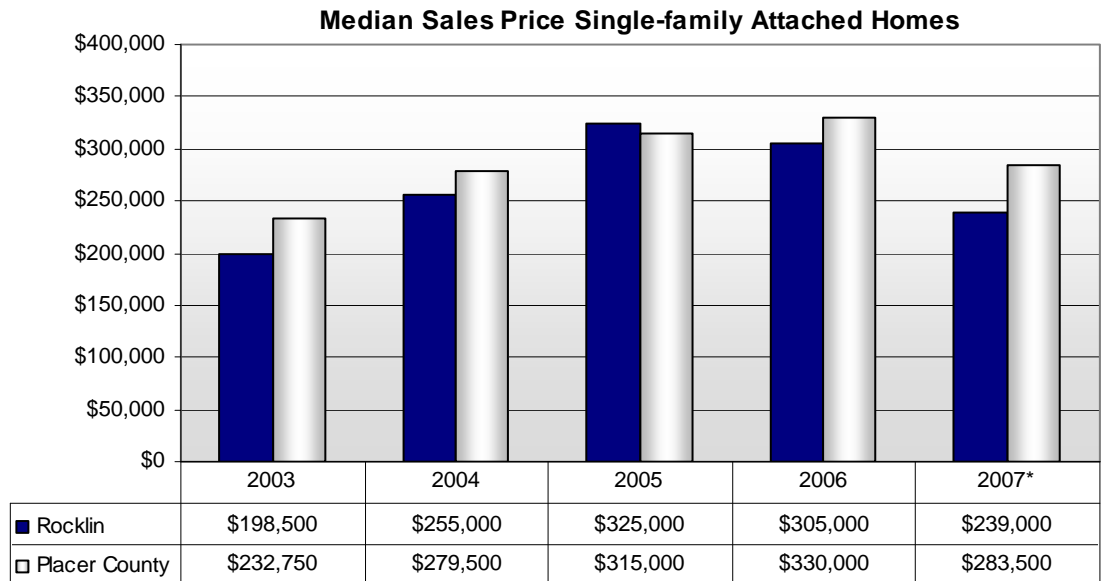
Home Prices

Single-family Attached Home

↓
Current year indicator

↑
Five-year indicator

Single-family Attached Homes



Note: * figures for Q2, 2007



Condominiums in a Rocklin neighborhood

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?

Home prices have escalated rapidly since the late 1990s. The median price for a single-family detached Rocklin home is \$435,000 as of the second quarter in 2007.

Similarly, the median price for a single-family attached Rocklin home was \$239,000 as of the second quarter in 2007. Home prices for Rocklin and Placer County have closely tracked each other. Home prices peaked in 2005 at \$473,000 for detached homes and \$325,000 for attached units.

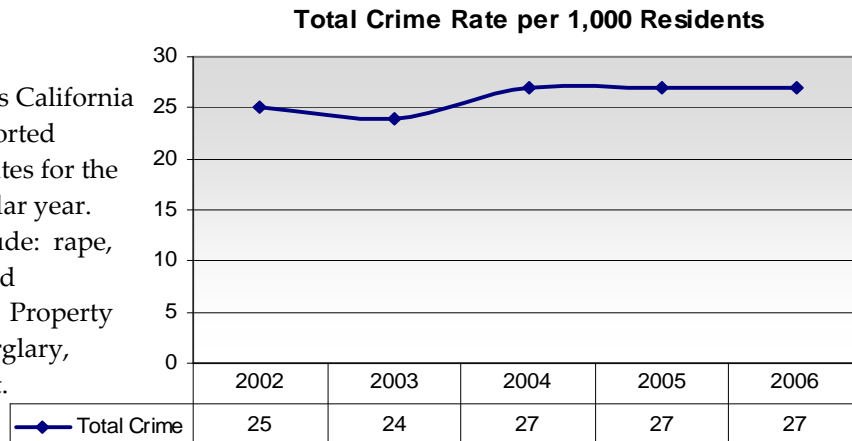
The median price for a single-family attached Rocklin home was \$239,000 as of the second quarter in 2007

Crime Rates

Rocklin’s overall crime rate is constantly level.

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.



Crime Rates

➡
Current year indicator

➡
Five-year indicator

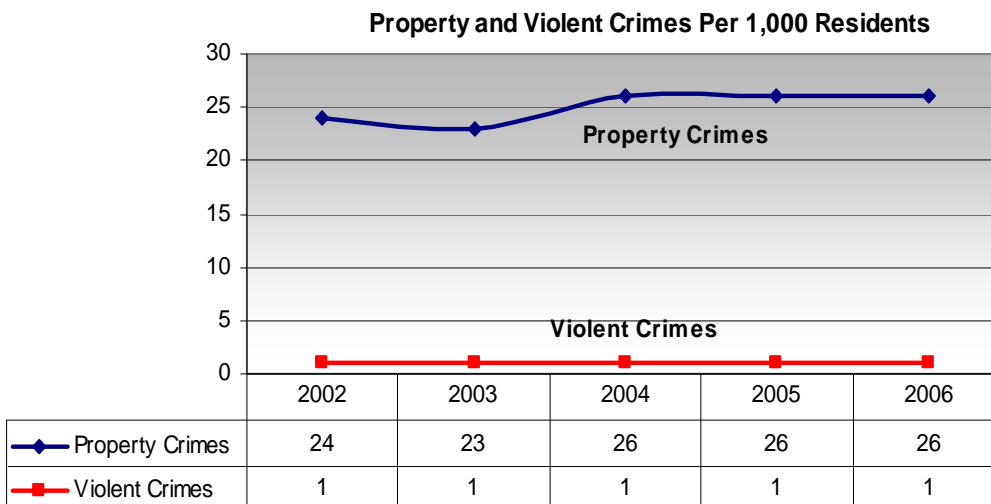
Why is it Important?

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 2006.

Rocklin consistently ranks as one of the safest cities in the Sacramento metro region



Police Response Times

Police Response Times

↑
Current year indicator

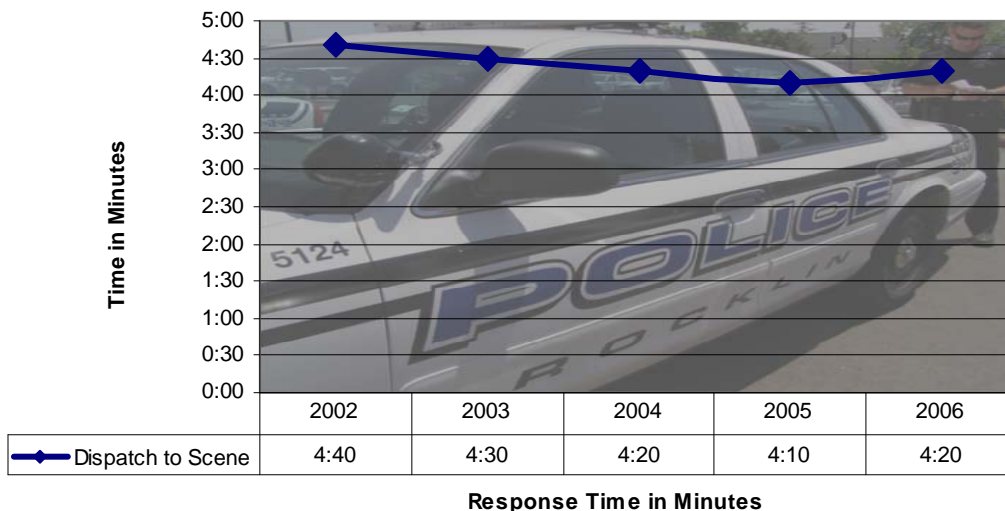
↓
Five-year indicator

Police response times increased by 10 seconds from 2005 to 2006. 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



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

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 Rates

Collision rates decreased 15 percent from 2005 to 2006.

Description of Indicator

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

Collision Rates

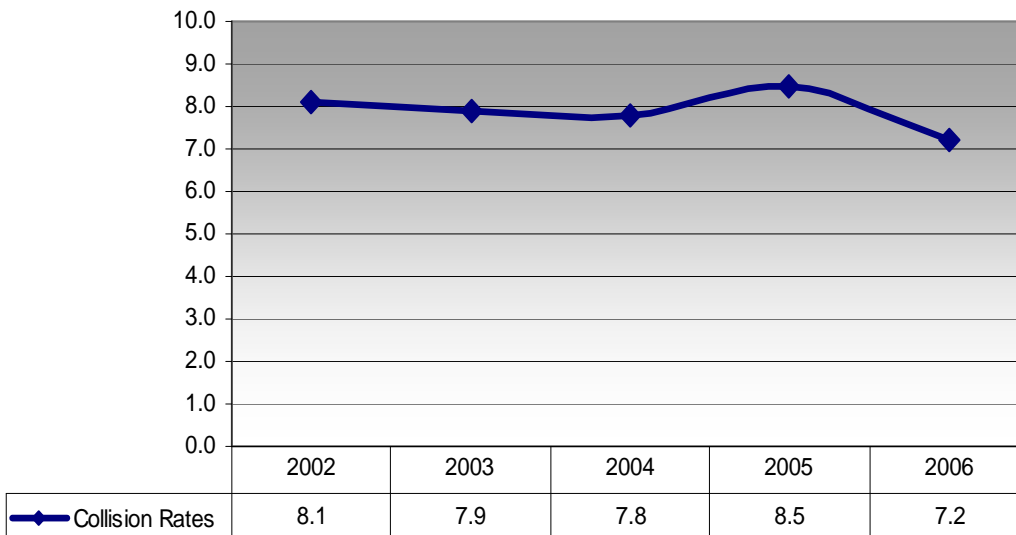
↓

Current year indicator

↓

Five-year indicator

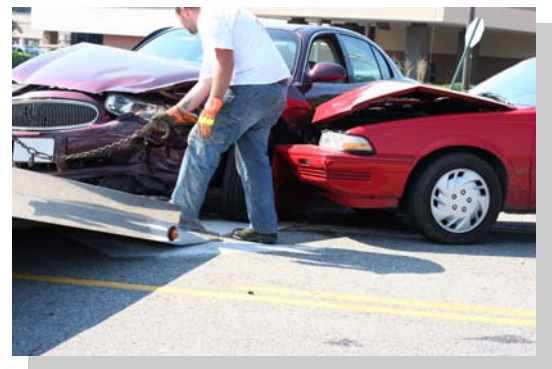
Collision Rates Per 1,000 Residents



The collision rate per 1,000 residents has remained relatively flat since 2002

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.



Damaged cars being towed.

How are we Doing?

The collision rate per 1,000 residents has remained relatively flat since 2002.

Fire and EMS Response Times

Emergency Response Times

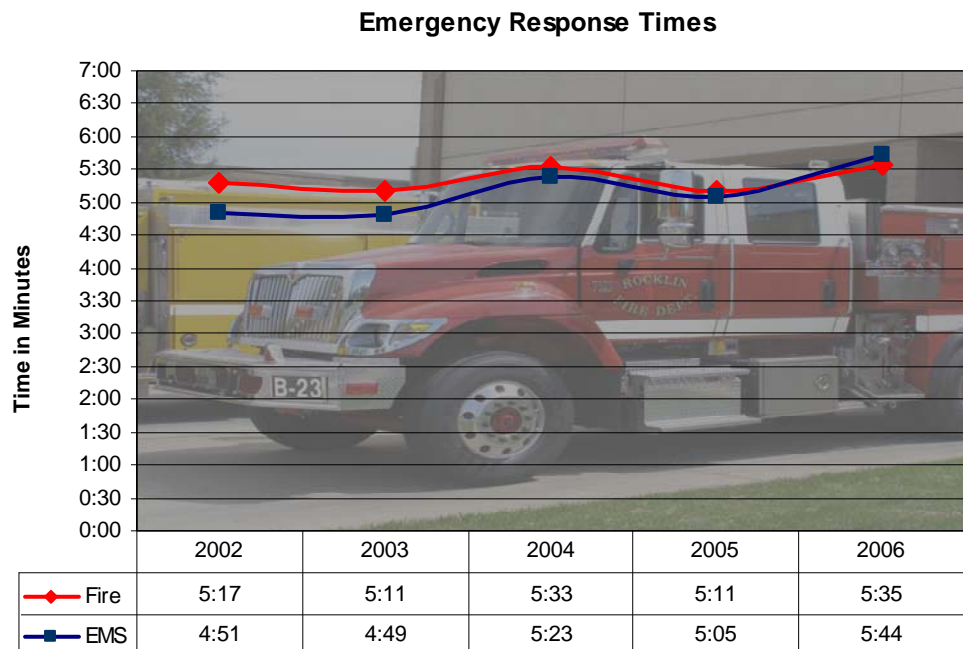
↑
Current year indicator

↑
Five-year indicator

Fire and EMS response times have increased slightly in 2006 versus 2005.

Description of Indicator

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



Fire and EMS response times have increased slightly in 2006 versus 2005

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?

Average fire response time was 5:35 minutes in 2006, and has averaged 5:21 minutes over the past five years. Average EMS response time was 5:44 minutes in 2006 and has averaged nearly 5 minutes over the past five years.

Waste Diversion Rates

Rocklin's waste diversion rate is 58 percent.

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

Waste Diversion Rates

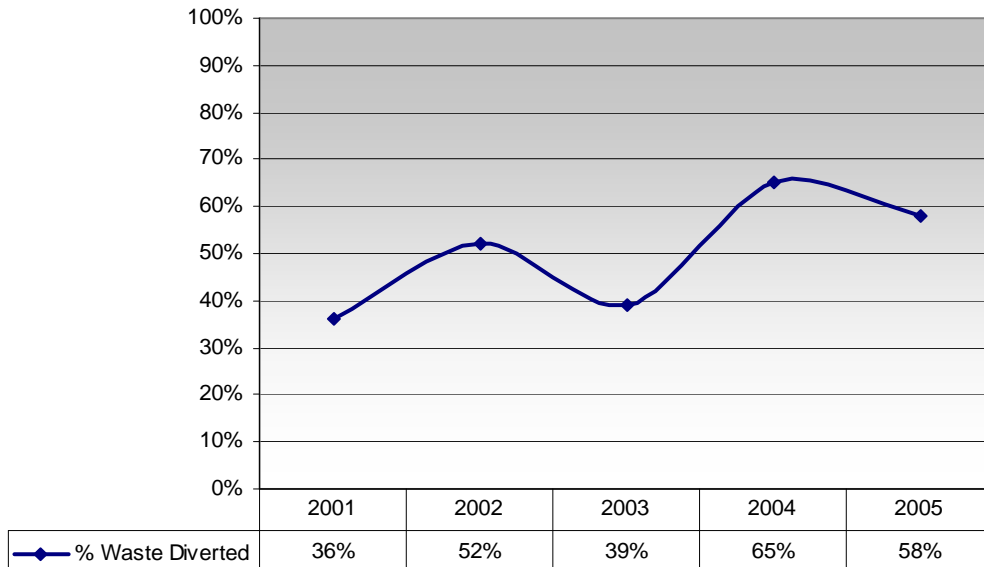
↓

Current year indicator

↑

Five-year indicator

Percent Waste Diverted



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 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 waste diversion and over the past three years has averaged a 54 percent diversion rate for the years 2002-2005.

Rocklin's waste diversion rate is

58%

Unemployment and Labor Force

Unemployment

↑
Current year indicator

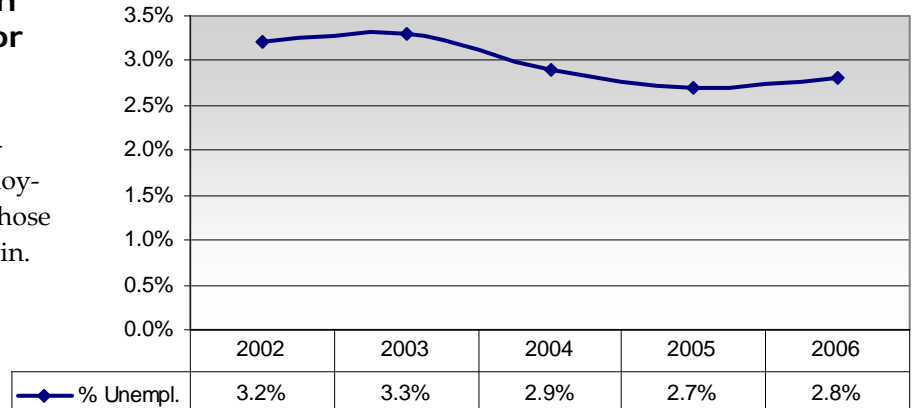
↓
Five-year indicator

Rocklin's unemployment rate continued to be less than three percent in 2006, and the labor force increased four percent in 2006.

Description of Indicator

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

Unemployment



Labor Force

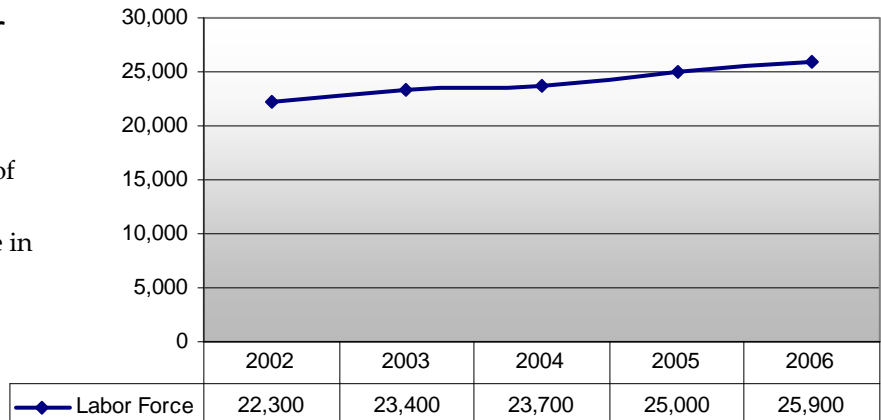
↑
Current year indicator

↑
Five-year indicator

Description of Indicator

This measure shows the estimated number of people living in Rocklin who are in the labor force.

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 2006, indicating a strong economic environment.

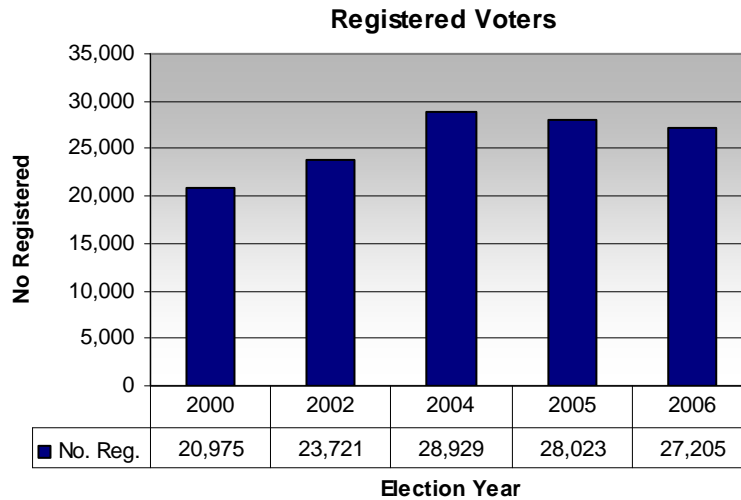
Rocklin's estimated unemployment rate was the lowest among incorporated cities in Placer County in 2006

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. This indicator tends to fluctuate depending on the nature of the election.



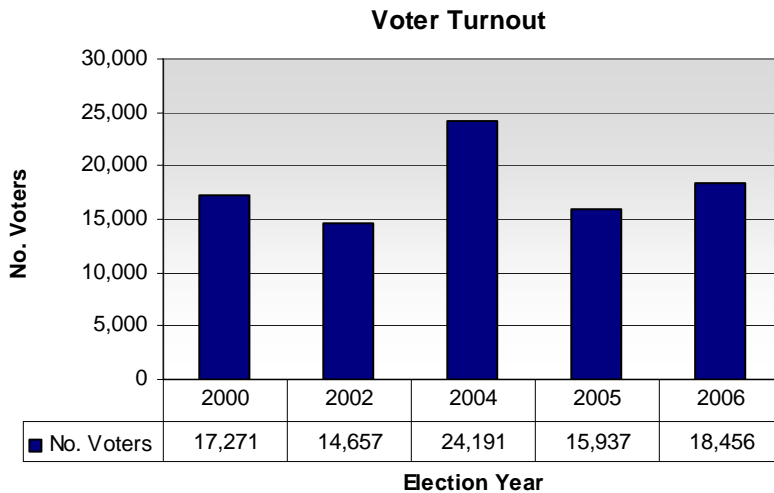
Voter Registration

↓

Current year indicator

↑

Five-year indicator



Voter Turnout

↑

Current year indicator

↓

Five-year indicator

Voter turnout has ranged from a low of 57% in 2006 to a high of 84% in the 2004 Presidential 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 has ranged from a low of 57 percent in 2006 to a high of 84 percent in the 2004 Presidential election.

Academic Performance

Elementary School level

↑
Current year indicator

↑
Five-year indicator

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

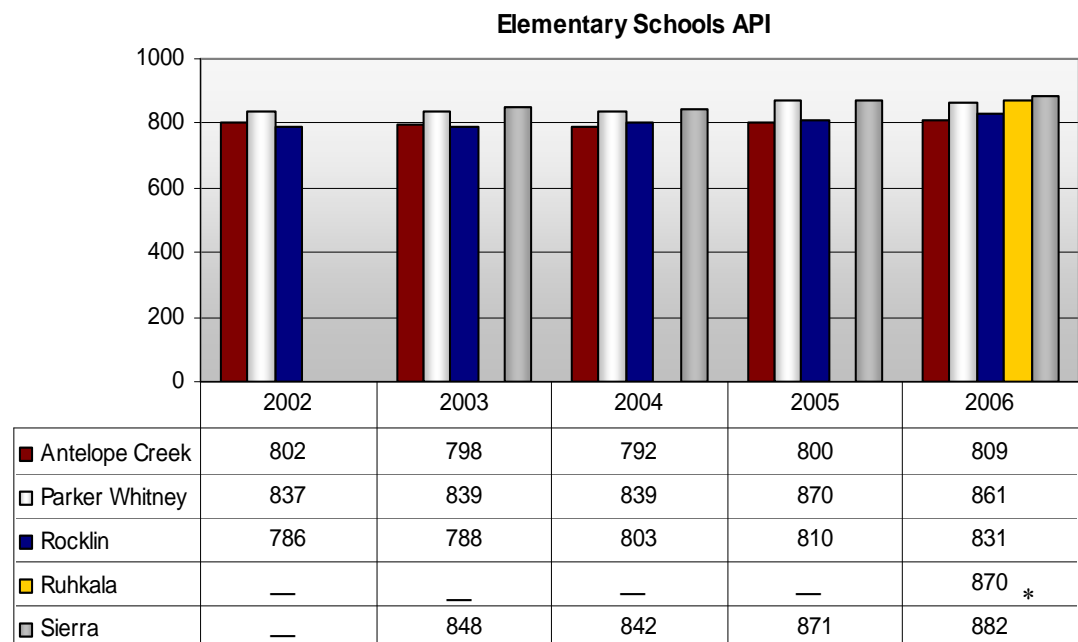
Description of Indicator

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 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.



Rocklin schools consistently rank high when measured against the state bench-mark Academic Performance Index (API) of 800

Elementary Schools

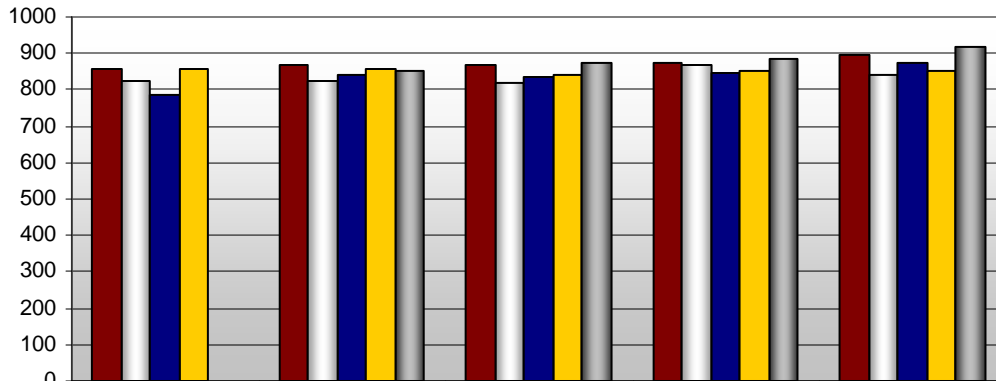


NOTE: * Ruhkala, 2006 first-year scores available.

Academic Performance

Elementary Schools

Elementary Schools API



	2002	2003	2004	2005	2006
■ Breen	858	869	870	873	894
□ Cobblestone	822	824	820	866	839
■ Rock Creek	786	838	834	848	871
■ Tw in Oaks	857	856	843	853	849
■ Valley View	—	850	872	885	918

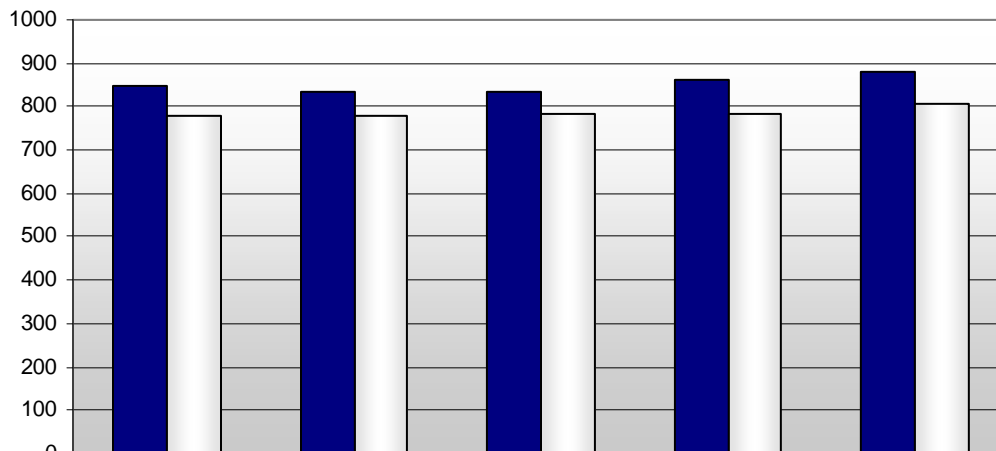
Elementary School level

↑
Current year indicator

↑
Five-year indicator

Middle Schools

Middle Schools API



	2002	2003	2004	2005	2006
■ Granite Oaks	846	832	833	860	880
□ Spring View	780	778	784	782	808

Middle School level

↑
Current year indicator

↑
Five-year indicator

Academic Performance

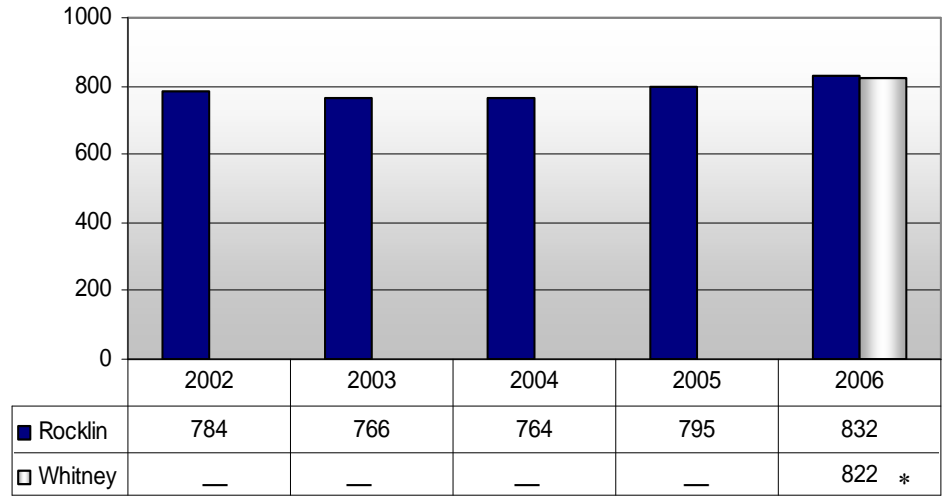
High School level

↑
Current year indicator

→
Five-year indicator

High Schools

High Schools API



NOTE: * Whitney High School's 2006 first-year scores available.

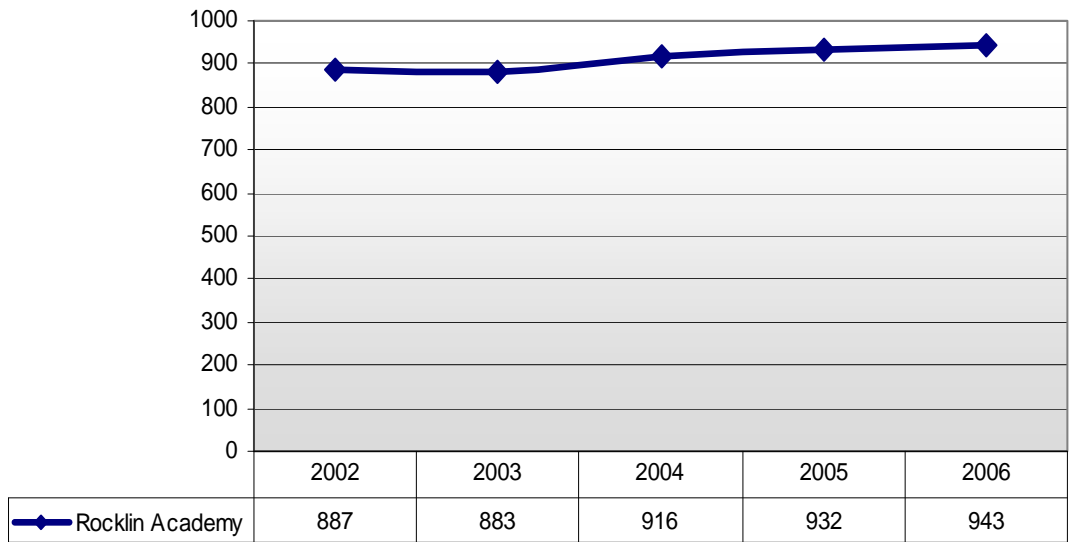
Charter School level

↑
Current year indicator

↑
Five-year indicator

Charter School

Rocklin Academy API



NOTE: 2002 API is the base score

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

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?

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



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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