



City of Rocklin

Community Report Card 2010-2011



Introduction

Dear Community Member,

The City of Rocklin is pleased to publish the *Community Report Card 2010-2011*. The City is a provider of municipal services to a population of 56,109. 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,

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

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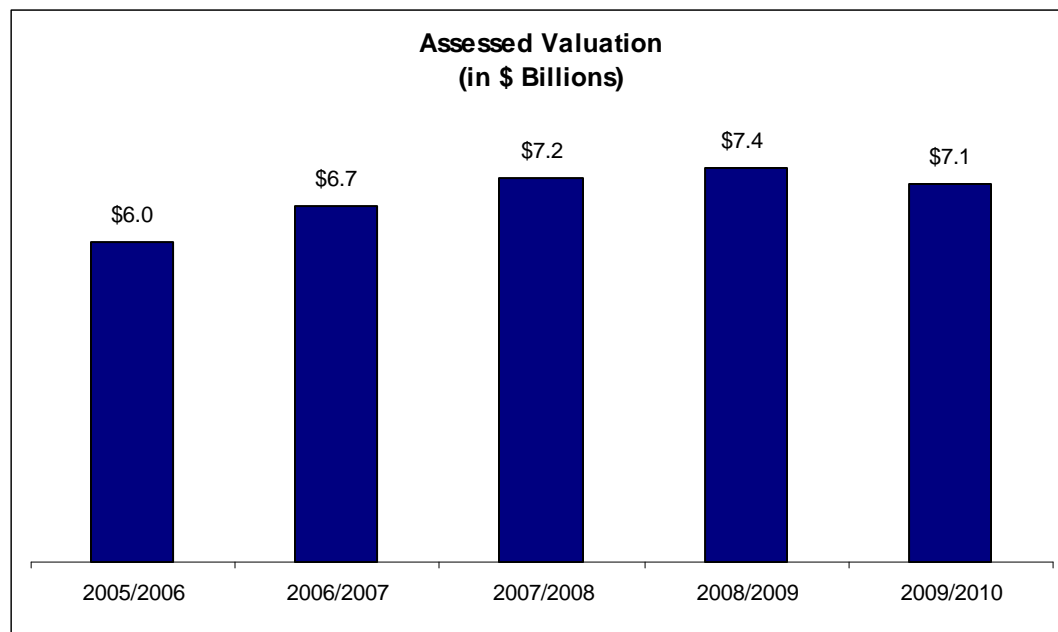
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Assessed Valuation

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?

Generally, property taxes are 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 (this excludes special assessments and taxes). 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.

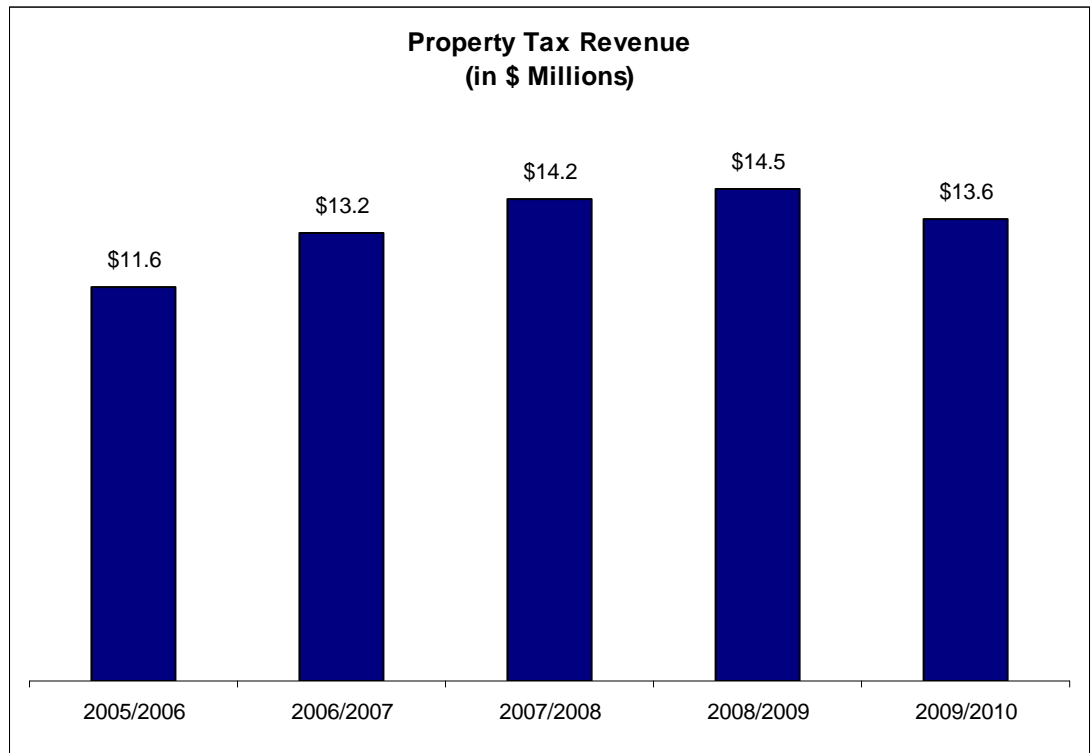
How are we Doing?

City assessed valuation has decreased 18 percent over the past five years. During this period, the annual growth rate exceeded 4 percent per year. During the current economic market, this growth rate has slowed and is currently tracking at a growth rate less than half the historical average annual growth rate or about negative 4 percent.

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.



A Rocklin neighborhood.

Why is it Important?

Property tax revenue is the most significant contributor to the City's General Fund income, which supports city services such as police, fire, and parks and community services.

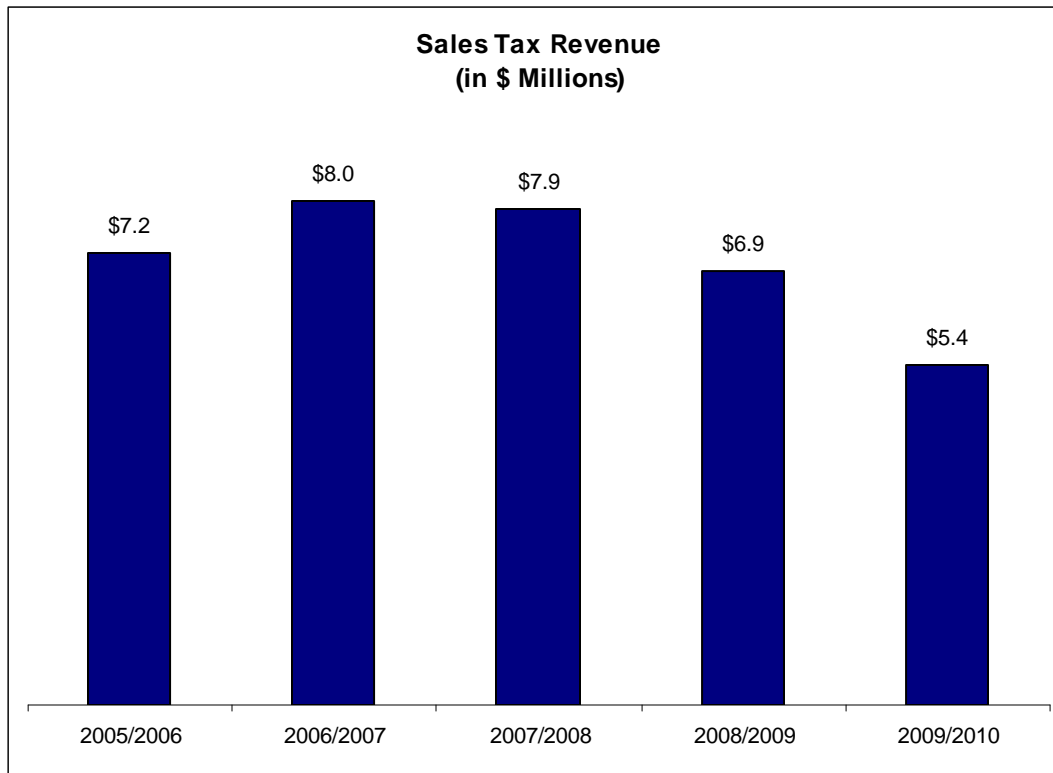
How are we Doing?

Property tax revenue increased 20 percent over the past five years. During this period, the annual growth averaged in excess of 4 percent per year, but in the most recent year, growth was less than 7 percent, reflecting the current economic market environment.

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 is also a major contributor to the City's General Fund revenues and supports services, such as police, fire, and parks and community services.

How are we Doing?

During the current economic market slowdown, overall business-to-business and other commercial retail transactions have declined. Over the last two years, this slowdown has caused sales tax to drop 22 percent.

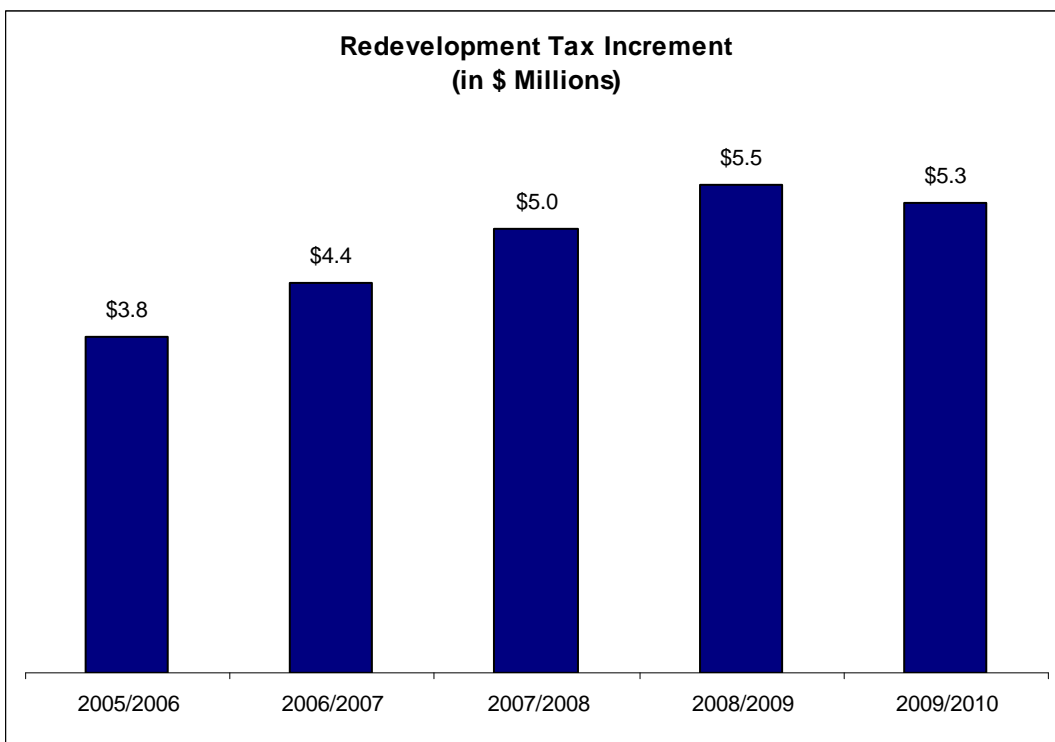


Cars are displayed at a Granite Drive dealership.

Redevelopment Tax Increment

Description of Indicator

This indicator measures the amount of property tax increment revenues received by the Redevelopment Agency during each year. The Redevelopment area boundary generally encompasses the downtown, the central Rocklin area, and Sierra College Blvd/I-80.



Why is it Important?

Tax increment revenue is used by the Redevelopment Agency to support bonds and other forms of borrowing. The revenues from bonds and borrowing is used to fund projects in the Redevelopment project area which alleviate and eliminate blight.

How are we Doing?

Redevelopment tax increment increased 39.5 percent over the past five fiscal years. During this period, average annual growth increased 16.5 percent. This growth rate is projected to be lower in the coming year, as new development slows and property values decline overall.

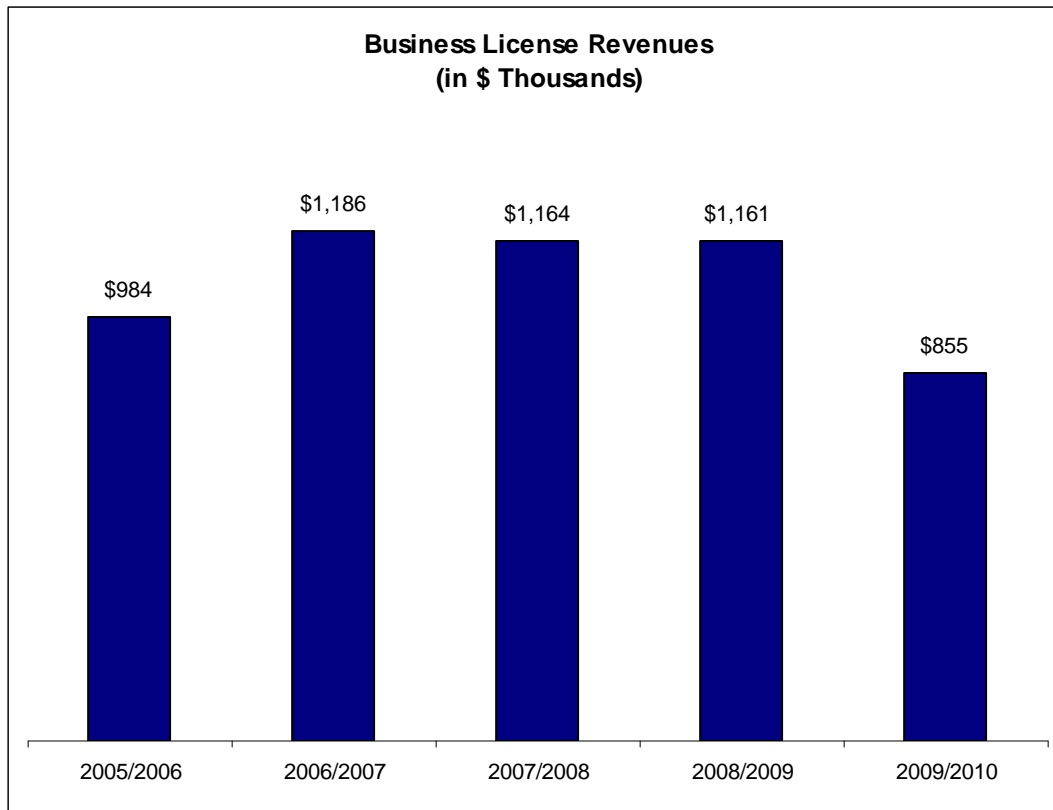


Safe Routes to School Project in Downtown Rocklin.

Business License Revenues

Description of Indicator

This indicator measures business license revenue and is an indicator of business license revenues in Rocklin each fiscal year.



Why is it Important?

This is an indicator of business activity in the City.

How are we Doing?

Business license revenue decreased 13 percent from 2005/2006 to 2009/2010. Revenues decreased 26.4 percent from 2008/2009 to 2009/2010 reflecting the initial impacts of the current economic downturn. It is anticipated these revenues may drop further in the coming year as the economic downturn continues.



A restaurant in the Blue Oaks Town Center.

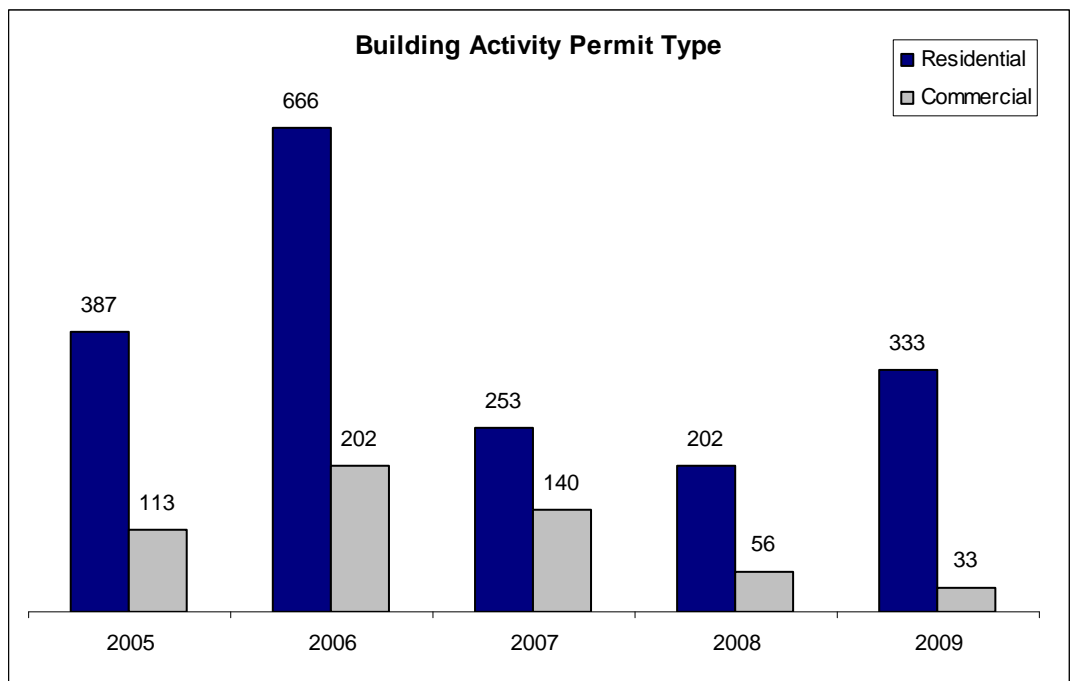
Building Activity

Description of Indicator

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

Building Activity by Permit Type

The chart shows permit volume for residential and commercial construction.



How are we Doing?

Total building activity between 2008 and 2009 increased 141.9 percent measured by the number of building permits issued.

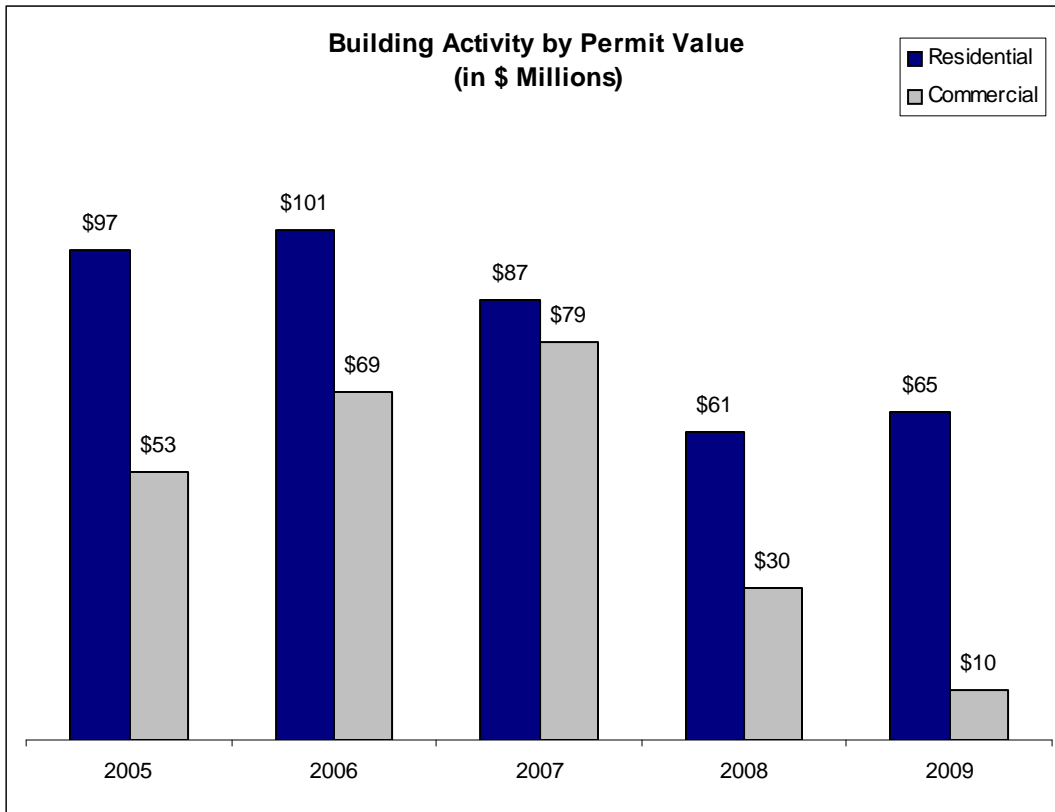


Construction of a business in Rocklin.

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.

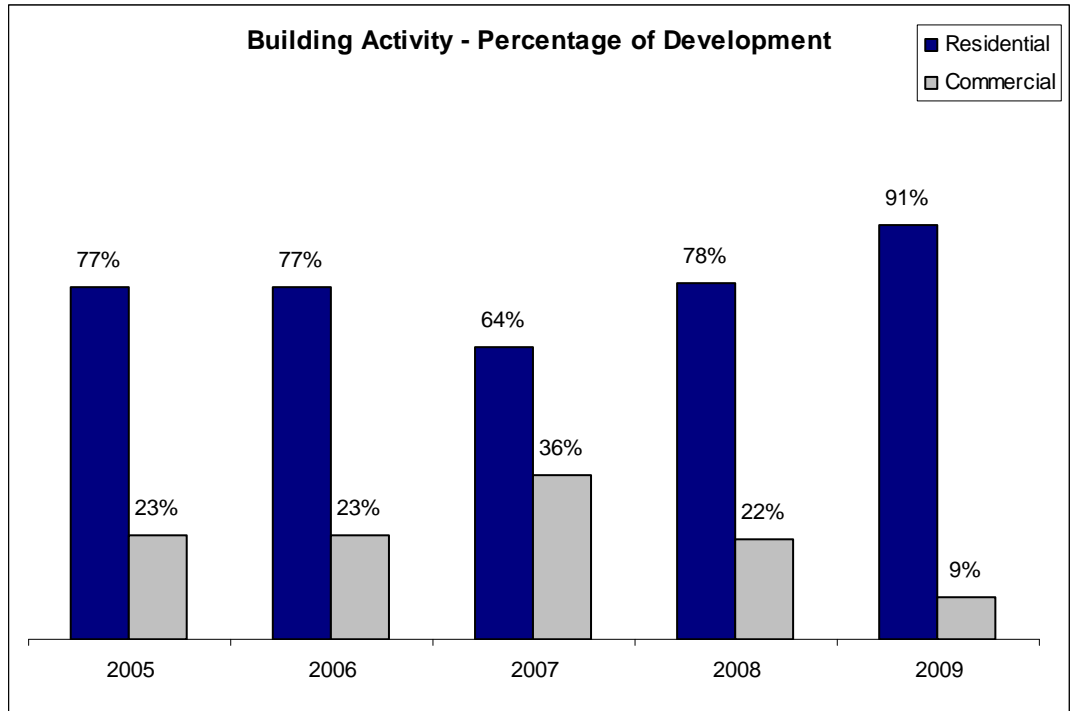
How are we Doing?

Rocklin’s building activity historically has been predominately residential. For the past couple of years, commercial building activities increased considerably. Last year, commercial development values decreased by almost \$50 million compared to the previous year. There is currently a residential and commercial development slowdown due to economic market conditions. The overall building permit value is 82 percent of last year’s value.

Building Activity

Building Activity—Percentage by Type of Development

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

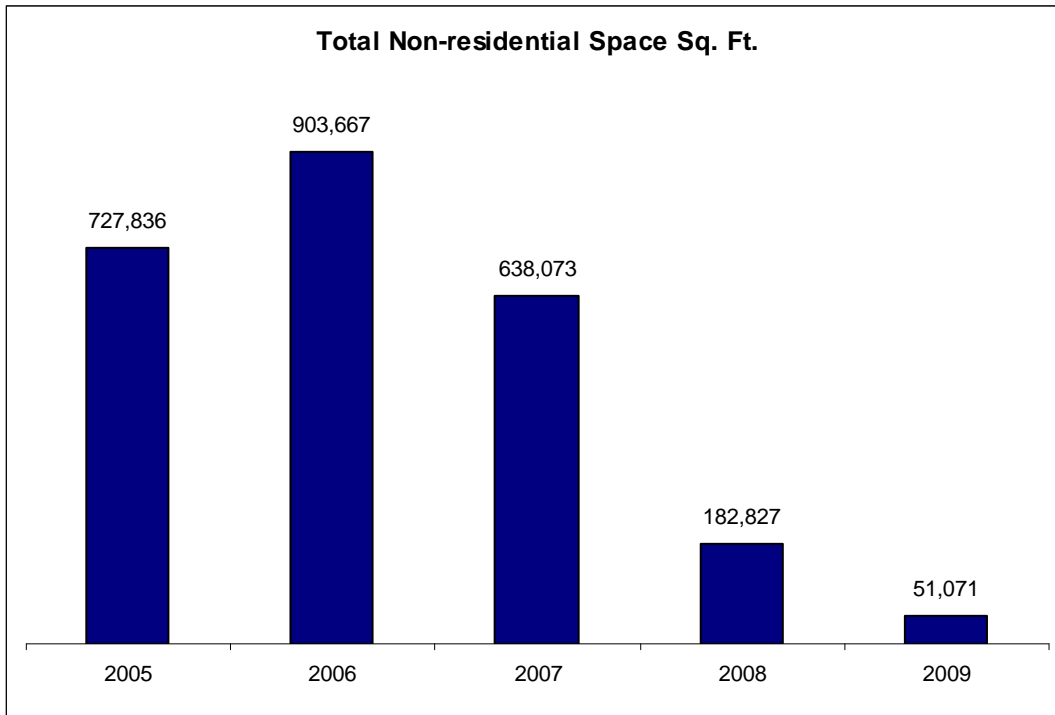


Rofer on a housing job site.

Building Activity

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

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



Preparation of a construction site.

Home Prices



A single-family detached home in Rocklin.

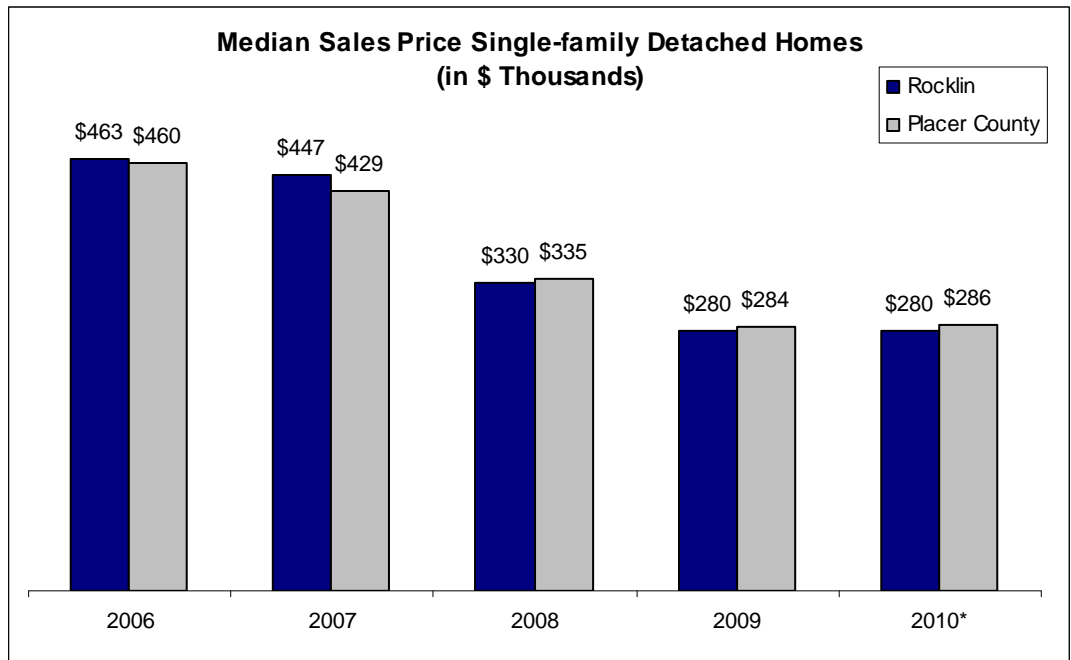
Description of Indicator

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 \$463,000 in 2006. In 2010, the year-to-date (August) median home price in Rocklin is \$280,000.

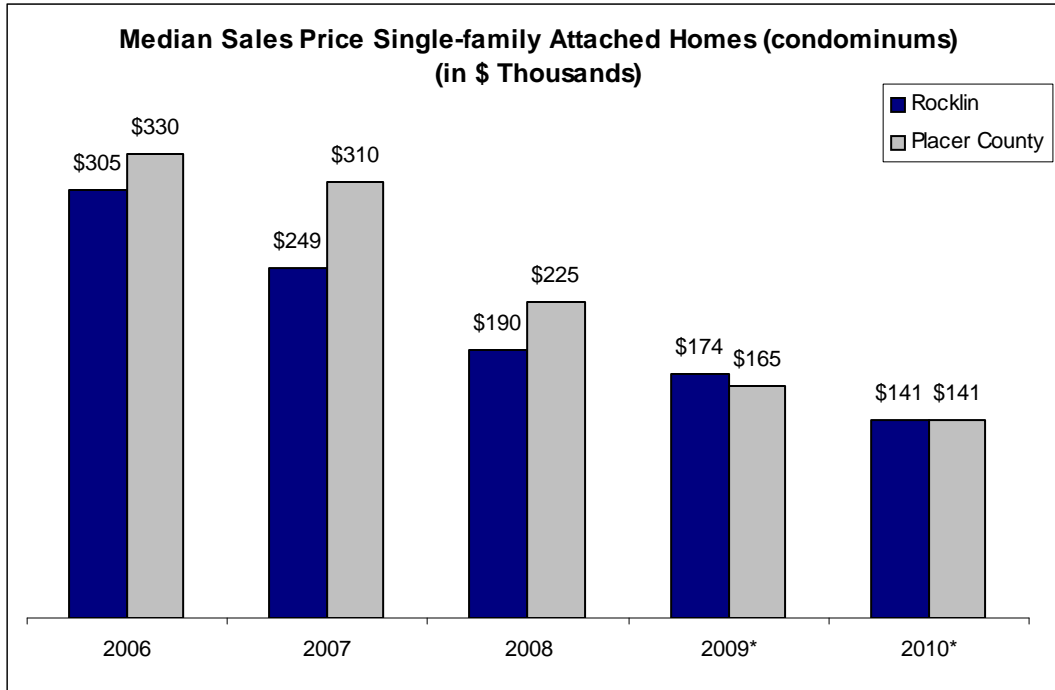
Single-family Detached Homes



Note: June data for each year
 * 2010 data is year to date (August)

Home Prices

Single-family Attached Homes



Note: * data is 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.) Lower home prices being experienced are a reflection of the housing market and not an indication of a reduction of the quality of life in Rocklin, which continues to be one of the best in the region.

How are we Doing?

Single-family attached (condominiums) median home prices peaked at \$330,000 (Placer County) in 2006. In 2010, the year-to-date (2nd quarter) median home price for single-family attached homes in Rocklin and Placer County is \$141,000.

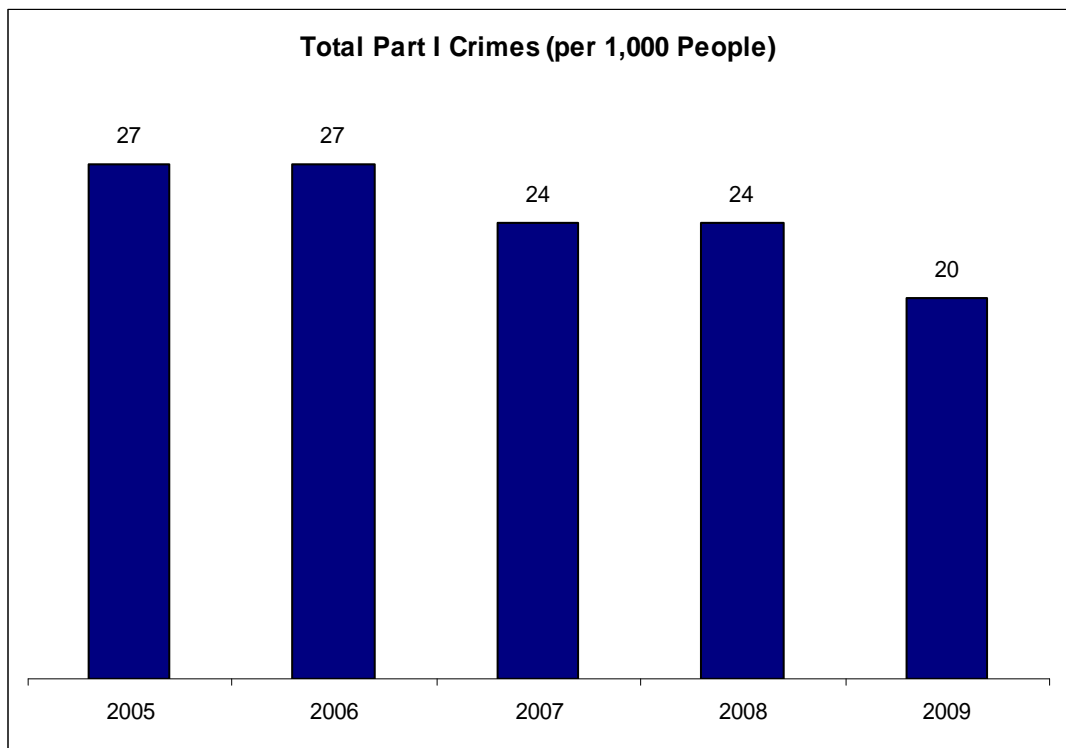


Sunset Apartments in Rocklin.

Crime Trends

Description of Indicator

This indicator tracks California Department of Justice reported Part I crime trends for the City for each calendar year. Part I crimes are separated into violent and property crimes. Violent crimes include murder, rape, robbery, and aggravated assault. Property crimes include burglary, auto theft, larceny and arson.



Note: Total Part I crimes (property and violent crimes) per 1,000 people.)

Why is it Important?

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

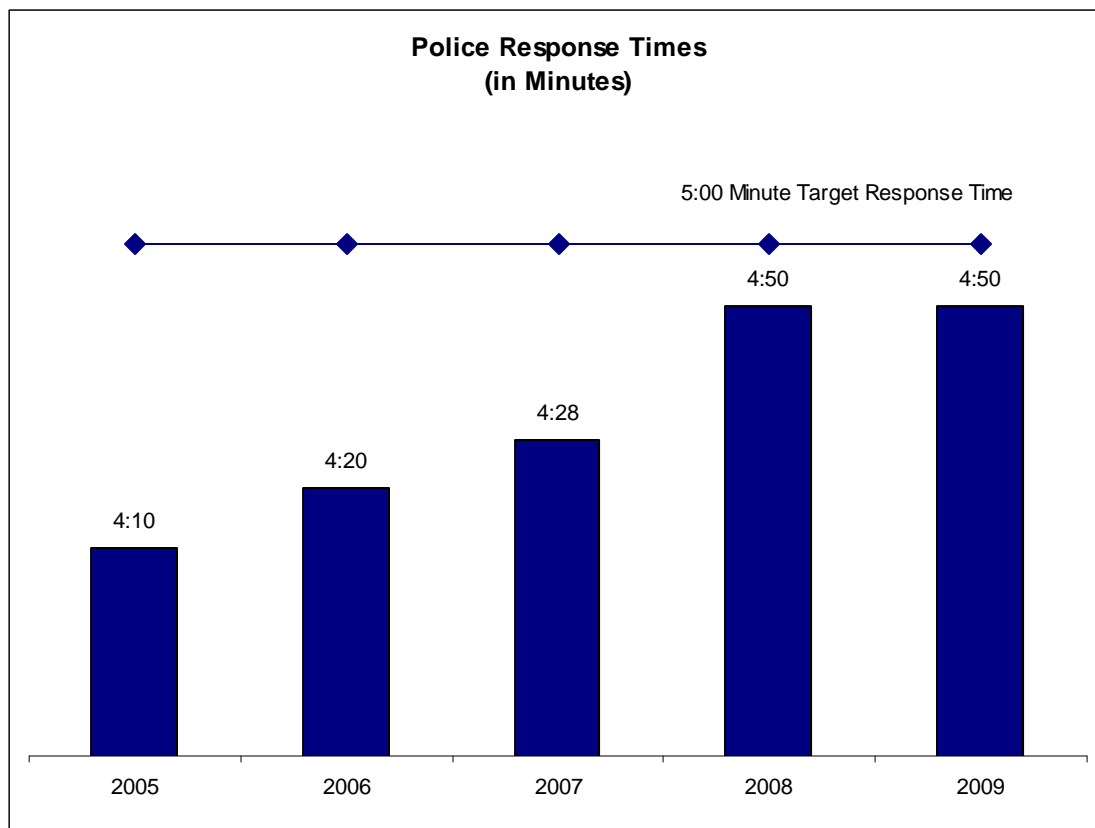
How are we Doing?

Rocklin consistently ranks as one of the safest cities in the Sacramento metro region. Property crimes account for 93 percent of Part I crimes reported in Rocklin in 2009.

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?

The City’s police response time target is five minutes. Police response times have stayed under five minutes during the past five years, and compare favorably with the target five-minute response time.

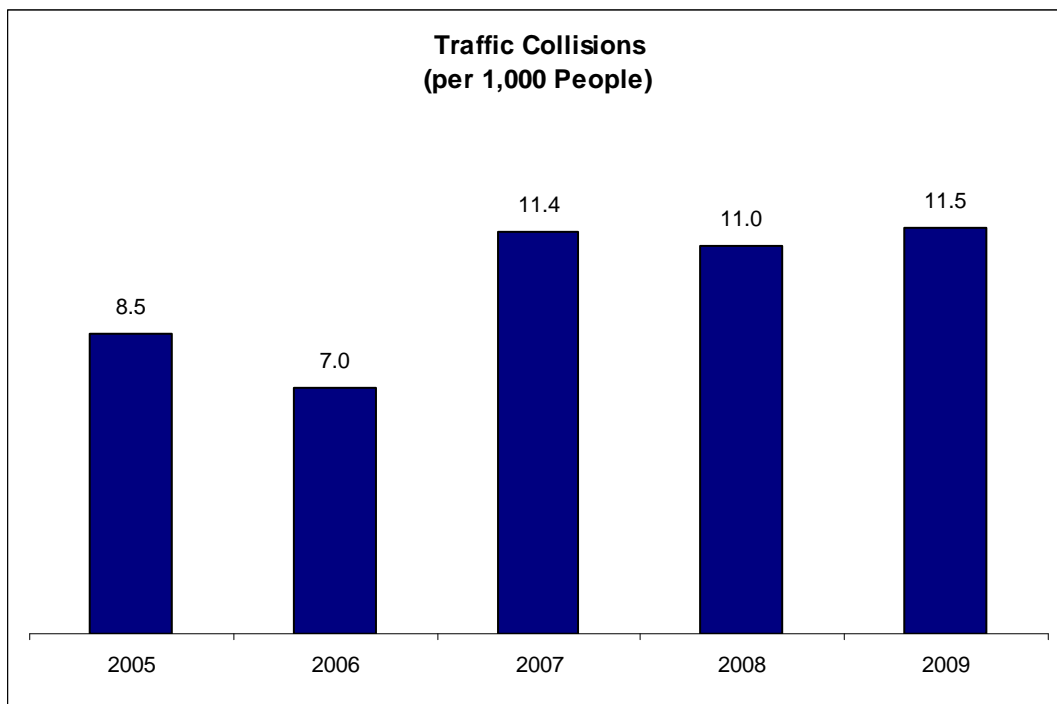


Operator on duty at the Police Dept. call center.

Traffic Collisions

Description of Indicator

The indicator shows the total number of traffic collision per 1,000 people per year.



Note: 2005-2006 data reflects the number of traffic collisions reports taken by Rocklin Police Officers each year. 2007-2009 data reflects the number of actual collisions reported by citizens.

Why is it Important?

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

How are we Doing?

Traffic collisions per 1,000 people in Rocklin increased five percent from 2008 to 2009. As traffic has increased, the accident rate also increased, but Rocklin remains in the lowest ten percent of comparable cities in California for accidents involving serious injury or death.

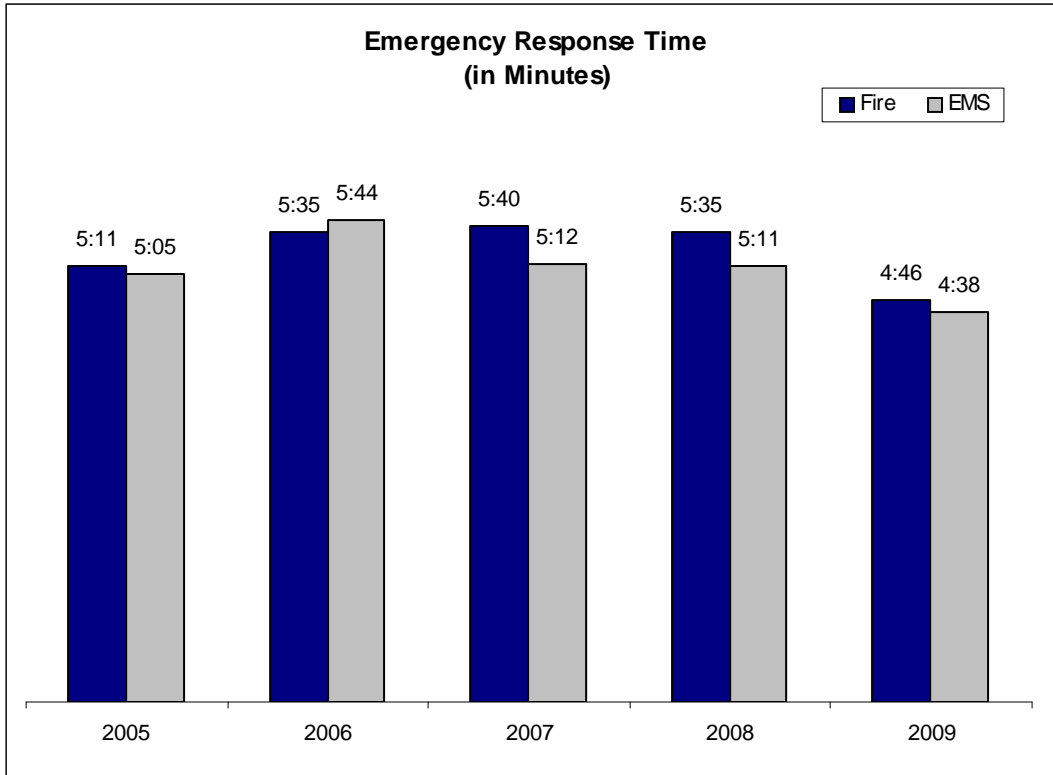


Damaged car being towed from roadside.

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 reflect public safety performance and affect 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?

The City’s Fire response time target is 5 minutes. In 2009, average fire response time was 4:46 minutes and average EMS response time was 4:38 minutes. Fire and EMS has averaged near five minutes over the past five years.

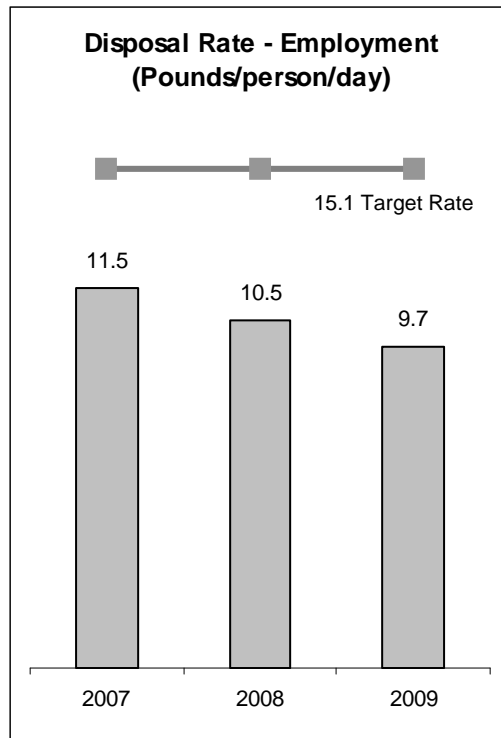
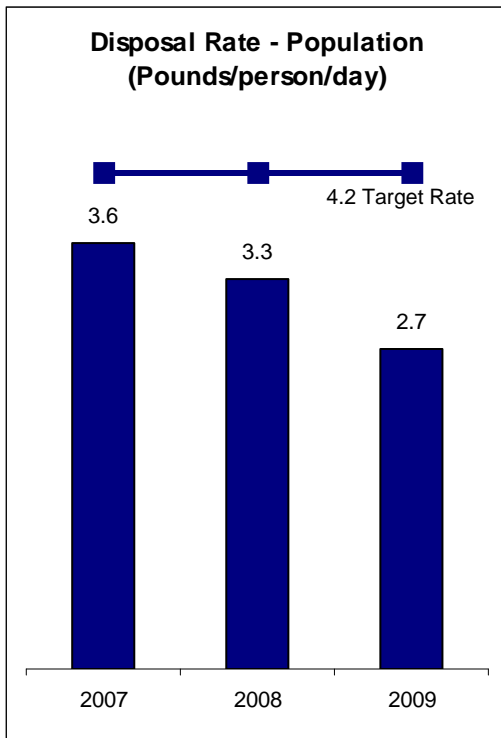


City fire engine wait for emergency response calls.

Waste Diversion Rate

Description of Indicator

This indicator measures the pounds per person per day of disposal into the landfill.



Materials recovered at the Western Placer Waste Management Authority Facility.

Why is it Important?

Senate Bill 1016, approved by the Governor in 2008, changed the way we measure our recycling efforts to a per capita disposal measurement system. The current goal, established by the California Integrated Waste Management Board, is to be below 4.2 pounds/person/day for residents and 15.1 pounds/person/day for employment.

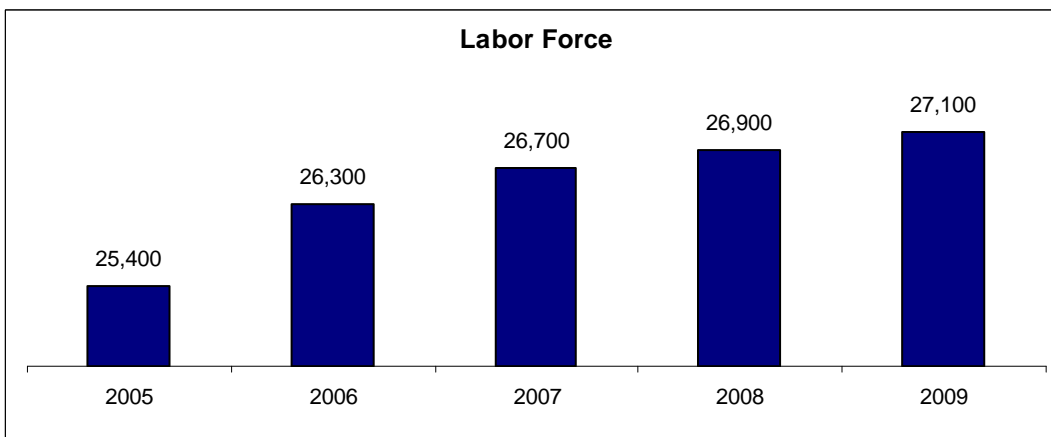
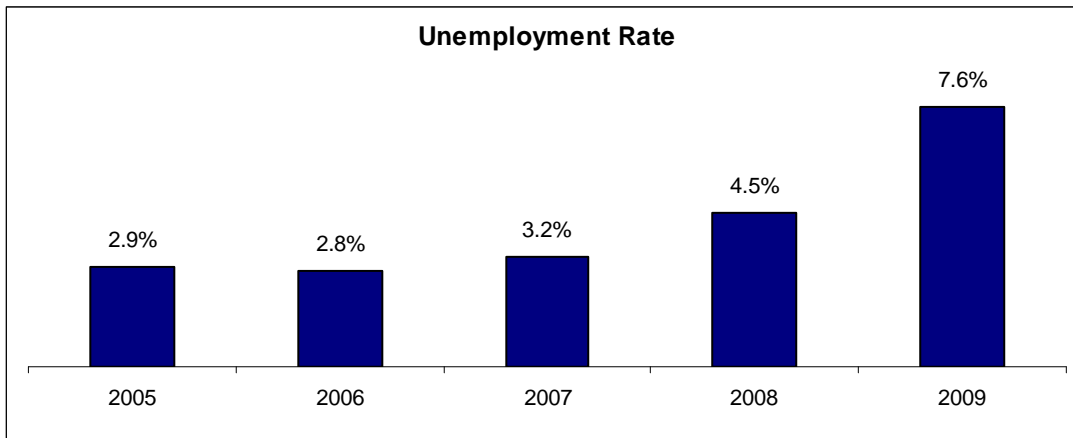
How are we Doing?

The City exceeds the State’s mandated benchmark standard by 35% for the population-based standard and 35% for the employment-based standard.

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.

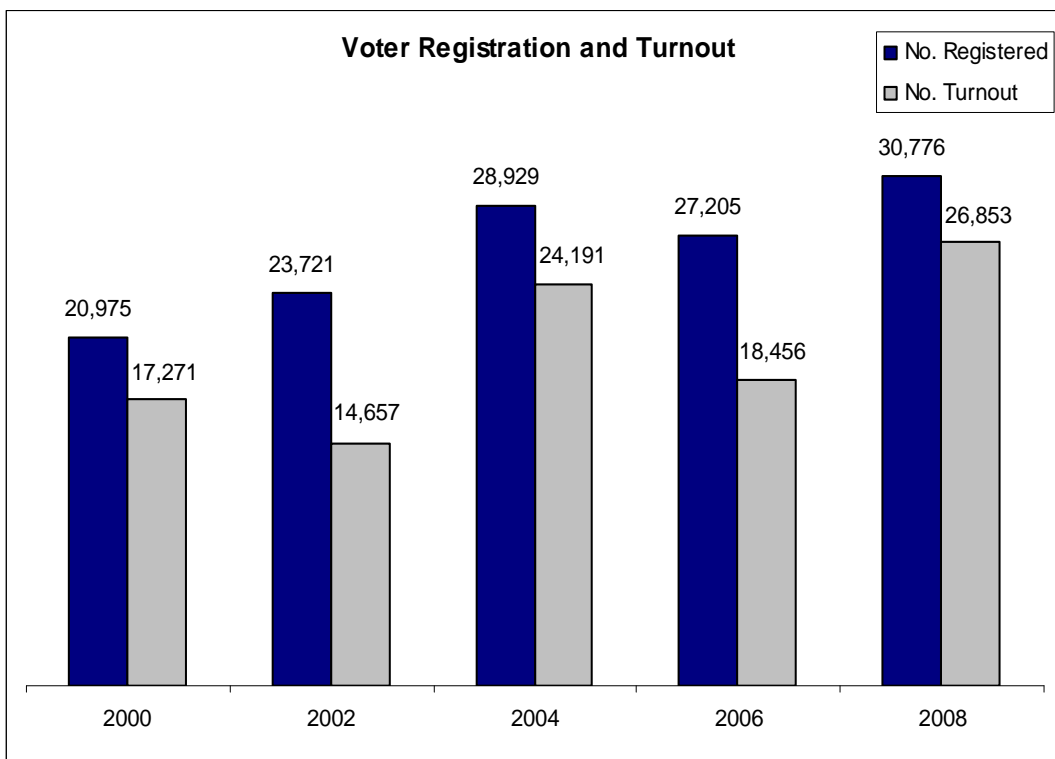
How are we Doing?

Rocklin's estimated unemployment rate was one of the lowest among incorporated cities in Placer County in 2009. During the current economic conditions, this indicator has started to deteriorate, meaning, we are seeing higher unemployment rates than in past years. This trend is expected to continue over the next 12 months and perhaps longer. The unemployment rate in Rocklin remains well below the regional unemployment rate.

Voter Registration and Turnout

Description of Indicator

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



Your vote counts!

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 62 percent in 2002 to a high of 87 percent in the last presidential election.

Academic Performance

Description of Indicator

The Academic Performance Index (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.

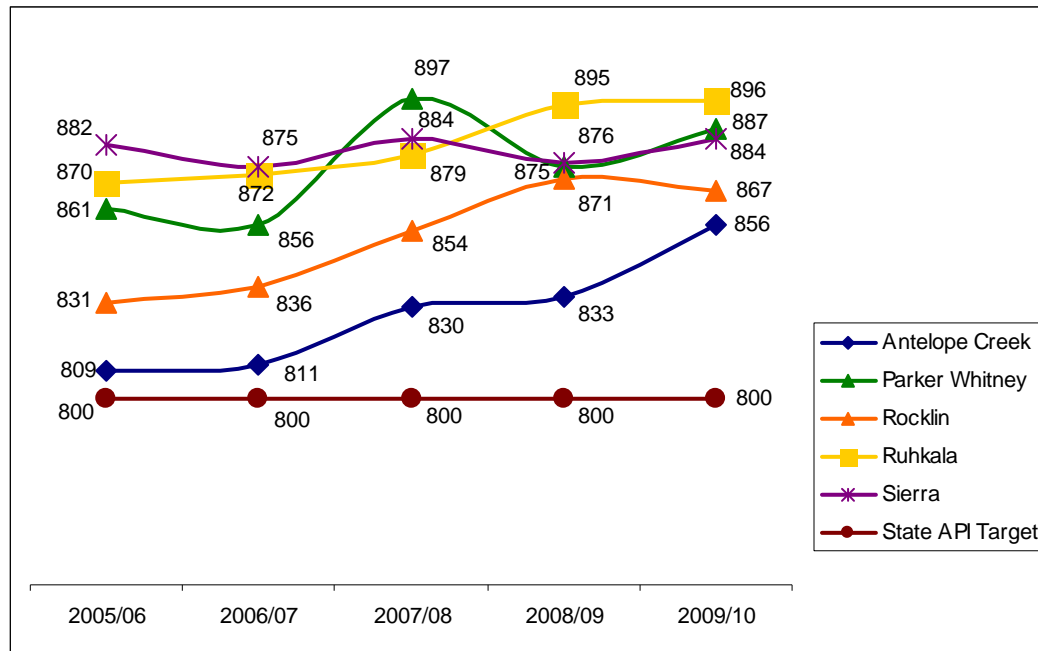


A child focusing on a picture book.

How are we Doing?

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

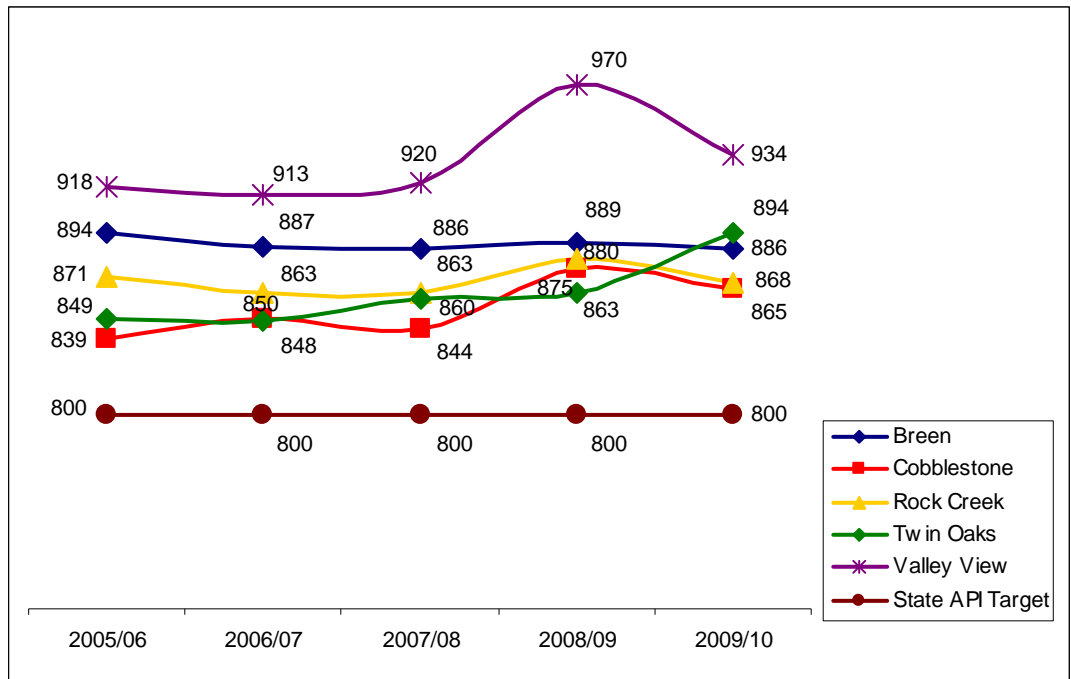
Elementary Schools



Note: Graph is not to scale.

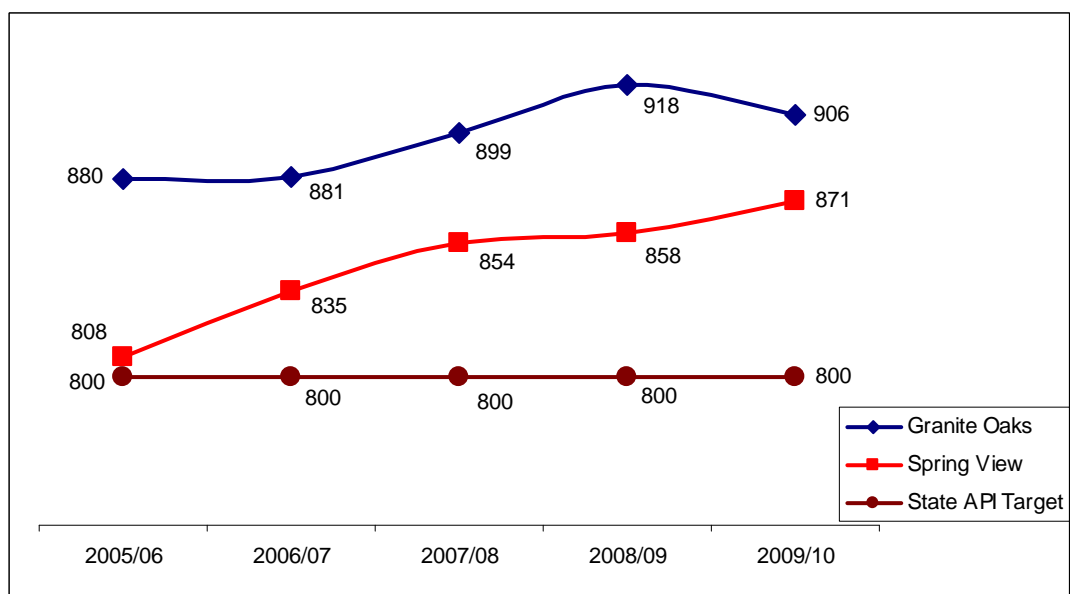
Academic Performance

Elementary Schools (continued)



Note: Graph is not to scale.

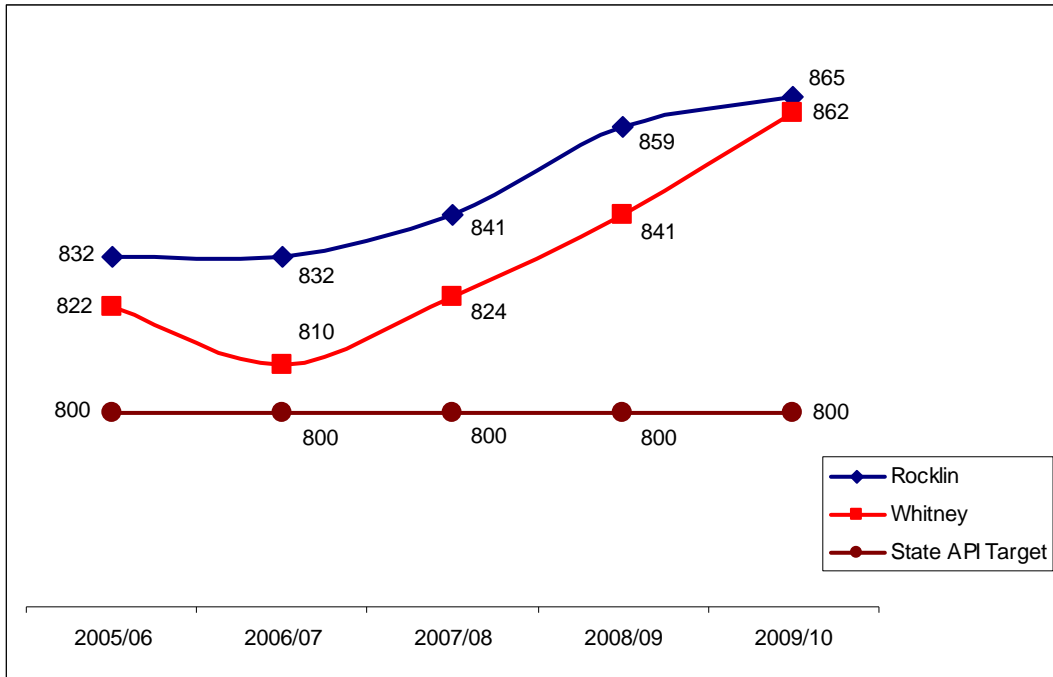
Middle Schools



Note: Graph is not to scale.

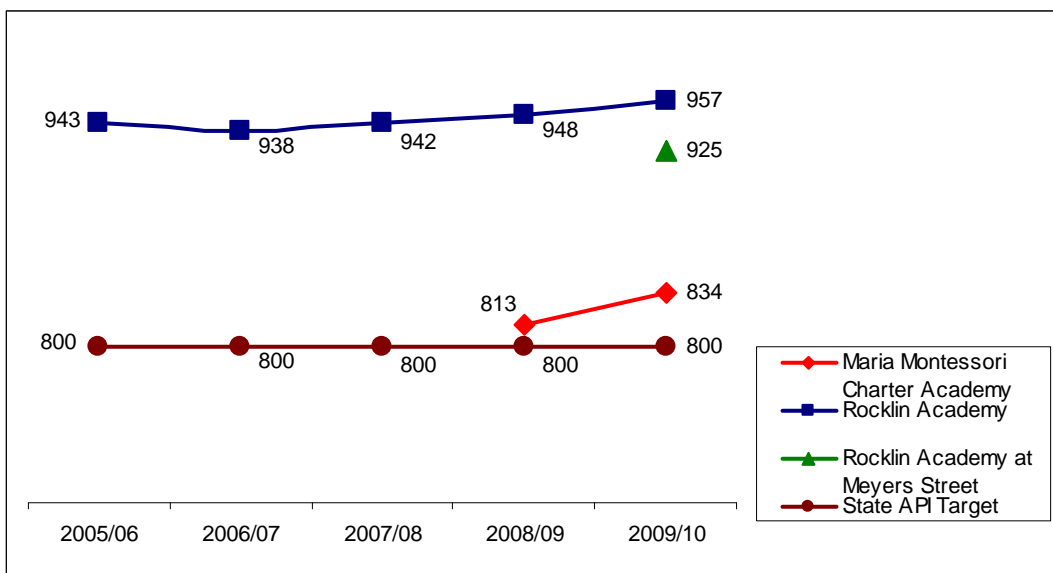
Academic Performance

High Schools



Note: Graph is not to scale.

Charter Schools



Note: Graph is not to scale.

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 Revenues
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
MDA DataQuick Information Services
Placer County Association of Realtors
- Crime Trends
California Dept. of Justice
Rocklin Police Dept.
- Police Response Times
Rocklin Police Dept.
- Fire and EMS Response Times
Rocklin Fire Dept.
- Traffic Collisions
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 (Growth Scores)

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.



October 2010

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