

City of Rocklin

# Community Report Card 2005



## **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 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. The Community Report Card will be updated on a continuous basis. 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 City Hall at (916) 625-5560.

Sincerely,

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

---

## **TABLE OF CONTENTS**

Assessed Valuation .....	3
Property Tax Revenue .....	4
Sales Tax Revenue.....	5
Building Activity .....	6
Unemployment and Labor Force .....	9
Home Prices.....	11
Crime Rates .....	13
Police Response Times.....	14
Fire and EMS Response Times.....	15
Traffic Accidents .....	16
Waste Diversion Rates .....	17
Voter Registration and Turnout .....	18
Academic Performance .....	19
Acknowledgement .....	22

## ASSESSED VALUATION

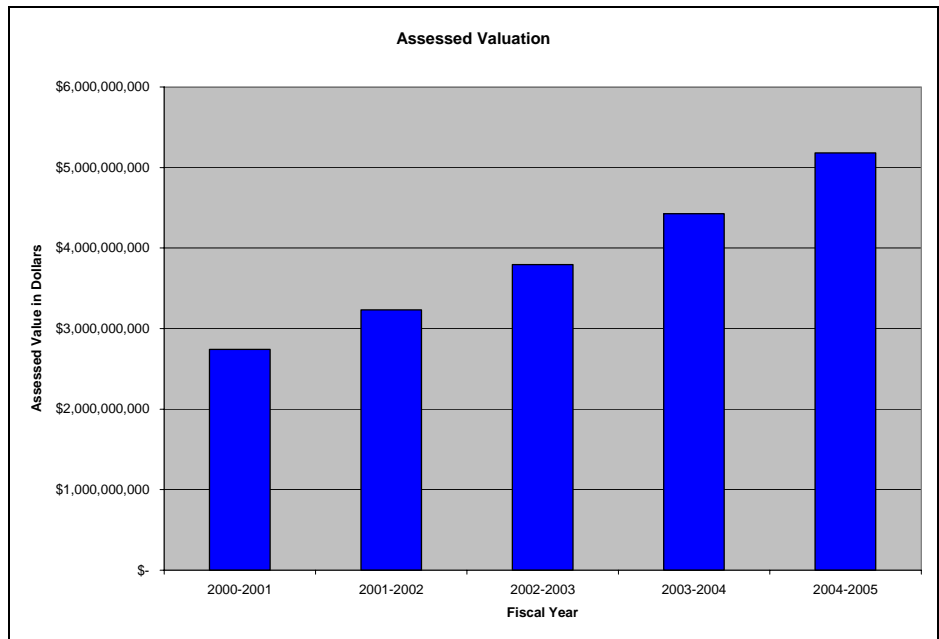
The City's assessed valuation has increased 89% over the past five years.

### 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.

### Why is it Important?

Property taxes are generally one of the top three 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 89% over the past five years. During this period, the annual growth rate exceeded 15% per year.

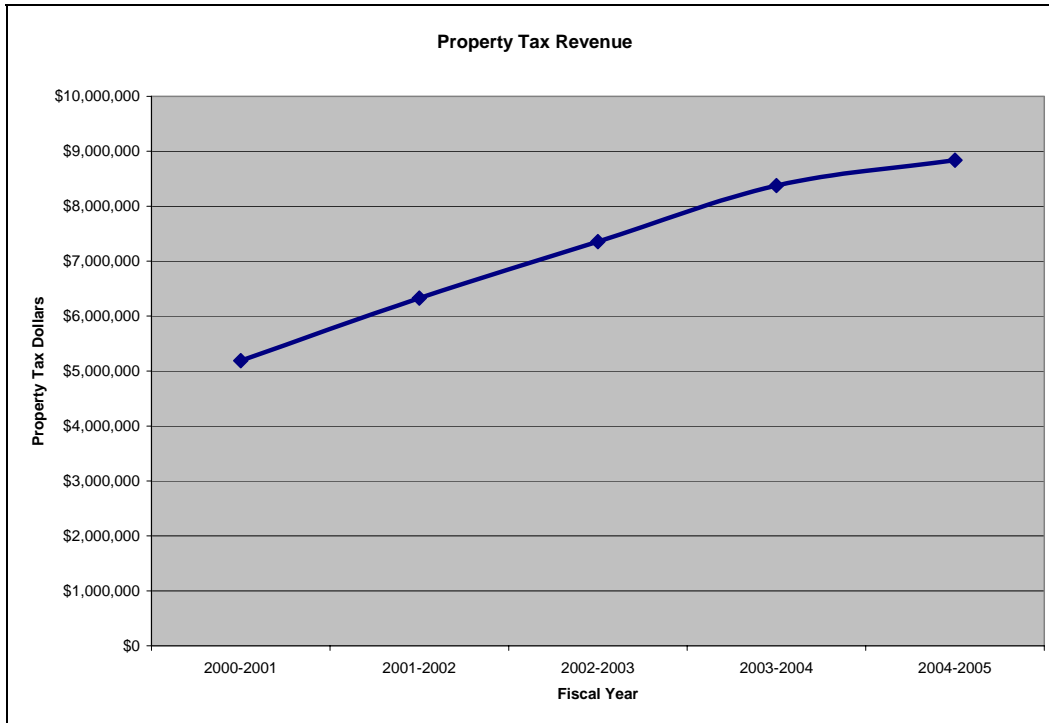
Assessed Valuation		
Fiscal Year	Assessed Value	Percent Change
2000-2001	\$2,741,586,515	20.34%
2001-2002	\$3,232,204,369	17.90%
2002-2003	\$3,795,075,358	17.41%
2003-2004	\$4,426,907,636	16.65%
2004-2005	\$5,181,518,587	17.05%

## PROPERTY TAX REVENUE

Property tax revenue has increased 70% over the past five years.

### Description of Indicator

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



### Why is it Important?

Property tax revenue is the City's second 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 70% over the past five years. During this period the annual growth exceeded 14% per year.

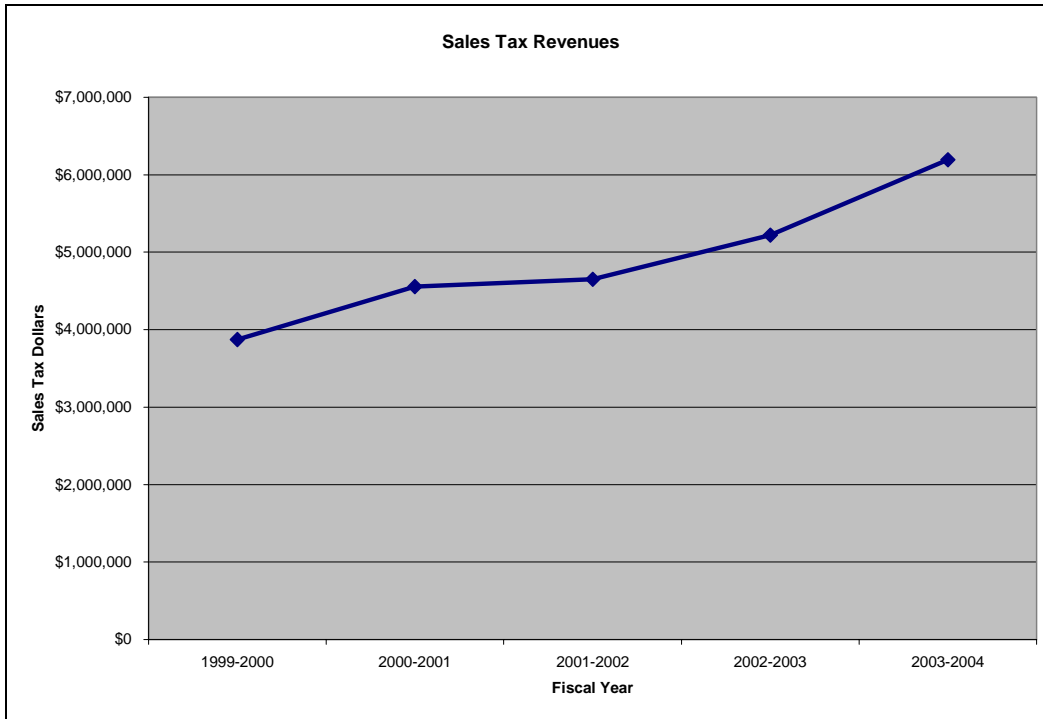
Property Tax Revenue		
Fiscal Year	Property Tax Dollars	Percent Change
2000-2001	\$5,189,150	-
2001-2002	\$6,326,150	22%
2002-2003	\$7,354,620	16%
2003-2004	\$8,374,680	14%
2004-2005	\$8,838,530	6%

## **SALES TAX REVENUE**

Sales tax revenue has increased 60% over the past five years.

### **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 the City's 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 60% over the past five years. During this period the annual growth exceeded 10% with the exception of the 2001-2002 fiscal year. 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. Local residents are encouraged to "Shop Rocklin" first to maintain this important revenue source.

<b>Sales Tax Revenue</b>		
<b>Fiscal Year</b>	<b>Sales Tax Dollars</b>	<b>Percent Change</b>
1999-2000	\$3,870,176	-
2000-2001	\$4,557,871	18%
2001-2002	\$4,650,652	2%
2002-2003	\$5,219,064	12%
2003-2004	\$6,195,257	19%

## BUILDING ACTIVITY

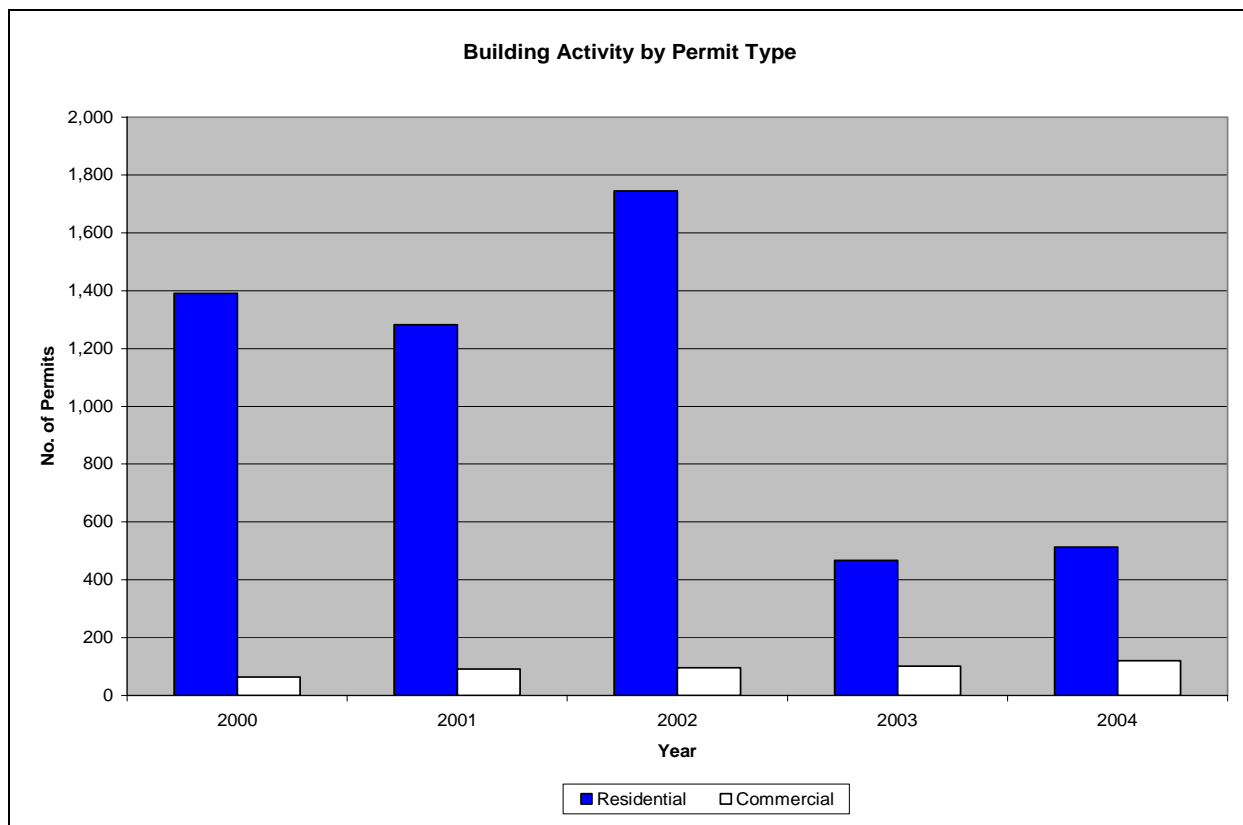
Building activity between 2003 and 2004 increased 11% measured by the number of building permits issued. Building activity decreased 56% from 2000 to 2004. Valuation of building permits decreased 35% between 2000 and 2004. The most recent peak year for building activity was 2002. A key reason for the decline after 2002 was the lack of buildable residential lots.

### Description of Indicator

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

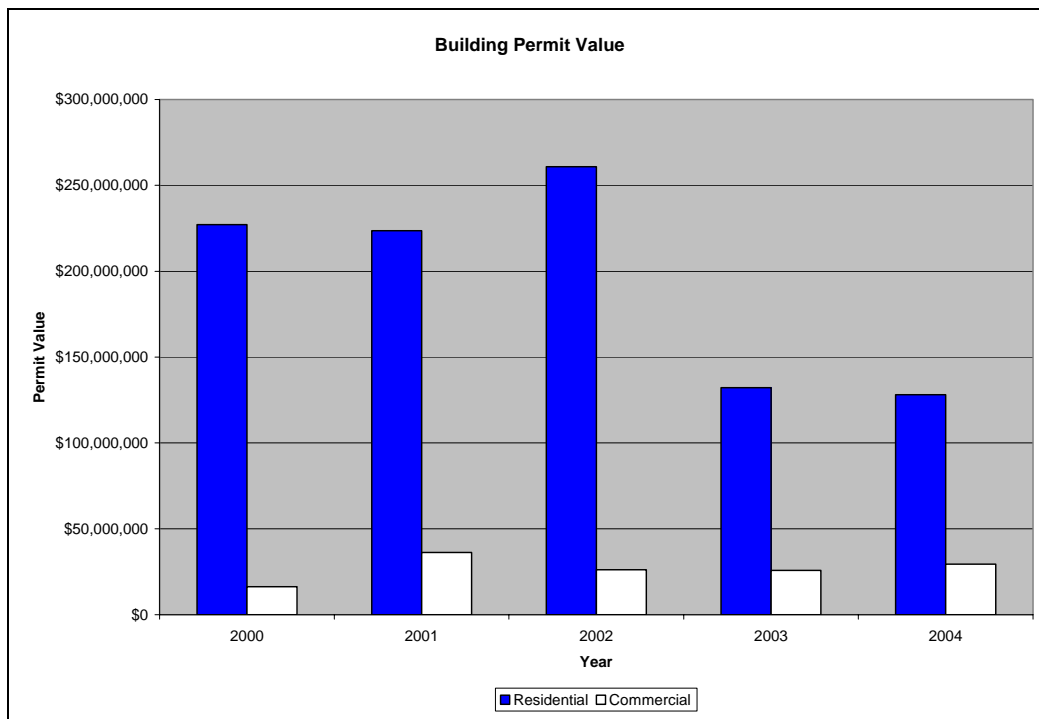
### *Building Activity by Permit Type*

This chart shows permit volume for residential and commercial construction.



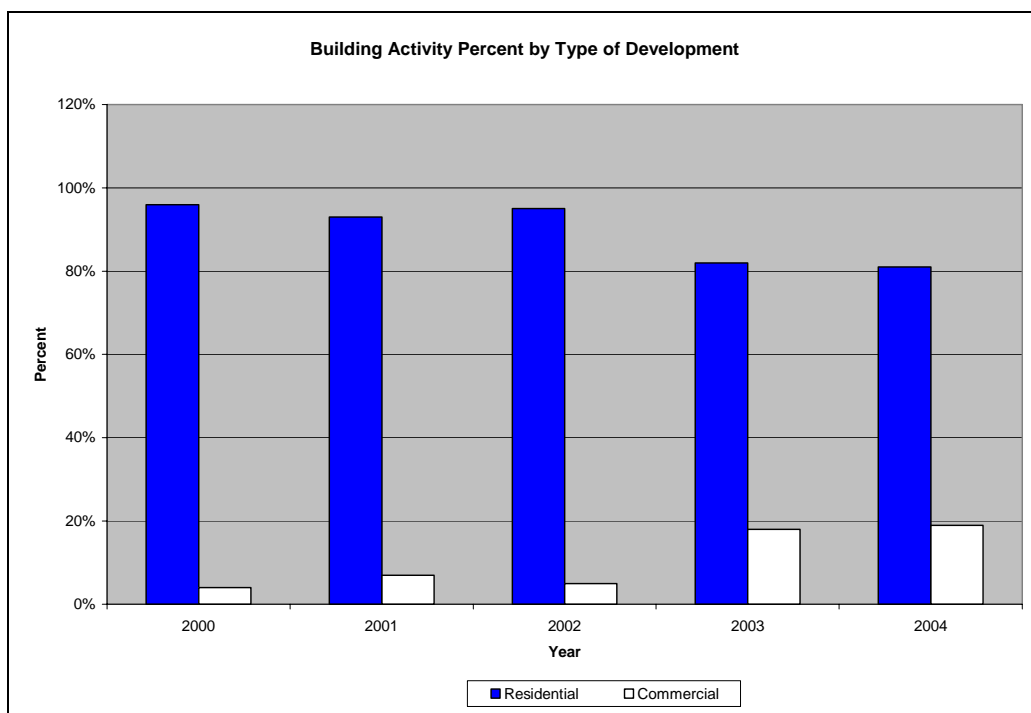
***Building Permit Value***

This chart shows permit value for residential and commercial construction.



***Building Activity Percentage by Type of Development***

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



**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 nearly 20% of development permit values. It is anticipated residential development activity will increase substantially due to the Whitney Ranch project. Also, commercial activity should continue to increase given continued job growth.

<b>Building Activity by Permit Type</b>		
<b>Year</b>	<b>Residential</b>	<b>Commercial</b>
2000	1,391	64
2001	1,282	91
2002	1,745	95
2003	467	101
2004	513	120

<b>Building Activity by Permit Value</b>		
<b>Year</b>	<b>Residential</b>	<b>Commercial</b>
2000	\$227,134,341	\$16,327,364
2001	\$223,590,223	\$36,234,301
2002	\$260,867,104	\$26,073,812
2003	\$132,228,157	\$25,728,096
2004	\$128,047,766	\$29,396,171

<b>Building Activity Percentage by Type of Development</b>		
<b>Year</b>	<b>Residential</b>	<b>Commercial</b>
2000	96%	4%
2001	93%	7%
2002	95%	5%
2003	82%	18%
2004	81%	19%

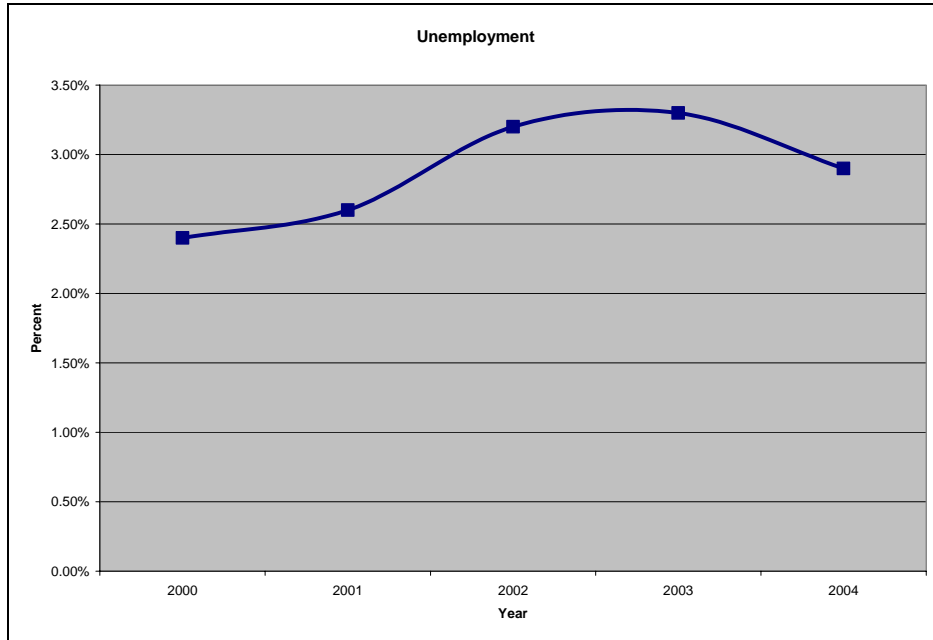


## UNEMPLOYMENT AND LABOR FORCE

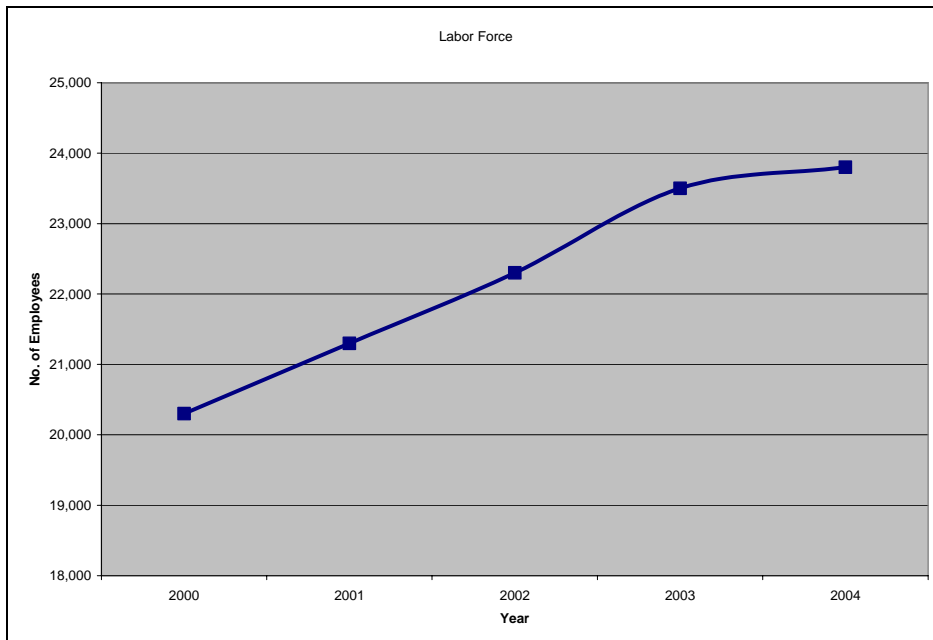
Rocklin's unemployment rate dropped to less than 3% in 2004, and the labor force increased 1% in 2004.

### Description of Indicator

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



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 2004 indicating a strong economic environment. However; economists have stated generally that once the rate is below 3%, it may be more difficult for employers to find qualified employees.

Unemployment	
Year	Percent Unemployed
2000	2.40%
2001	2.60%
2002	3.20%
2003	3.30%
2004	2.90%

Labor Force	
Year	Labor Force Size
2000	20,300
2001	21,300
2002	22,300
2003	23,500
2004	23,800

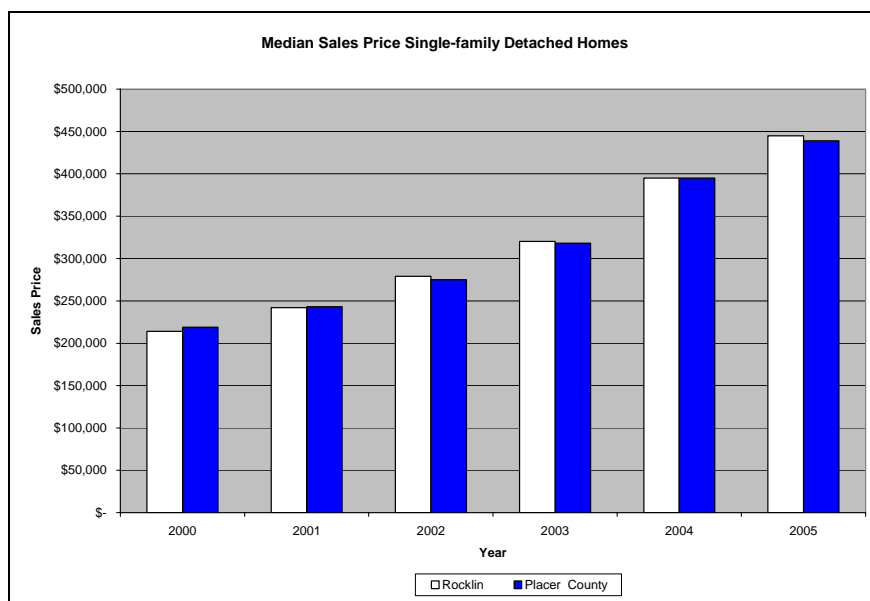
## HOME PRICES

Single-family detached median home prices reached nearly \$400,000 in 2004, which is an increase of 85% since 2000. In 2005, the year-to-date median home price for detached units is nearly \$450,000.

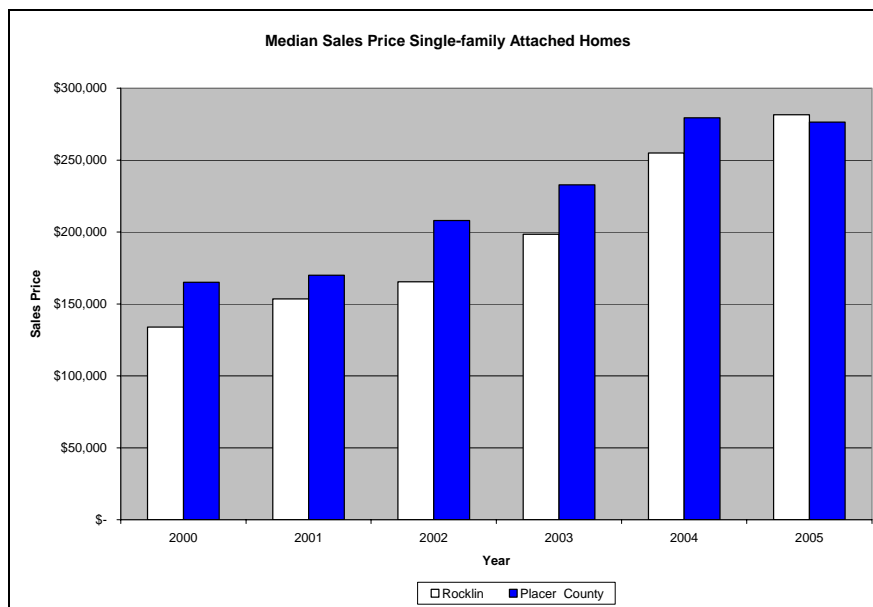
### Description of Indicator

This indicator compares the annual median sales prices for single-family detached homes and single-family attached homes in Rocklin and Placer County.

#### *Single-family Detached Homes*



#### *Single-family Attached Homes*



### 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 1990's. The median price for a single-family detached Rocklin home topped \$400,000 in April 2005. Similarly, the median single-family attached Rocklin home was nearly \$300,000 in April 2005. Home prices for Rocklin and Placer County have closely tracked each other.

<b>Single-family Detached Homes</b>		
<b>Year</b>	<b>Rocklin</b>	<b>Placer County</b>
2000	\$214,000	\$219,000
2001	\$242,000	\$243,000
2002	\$279,000	\$275,000
2003	\$320,250	\$318,000
2004	\$395,000	\$395,000
2005	\$445,000	\$439,000

<b>Single-family Attached Homes</b>		
<b>Year</b>	<b>Rocklin</b>	<b>Placer County</b>
2000	\$134,000	\$165,000
2001	\$153,500	\$170,000
2002	\$165,500	\$208,000
2003	\$198,500	\$232,750
2004	\$255,000	\$279,500
2005	\$281,500	\$276,500

## CRIME RATES

Rocklin's overall crime rate increased 19% between 2003 and 2004, but on a per capita basis, the increase was 6%. The increase came in property crime, while violent crime decreased.

### Description of Indicator

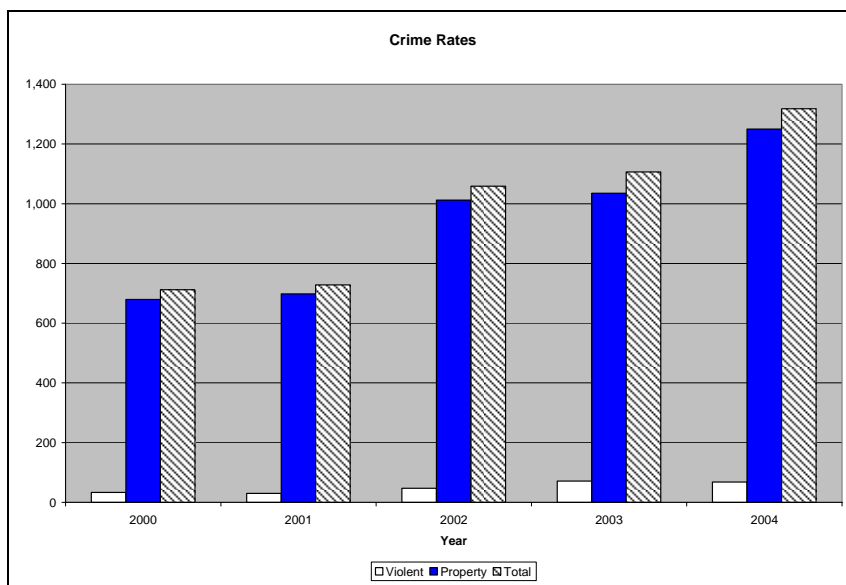
This indicator tracks Federal Bureau of Investigation (FBI) reported crimes and crime rates for the City for each calendar year. Violent crimes include: rape, murder, robbery and aggravated assault. Property crimes include: burglary, theft, and auto theft.

### 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 the safest city in Placer County and one of the safest cities in the Sacramento region. Violent crimes are rare. Property crimes account for 95% of Part 1 crimes reported in Rocklin in 2004.



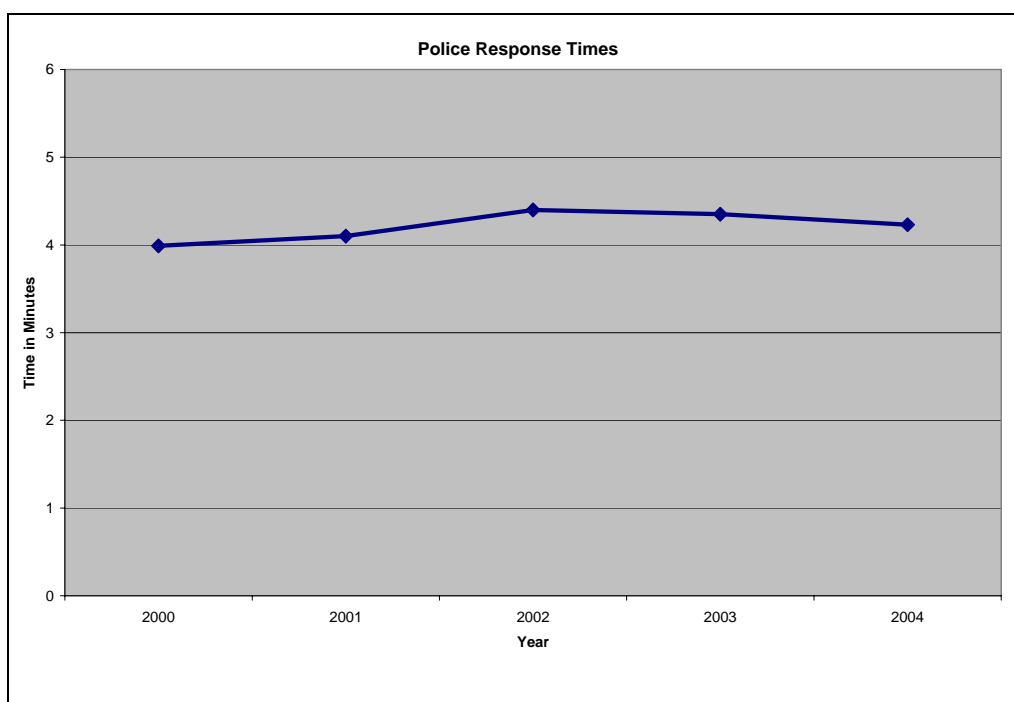
Rocklin Part 1 Crime Statistics Summary					
	2000	2001	2002	2003	2004
Violent Crimes	33	30	47	71	68
Property Crimes	679	698	1,012	1,035	1,250
<b>Total</b>	<b>712</b>	<b>728</b>	<b>1,059</b>	<b>1,106</b>	<b>1,318</b>
<b>Violent Crimes</b>					
Homicide	0	0	0	2	0
Rape	4	7	6	6	7
Robbery	7	10	4	9	11
Aggravated Assault	22	13	37	54	50
<b>Total</b>	<b>33</b>	<b>30</b>	<b>47</b>	<b>71</b>	<b>68</b>
<b>Property Crimes</b>					
Burglary	159	157	194	202	231
Theft	456	434	694	734	870
Auto Theft	64	107	124	99	149
<b>Total</b>	<b>679</b>	<b>698</b>	<b>1,012</b>	<b>1,035</b>	<b>1,250</b>
<b>Overall Crime Total</b>	<b>712</b>	<b>728</b>	<b>1,059</b>	<b>1,106</b>	<b>1,318</b>
<b>Population</b>	<b>34,995</b>	<b>37,005</b>	<b>37,665</b>	<b>43,717</b>	<b>49,672</b>
<b>Rate per 10,000</b>	<b>194</b>	<b>189</b>	<b>269</b>	<b>237</b>	<b>252</b>

## POLICE RESPONSE TIMES

Police response times increased by about 15 seconds from 2000 to 2004. 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.



### 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. When compared to other agencies, this rate compares favorably. One survey of large police agencies showed the average response time at 6.4 minutes.

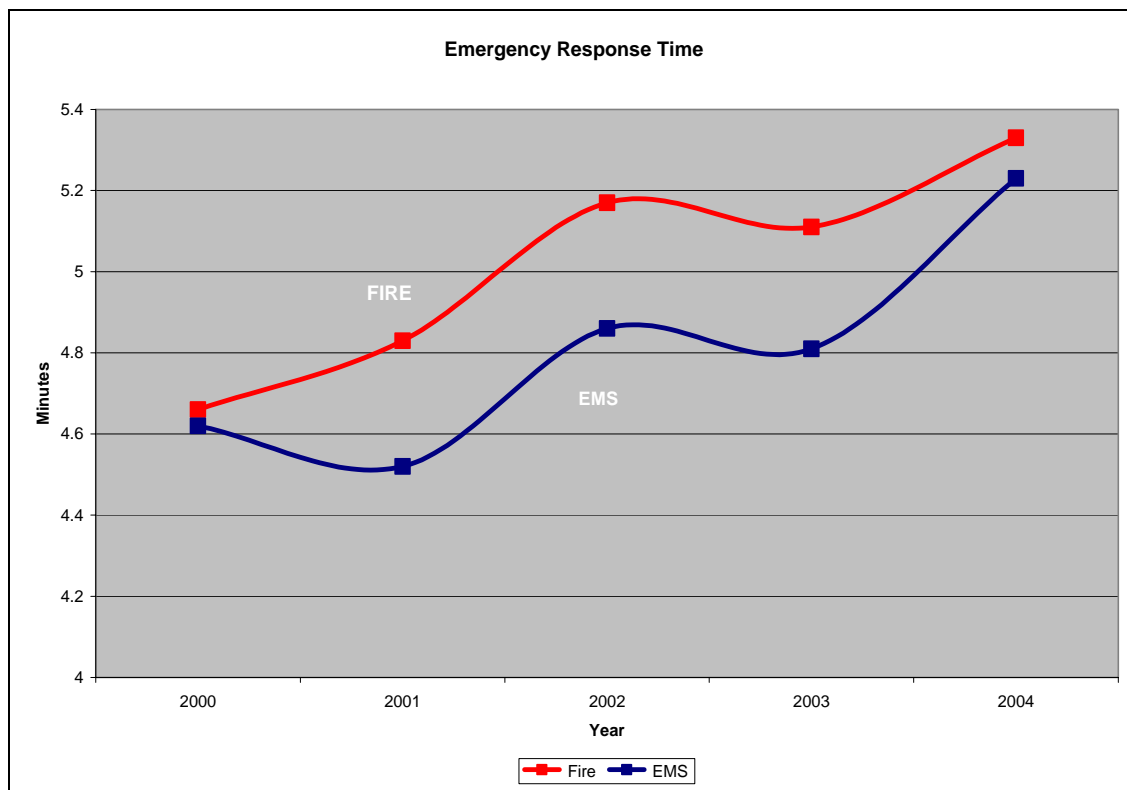
Police Response Times						
	2000	2001	2002	2003	2004	Average
Dispatch to Scene	3.9	4.1	4.4	4.3	4.2	4.2

## FIRE AND EMS RESPONSE TIMES

Fire and EMS response times have increased slightly over the past five years.

### 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?

Fire and EMS response times have increased slightly. Average fire response time was 5.33 minutes in 2004, and has averaged 5.02 minutes over the past five years. Average EMS response time was 5.23 minutes in 2004 and has averaged 4.81 minutes over the past five years.

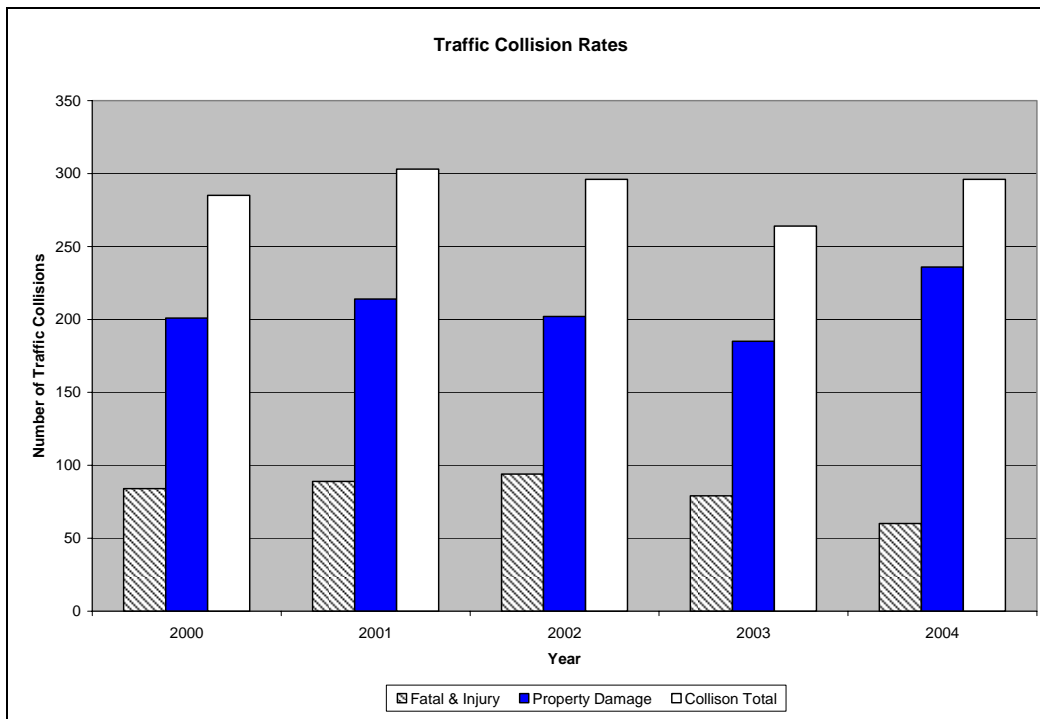
Emergency Response Times						
Call Type	2000	2001	2002	2003	2004	Average
Fire	4.66	4.83	5.17	5.11	5.33	5.02
EMS	4.62	4.52	4.86	4.81	5.23	4.81

## TRAFFIC ACCIDENTS

Fatal and injury traffic accidents decreased 24% between 2003 and 2004, while property damage and traffic accidents increased 28%.

### Description of Indicator

The total number of reported traffic accidents each year.



### Why is it Important?

Traffic safety is an important component of overall community safety. The monitoring of traffic accidents is important to evaluating traffic enforcement and public improvement efforts, spot emerging trends, identify and prioritize traffic-safety related street and intersection improvements.

### How are we Doing?

Fatal and injury accidents have been declining steadily over the five-year period. The collision rate per 1000 population has declined since 2000.

Collision Rates					
	2000	2001	2002	2003	2004
<b>Fatal</b>	2	1	2	2	1
<b>Injury</b>	82	88	92	77	59
<b>Total</b>	84	89	94	79	60
<b>Property Damage</b>	201	214	202	185	236
<b>Overall Collision Total</b>	285	303	296	264	296
<b>Collisions Per 1,000 Population</b>	7.84	7.66	6.86	5.73	5.96

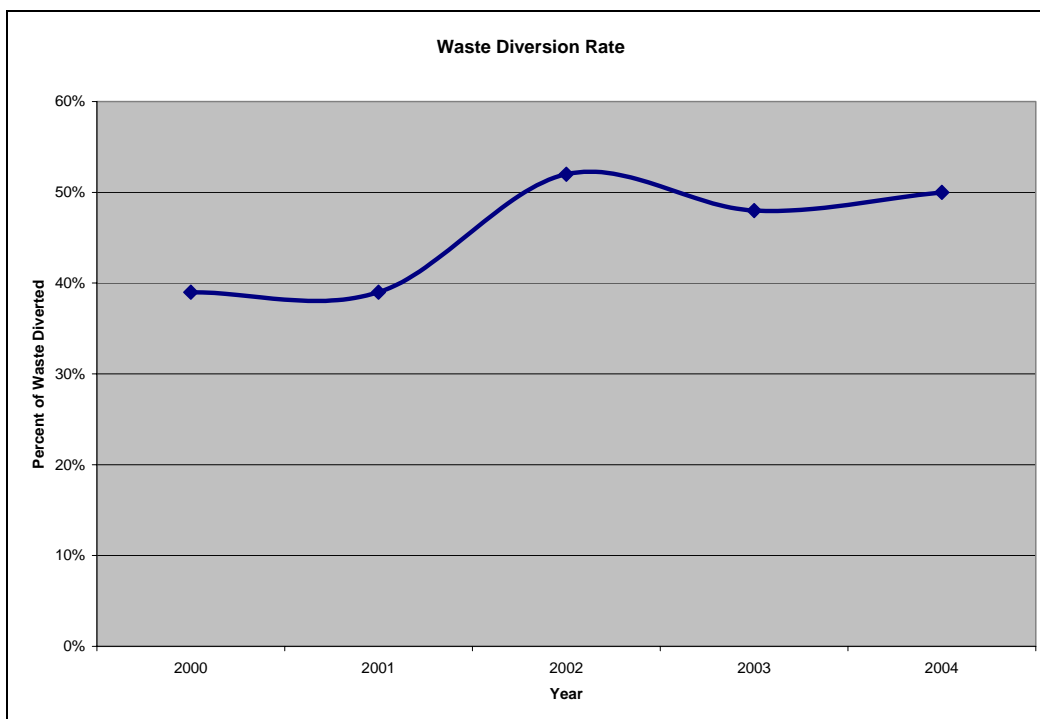


## WASTE DIVERSION RATES

Rocklin's waste diversion rate continues to be 50%.

### Description of Indicator

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



### 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 25% of local waste from landfills by 1995 and 50% 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 has achieved or nearly achieved the 50% diversion goal the past three years and has averaged a 50% diversion rate for the years 2002 to 2004.

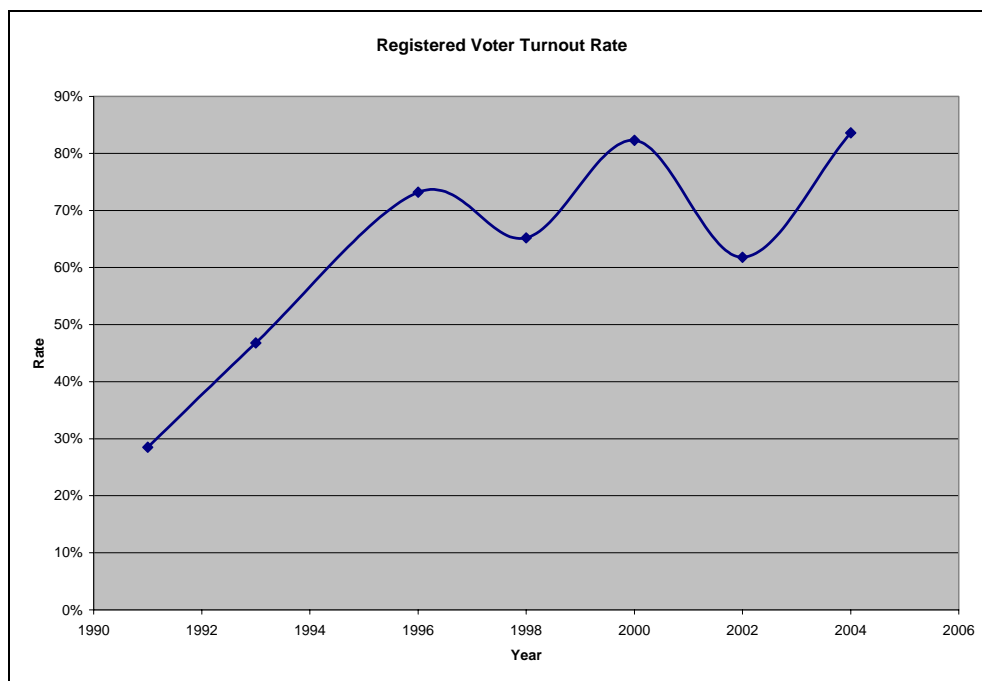
Waste Diversion Rate	
Year	Percentage of Waste Diverted
2000	39%
2001	39%
2002	52%
2003	48%
2004	50%

## VOTER REGISTRATION AND TURNOUT

Voter participation has varied significantly from a low of 28% in 1991 to a high of 83% in 2004.

### Description of Indicator

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, so there were no elections in 1992 and 1994 just 1991 and 1993. Voter registration has remained fairly stable over the last 13 years, ranging from a low of 49% to a high of 60%. Voter participation reached a record high of 84% in 2004 due to the Presidential Election.

Voter Registration and Turnout							
	1991	1993	1996	1998	2000	2002	2004
Population	21,375	23,238	26,967	29,273	36,330	41,237	48,919
No. Registered	10,413	12,604	16,219	18,015	20,975	23,721	28,929
Registration Rate	49%	54%	60%	62%	58%	58%	59%
Voter Turnout	2,939	5,894	11,865	11,737	17,271	14,657	24,191
Turnout Rate	28%	47%	73%	65%	82%	62%	84%

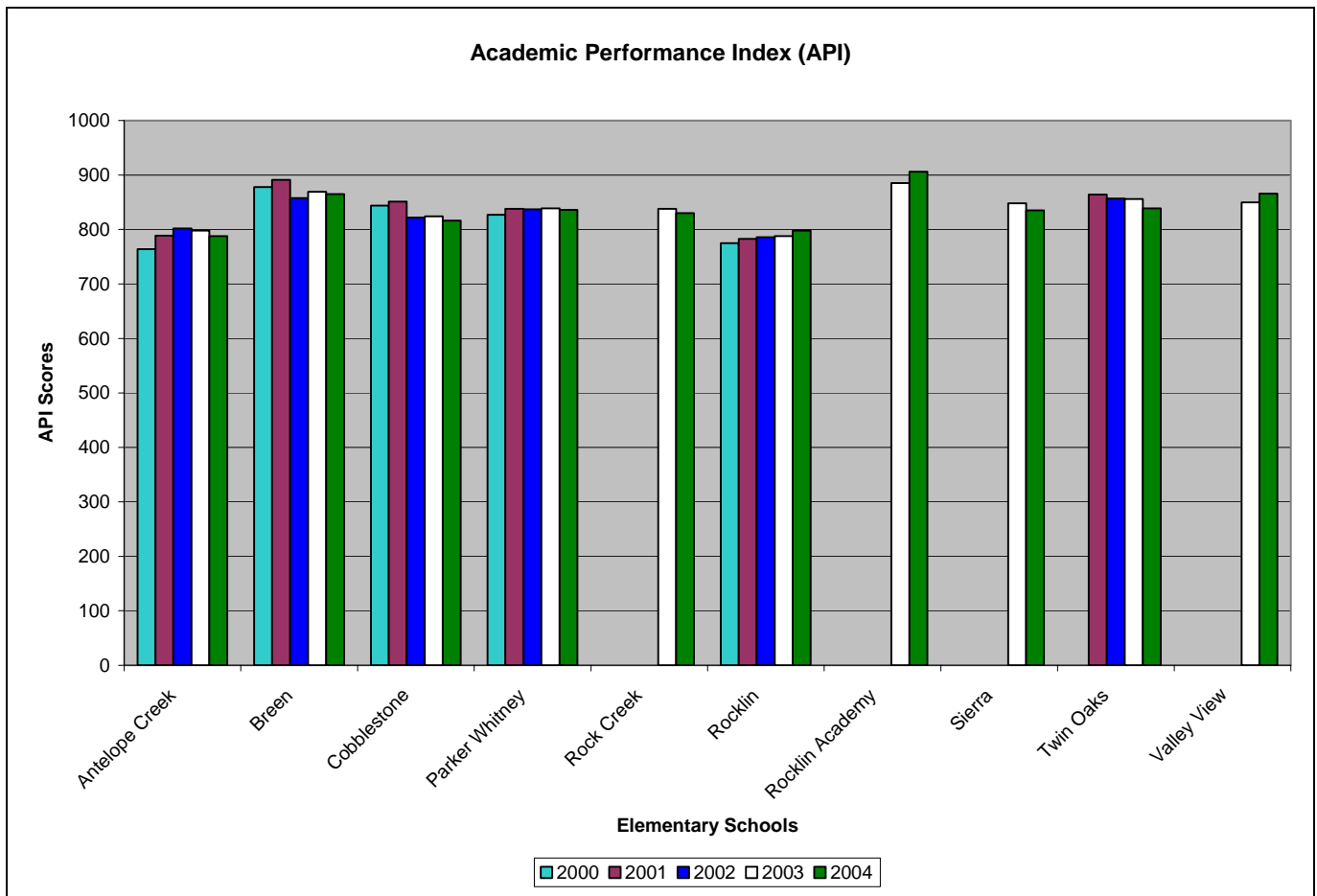
## ACADEMIC PERFORMANCE

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

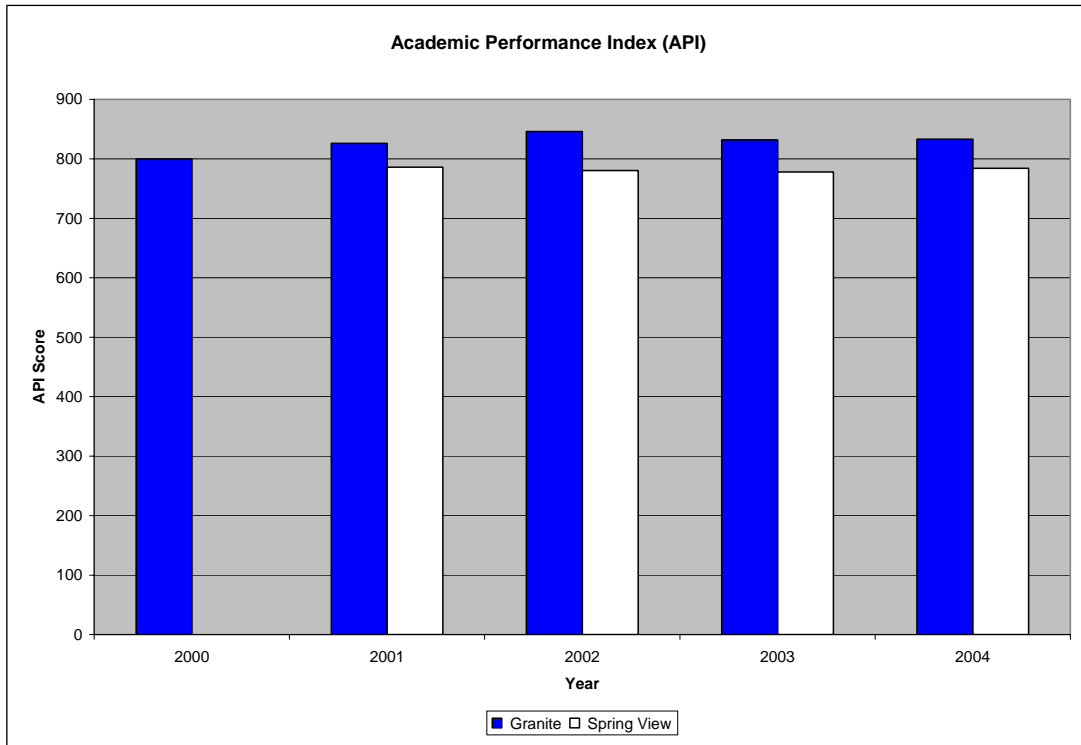
### Description of Indicator

API reflects the California Standards Tests (CST's) 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 1000. 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.

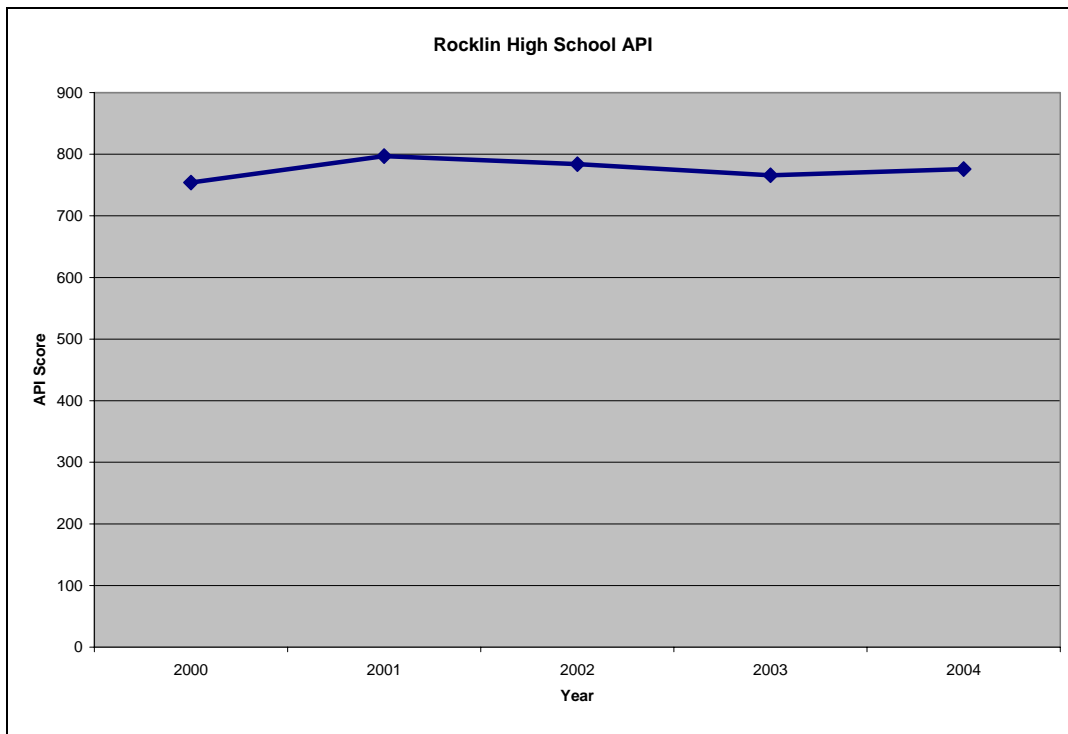
### Elementary Schools



*Middle Schools*



*High School*



**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 Rocklin schools exceed the State base goal of 800.

<b>Academic Performance Index</b>					
	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
<b>Elementary Schools</b>					
Antelope Creek	764	789	802	798	792
Breen	878	891	858	869	870
Cobblestone	844	851	822	824	820
Parker Whitney	827	838	837	839	839
Rocklin	775	783	786	788	803
Rocklin Academy	-	-	-	885	906
Rock Creek	-	-	-	838	834
Sierra	-	-	-	848	842
Twin Oaks	-	864	857	856	843
Valley View	-	-	-	850	872
<b>Middle Schools</b>					
Granite	800	826	846	832	833
Spring View	-	786	780	778	784
<b>High School</b>					
Rocklin	754	797	784	766	776

## ACKNOWLEDGEMENT

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

- **Assessed Valuation**  
*HdL Coren & Cone*
- **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*
- **Unemployment and Labor Force**  
*California Employment Development Department*
- **Home Prices**  
*Dataquick Information Services*
- **Crime Rates**  
*Federal Bureau of Investigation (FBI)*  
*Rocklin Police Department*
- **Police Response Time**  
*Rocklin Police Department*
- **Fire and EMS Response Times**  
*Rocklin Fire Department*
- **Traffic Accidents**  
*California Highway Patrol*  
*Rocklin Police Department*
- **Waste Diversion Rates**  
*Rocklin City Manager's Office*
- **Voter Registration and Turnout**  
*Rocklin City Clerk's Office*  
*Placer County Registrar of Voters*
- **Academic Performance**  
*Rocklin Unified School District*



**Published July 2005**

**City of Rocklin  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5560  
(916) 625-5561 FAX  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)**