

Meeting Date: 8/13/2013

Report Type: Staff/Discussion

Report ID: 2013-00612

Title: General Plan Annual Report

Location: Citywide

Issue: The 2030 General Plan was approved by the City Council on March 3, 2009, and calls for an annual report to the Council on the progress made towards achieving its vision and goals.

Recommendation: Receive and file.

Contact: Teresa Haenggi, Associate Planner, (916) 808-7554, Community Development Department

Presenter: Tom Pace, Long Range Planning Manager, (916) 808-6848, Community Development Department

Department: Community Development Dept

Division: Long Range Planning

Dept ID:

Attachments:

1-Description/Analysis

2-Annual Report

3-Community Survey Summary

City Attorney Review

Approved as to Form
Jeffrey Heeren
8/5/2013 12:00:49 PM

City Treasurer Review

Reviewed for Impact on Cash and Debt
Russell Fehr
7/31/2013 11:45:17 AM

Approvals/Acknowledgements

Department Director or Designee: Max Fernandez - 7/31/2013 2:11:24 PM

Description/Analysis

Issue Detail: In assessing the progress made towards achieving the General Plan's vision and goals, staff and city leaders can highlight accomplishments, identify areas of underperformance, and develop an action plan for the upcoming year. The annual reports will ensure the General Plan continues to be a living document that is responsive to the City's short-term interests and needs while addressing its long term priorities and values.

This year's annual report focuses on projects and programs that will lay the groundwork for the City's economic recovery, including the following:

- *Infill Development.* In 2009, the Council adopted a resolution that identified priority shovel ready sites. In identifying priority sites, the Council provided direction on where to invest and coordinate resources to provide the infrastructure needed to encourage development at key locations. The General Plan Annual Report provides information about recent infill projects and planning efforts that have occurred in priority infill areas.
- *Planning and Development Code.* Phase I of this project, approved by Council in April 2013, is a comprehensive update of the zoning code and is intended to encourage patterns of new growth in urban areas and development consistent with the General Plan. Changes include reorganization of the code for ease of use, flexibility in development standards, and new zoning designations to allow for urban densities.
- *Parking Code Update.* The Council adopted new parking standards that were designed to be consistent with urban form types (e.g., Central Business District, Urban, Traditional, and Suburban) and allow for alternative parking solutions to facilitate economic development and reinvestment in older commercial and mixed-use districts.

2035 General Plan: The Five-Year Update. The General Plan Implementation Program calls for an update of the Plan every five years. This ensures that the Plan's policies, standards, and strategic implementation program continue to be aligned with the Plan's vision and goals, and are responsive to current economic, social, and technological trends. The first update of the 2030 General Plan is currently underway.

The General Plan Annual Report informs the update process. For example, data regarding the health of the local economy and its impact on City revenue and departments' work programs provided valuable information for developing Plan goals and policies that are responsive to changing markets. The annual reporting on the progress on the Plan's implementation program also helps to identify the areas of the Plan that are high priority for the departments, and those that are difficult to attain. By gathering data, tracking infill development, reporting on progress, and sharing the City's successes, the Plan updates will result in a document that will successfully guide the City's growth towards its vision of being the most livable city in America.

City departments are currently updating and drafting the goals, policies, and implementation programs for the 2035 General Plan. Therefore, this year's annual report does not include a summary

of the progress on the implementation program. The revised implementation program will be included in the draft 2035 General Plan.

Policy Considerations: The 2030 General Plan includes an implementation measure to develop an annual report to monitor the implementation of the goals and policies of it. This report implements that measure.

Economic Impacts: None.

Environmental Considerations: No action is being proposed for this report, and it is not defined as a project under the California Environmental Quality Act (CEQA) Guidelines section 15061 (b)(3). The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment.

Sustainability: The 2030 General Plan contains principles, goals, and policies that address sustainability. These goals and policies promote infill development, compact development, transit use, water conservation, water quality, alternative energy sources, and reuse of existing buildings.

Commission/Committee Action: The Planning and Design Commission reviewed the annual report and provided comments on June 27, 2013. The Commission's comments included emphasizing the importance of the community survey and the need to continue to increase the number of responses. The availability of broadband was identified as a potential indicator of a City's level of livability. The discussion also addressed the significance of including priority shovel ready areas to evaluate the success of the Plan.

Rationale for Recommendation: There are no recommended actions associated with this report. This report is for informational purposes only.

Financial Considerations: There are no direct financial considerations associated with this report.

Emerging Small Business Development (ESBD): The purchase of goods or services is not associated with this report.

2013

General Plan Annual Report



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General Plan Overview

2030 General Plan

The 2030 General Plan, adopted by the City Council on March 2009, sets a new direction for the future of Sacramento. It includes policies, goals, development standards, and land use and urban form guidelines that guide the development of Sacramento through 2030. The vision of the General Plan is that...

Sacramento will be the most livable city in America

Master Environmental Impact Report

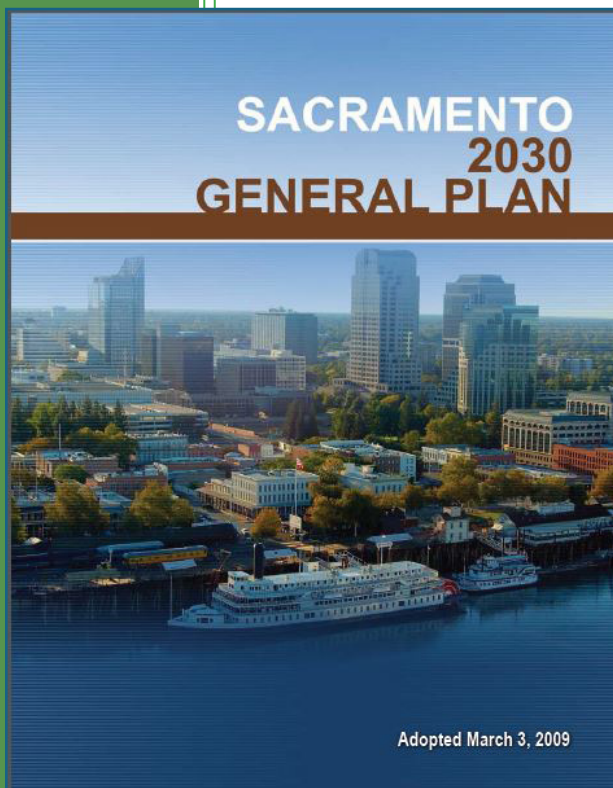
The City prepared a Master Environmental Impact Report (EIR) for the 2030 General Plan. The Master EIR is a comprehensive analysis of the impacts of growth anticipated in the General Plan. The Master EIR provides a benefit to all subsequent development projects by providing the required environmental review at the time of adoption of the General Plan.

City projects that have used the Master EIR include the Planning and Development Code, Parking Code Update, Sacramento Center for Innovation, Florin Road Corridor Plan, Northeast Line Implementation Plan, Climate Action Plan, and citywide rezones for General Plan consistency. Additionally, the Master EIR has assisted various public works projects that provide the backbone for the City's infrastructure, including street repaving, traffic light replacement, and pipeline upgrades.

General Plan Update

The General Plan Implementation Program calls for an update of the Plan every five years. This ensures the policies, standards, and strategic implementation are aligned with the Plan's vision and goals, and are responsive to current economic, social, and technological trends.

The City is currently working on the first five-year update which includes a Master EIR "refresh" so that development can continue to benefit from the Report's environmental analysis. The update is expected to be completed in February 2014.



General Plan Annual Report

Introduction to the General Plan Annual Report

To ensure that the City is moving forward to achieve the General Plan's vision, the Community Development Department provides a report to the Council on an annual basis. The objectives of the report are to highlight the City's accomplishments, report on current challenges, identify trends, and gauge the public's level of satisfaction and engagement with the City. The 2030 General Plan Annual Report is also intended to assist Council on developing policy, establishing priorities, and providing direction to staff.

The sources of information for this report include the following:

Community Survey – The survey is the community outreach component of the annual report. It is used to capture the perspective on the livability of the City from those who live and/or work in Sacramento.

Livability Index – The Livability Index consists of 14 indicators and several data points that will measure the General Plan's success over time in achieving the Plan's vision to become the most livable city in the nation.

Implementation Program – The annual report includes a “progress report” on the General Plan's Implementation Program. This provides the opportunity to highlight progress made by all the departments and partnering agencies. Also, barriers to progress are identified and addressed.

Development Activity and Infill – A summary of the development that has occurred in the prior year, and whether or not it occurred in Shovel Ready Sites priority areas, is provided to help track the City's success in meeting the housing and job growth anticipated in the General Plan.

Framework of the General Plan Annual Report

The six themes below guided the development of the General Plan. These themes provide the framework of the annual report.

- Growing Smarter
- Maintaining a Vibrant Economy
- Developing a Sustainable Future
- Living Lightly - Reducing our “Carbon Footprint”
- Creating a Healthy City
- Making Great Places

General Plan Annual Report

2030 General Plan Themes

The 2030 General Plan's goals, policies, and implementation programs define a roadmap to achieving Sacramento's vision to be the most livable city in America. Underlying the vision is a set of six themes that thread throughout the General Plan.

Growing Smarter

The 2030 General Plan favors developing inward over expanding outward into "greenfields" on the edge of the city. The city's growth pattern will be more compact with "infill" and reuse of underutilized properties. The City will also intensify development near transit and mixed-use activity centers, and locate jobs closer to housing, which will lead to increased walking and bicycling and reduced automobile use.

Maintaining a Vibrant Economy

The 2030 General Plan contains strategies to accommodate a diversity of businesses, employment, housing, and entertainment opportunities for Sacramento's residents, while focusing on the retention of existing and attraction of new businesses offering high-paying jobs.

Developing a Sustainable Future

Planning and developing a truly sustainable future depends on a healthy environment, strong economy, and the social well-being of Sacramento residents. Without a successful economy, financial resources will not be available to manage growth and protect resources.

Living Lightly - Reducing Our "Carbon Footprint"

The General Plan takes several steps to reduce carbon emissions that contribute to climate change. General Plan strategies include mixed-use development that encourages walking and biking, use of public transit, "green building" practices, use of solar energy systems, architectural design to reduce heat gain, recycled construction materials, and water conservation measures.

Creating a Healthy City

The 2030 General Plan endorses land use patterns and densities that foster pedestrian and bicycle use and recreation through expanded parklands, sports and athletic programming, and open spaces. Land use and development strategies, emergency response plans, public awareness, and policing programs are promoted to protect residents from the risks of crime.

Making Great Places

Sacramento is distinguished by its location at the confluence of the American and Sacramento Rivers, diverse residential neighborhoods, cultural centers, parks and recreation areas, extensive tree canopy, role as the center of California's governance, and place in California's settlement history. These assets contribute to the quality of life for residents while providing the opportunity for shaping development, conserving resources, and structuring the economy.

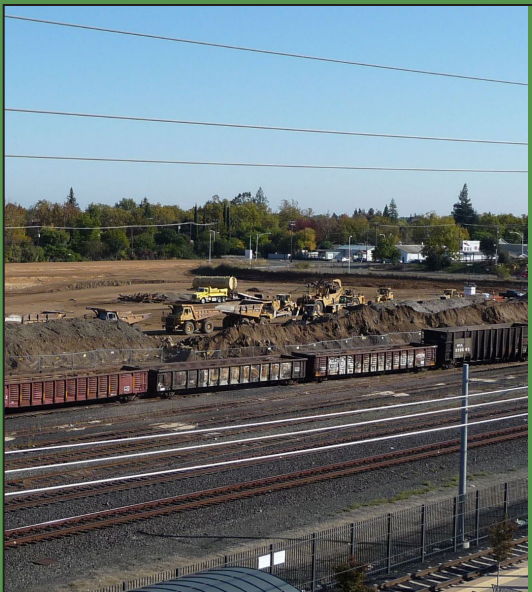
Growing Smarter

BENEFITS OF INFILL DEVELOPMENT

- Alleviates demand for greenfield development
- Reduces vehicle trips
- Improves air quality
- Uses existing infrastructure
- Promotes complete neighborhoods

CHALLENGES TO INFILL DEVELOPMENT

- Inadequate infrastructure
- Site contamination (Brownfields)
- Irregular lot sizes
- Higher land and construction costs
- Regulatory issues
- Environmental challenges
- Financial hurdles
- Neighborhood resistance



Curtis Park Railyards Clean Up

Infill Development/Shovel Ready Sites Program

The General Plan envisions that most development in the city will be infill. The Shovel Ready Sites Program was established in Fiscal Year 2004/05 with the intent of encouraging economic development at key locations in the city, particularly in infill areas. In October 2009, the City Council adopted a resolution that identified priority shovel ready sites. (Please see map on the following page.) The priority Tier One opportunity areas are areas where development is either more likely to occur in the near-term, or had a greater potential for return on investment.

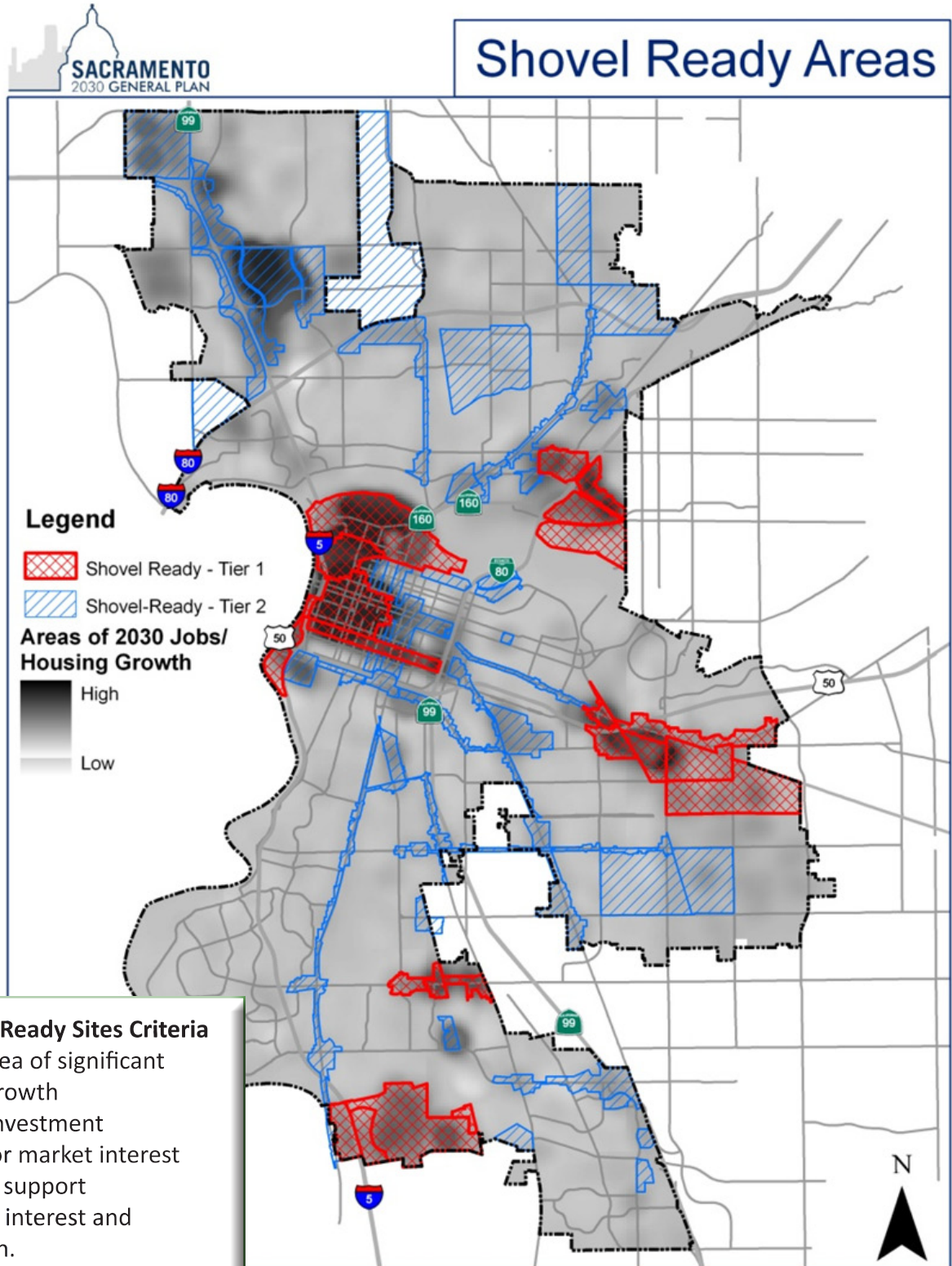
By identifying the priority shovel ready sites, the Council provided direction on where to invest and coordinate available resources to provide the infrastructure needed to encourage development that will have the largest impact on the City's economic health.

2012 Development in Shovel Ready Sites Priority Areas

Although development has declined in recent years, the City continues to prepare for anticipated economic revitalization. The General Plan's infill goal is to locate approximately two-thirds of the growth anticipated in the General Plan in infill areas. Therefore, development within priority Shovel Ready Sites (both Tier One and Tier Two areas) is tracked to determine how much growth occurs as infill.

The chart below indicates that in the last four years, 48% of new residential units and 67% of commercial, retail, office, and industrial development occurred in Shovel Ready Sites priority areas. A large portion of the non-residential development in a Shovel Ready priority site (Tier One and Tier Two) is attributed to the 27-story office building at 500 Capitol Mall which was completed in 2009.

Calendar Year	Residential Units		Non-Residential (sq. ft.)	
	Citywide	Shovel Ready Areas	Citywide	Shovel Ready Areas
2009	555	104	910,656	704,606
2010	420	298	226,302	89,825
2011	166	109	95,484	70,866
2012	205	132	152,258	65,523



Growing Smarter



La Valentina



East End Gateway, Sites 2 & 3



7th and H Street Housing

Shovel Ready Sites Program - Features Projects

La Valentina Mixed Use Project

Completed in the Summer of 2012, La Valentina is a mixed-use project that features 81 affordable housing units and over 5,000 square feet of ground floor retail. It is located adjacent to a light rail station which is consistent with the City's goals to concentrate development around public transportation stops to encourage use of public transit. The project is also consistent with the City's sustainability goals because it is built as a "net-zero" multifamily apartment building and is designed to achieve LEED Silver certification.

East End Gateway Sites 2 & 3

This project's location, at 16th and "O" Streets, is considered a prime commercial location within the Midtown area. It is near light rail stations, commercial services, an employment center, and amenities. The project is near completion and will include 84 market-rate rental units and 12,918 square feet of ground floor retail. The new residents and street-level retail and restaurant uses will contribute to the activation of the 16th Street Corridor.

7th and H Street Housing

This eight-story building is nearing completion. It will have 150 studio and one-bedroom apartments. Half of the units will be available for low income residents. The remaining units will serve formerly homeless residents. A health clinic, community gathering space, commercial retail space, and a resident services program will be provided on-site. The project demonstrates how infill development can support the City's goals to grow inward and to provide diverse and affordable housing.

Growing Smarter

Green Line Extension – Township 9 Light Rail Station

The Green Line is a 12.8 mile-long light rail line that will serve as a transit link between the downtown and South and North Natomas and provide a connection to the Sacramento International Airport. The first 1.1 mile segment was completed in June 2012, and extends to the recently constructed Township 9 Light Rail Station at 7th Street and Richards Boulevard in the River District.

Township 9 – Cannery Place Apartments

Township 9 is a 65-acre infill project along the American River Parkway just north of Downtown and the Railyards. The Cannery Place Apartments is the first housing project of Township 9. It will include 180 residential units, 179 of which will be affordable, and one unit will be a market rate apartment for the building manager. The project also includes approximately 12,500 square feet of retail use and will be served by the newly completed light rail station. The ground breaking ceremony occurred in January 2013 and the project is expected to be completed in Fall 2014.

The Arbors at Oak Park

The Arbors at Oak Park is a new mixed use development at Broadway and Martin Luther King, Jr. Boulevard in the Oak Park area. The project, which is nearing completion, includes 55 affordable units for seniors and 4,000 square feet of retail space. Amenities include a library and multi-purpose room, a fitness center, and a residential services program. This project is considered a significant infill project that greatly improves a high-profile corner and will serve an important economic role in the neighborhood.

Sacramento Center for Innovation

A comprehensive development and finance plan for the area south of Highway 50 near Power Inn Road and east of the railroad tracks has been drafted. Working in conjunction with the Power Inn Alliance, property owners, Sacramento Municipal Utility District (SMUD), and California State University, Sacramento (CSUS), this effort is focused on preparing a large under-utilized infill area for future development to serve as a center for green and bio-technology as well as other research and development related businesses.



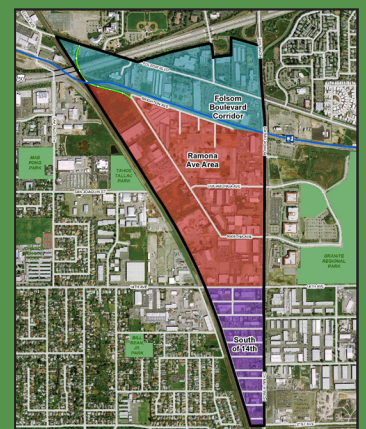
Township 9 Light Rail Station



Cannery Place Apartments



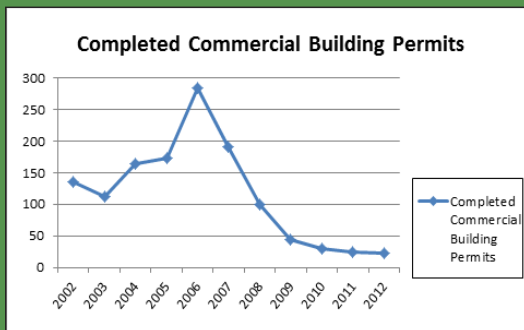
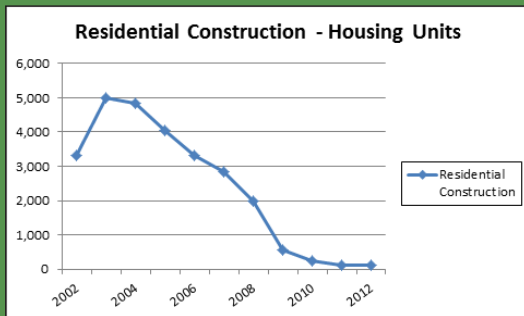
The Arbors at Oak Park



Sacramento Center for Innovation

Maintaining a Vibrant Economy

DEVELOPMENT ACTIVITY



Citywide Total Annual Revenue (In Millions of \$)

	FY08	FY09	FY10	FY11	FY12
Property Tax*	126.0	129.3	124.2	116.0	115.6
Sales Tax	66.3	60.6	56.3	58.1	60.4
Hotel Tax (TOT)	3.5	3.2	2.8	3.1	3.1
Utility User Tax	57.4	57.8	58.6	58.9	58.7

*Consists of current secured, current unsecured and property tax in-lieu of VLF.

2012 Economic Environment

Development

In recent years, both residential and commercial development has slowed considerably (See development activity charts to the left). The decline in housing production has been primarily due to:

- A weak housing market;
- High foreclosure rates;
- Lack of financing; and
- Building restrictions in Natomas due to inadequate flood protection.

Initially, new commercial development remained strong even while the residential sector was declining. However, this trend ended in 2006. A slight increase in new development in 2012 may indicate that this downward trend is reversing.

Economic Indicators

While revenue from property, hotel (Transient Occupancy Tax), and utility user taxes have remained low, sales tax revenue had a slight increase. Additionally, the unemployment rate in Sacramento fell from 14.1 in 2011 to 12.4 in 2012. That positive trend appears to be continuing - the Bureau of Labor Statistics reported that the unemployment rate in March of 2013 fell to 10.8. Another positive economic sign is that household and per capital income increased slightly in 2011.

Citywide Sales Tax - Restaurants and Bars* (In Millions of \$)

4Q07-3Q08	4Q08-3Q09	4Q09-3Q10	4Q10-3Q11	4Q11-3Q12
8.0	7.7	7.5	7.8	8.1

* Includes the following: fast food restaurants with alcohol sales, restaurants with on-line sales, hotel food sales, hotel food/bar sales, club food/bar sales.

Snapshot of Sacramento's Economy

	2005	2006	2007	2008	2009	2010	2011	2012
Unemployment Rate	5.9	5.6	6.4	8.5	13.2	14.9	14.1	12.4
Median Household Income	\$44,867	\$46,055	\$49,849	\$50,958	\$47,107	\$46,731	\$50,781	Not Available
Median Income per Capita	\$22,841	\$23,886	\$25,536	\$25,313	\$24,471	\$24,142	\$25,744	Not Available

Maintaining a Vibrant Economy

Making Development Easier

Staff has initiated several projects to alleviate the cost, time, and uncertainty of development. These projects will provide the incentives necessary to encourage construction, which will result in the creation of jobs, businesses, services, housing diversity, and entertainment and cultural venues.

Planning and Development Code

The Planning and Development Code project - the comprehensive update of the zoning code - will remove barriers to development, and incorporate the City's commitment to sustainable principles. Community outreach and drafting of the Planning and Development Code took place in 2012 and was adopted by Council in April 2013. The Planning and Development Code improvements include:

- Reorganized the Code for ease of use.
- Citywide plan/design review requirements.
- Flexibility in development standards to facilitate development of smaller urban infill lots.
- Revised development standards that recognize urban and traditional development patterns identified in the General Plan.

Parking Code Update

The Planning and Development Code Update also includes updated parking code that was approved by Council in November of 2012. The parking code update addresses:

- Context Appropriate Parking Requirements - Recognizing the need for reduced parking requirements for urban areas.
- Alternative Parking Compliance - Option of ministerial compliance with parking requirements instead of parking waivers or variances.

2035 General Plan

In addition to the updates to the zoning and parking codes, staff initiated the five-year update of the General Plan which will include updating the Master Environmental Impact Report (EIR). The Master EIR is key to revitalizing the economy, because it accomplishes the following:

- Updates the Housing Element;
- Provides basic environmental clearance;
- Eliminates or reduces need for costly environmental impact reports; and
- Results in faster project processing.

2012 Accomplishments

- Economic Development staff drafted an Economic Development Strategy which was ultimately adopted by the Council in May of 2013.
- Staff worked with the Township 9 developer to obtain grants and provide financial assistance for affordable housing in Township 9.
- The City received \$150,000 in grant funding from the California Department of Toxic Substance Control to fund cleanup efforts on the Powerhose Science Center site.
- The Economic Development Department teamed up with the Public Works Department to obtain \$250,000 in grant funding from Caltrans to develop a street plan for North 12th Street.
- The City, along with its partners, was successful in expanding the Sacramento Enterprise Zone by 30-acres. The most recent expansion attracted the location of advanced Call Center Technologies, a call center that is expected to bring 2,000 jobs to the Sacramento region.

Affordable Housing Production

	2007	2008	2009	2010	2011	2012
Extremely Low Income	53	1	0	78	140	9
Very Low Income	125	106	24	108	118	103
Low Income	346	707	100	54	7	222
Moderate Income	920	900	42	25	4	18
Total	1444	1714	166	265	269	352

Living Lightly

Reducing our Carbon Footprint



The Climate Action Plan's 7 key strategies are focused on the following areas:

- Sustainable Land Use
- Mobility and Connectivity
- Energy Efficiency and Renewable Energy
- Waste Reduction and Recycling
- Water Conservation and Wastewater Efficiency
- Climate Change Adaptation
- Community Involvement & Empowerment

The adoption of the Climate Action Plan was an General Plan Implementation measure. The goals, policies, and action items of the Climate Action Plan will be incorporated into the 2035 General Plan.

Greenhouse Gas Emissions Inventory - 2011

A comparison between the 2005 baseline year greenhouse gas (GHG) inventory and a recent inventory of 2011 showed that the total community-wide greenhouse gas emissions decreased slightly (approximately 4%) in 2011 compared with 2005. This can be largely attributed to decreasing emission factors, and activity reductions in the solid waste sector.

Energy: Even though electricity and natural gas consumption increased, the total (residential, commercial, and industrial) energy-related GHG emissions declined by approximately 15% in 2011 compared with 2005. This was due to a 30% decline in SMUD's emission factor based on SMUD's renewable portfolio composition.

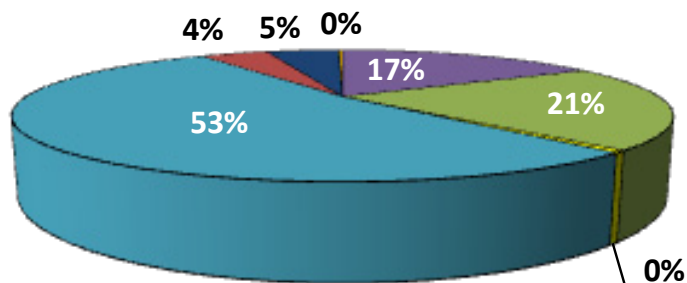
Transportation: Transportation-related GHG emissions increased by approximately 2% in 2011 compared with 2005.

Solid Waste: Solid waste-related GHG emissions decreased by approximately 29% in 2011 compared with 2005, due to a 70% drop in disposal tonnage.

Wastewater Treatment: Wastewater treatment-related GHG emissions could not be compared to 2005 due to a change in methodology.

Water Consumption: Water consumption-related GHG emissions decreased by approximately 23% in 2011 compared with 2005 due to a decrease in water consumption and SMUD's emission factor.

City of Sacramento GHG Emissions Inventory, 2011



- Residential Energy
- Commercial/Industrial Energy
- Industrial-Specific
- Transportation (On-Road Mobile)
- Solid Waste
- Wastewater Treatment
- Water Consumption

Developing a Sustainable Future

2012-2013 Highlights

CutYourCubes Campaign: The City collaborated with Greenwise Joint Venture and 350 Sacramento to raise public awareness about voluntary actions Sacramento households can take to reduce their household carbon footprint. The CutYourCubes Campaign was launched by erecting a 30-foot carbon cube in Cathedral Square on K Street. The cube was a visual representation of 1 metric ton of carbon dioxide gas. Other fun events, such as the CutYourCubes scavenger hunt followed.

CoolCalifornia Challenge Finalist City: A total of 310 Sacramento households signed up for the CoolCalifornia Challenge, and reduced 11 tons of carbon emissions.

Property Assessed Clean Energy Program (PACE): The City entered into an agreement with Ygrene Energy Fund in 2012 to develop and administer a PACE program. The Clean Energy Sacramento program was launched in early 2013. The program provides privately funded financing to local property owners for energy efficiency, renewable energy, and water conservation upgrades at no up-front cost. To date, \$9.2 million has been invested into projects that are either approved or under construction, and more than \$1.0 million has been invested in construction that will be complete by the end of June.

TakeCharge Program: The City collaborated with regional partners to help make the Sacramento region PEV ready with necessary knowledge and infrastructure, including more than 100 electric vehicle charging stations installations in Sacramento.

Incentives for Green Buildings: A bonus system of incentives for green buildings was included in a comprehensive update of the Planning and Development Code.

Green Fleet: The City continues to replace retired vehicles with clean fuel vehicles. The net result is that greenhouse gas emissions from City fleet have decreased by 15.4% from 2009-2012.



Awards

- The City received two awards for the Sacramento Climate Action Plan: The Innovation in Green Planning from the California Chapter American Planning Association and a Merit Award from the Association of Environmental Professionals.
- The City received the Best in Blue Award for the public outreach campaign "Your Utilities, Your Voice" from the Association of California Water Agencies.
- The City was awarded more than \$22 million in American Recovery and Reinvestment Act funds and installed more than 21,000 water meters between 2009 and 2012 using those funds.
- The Lower American River and Sacramento River Source Water Protection Program Partners, which is a City-led program, received the 2012 Exemplary Source Water Protection Award for medium-sized water systems from the American Water Works Association.

Creating a Healthy Environment



Fire Station #43 - Natomas Area
Opened in September of 2011



Fire Department - Community Outreach

Fire Department
Average Response Times (in minutes)

2008	2009	2010	2011	2012
5:09	5:08	5:11	5:14	TBD

Police Department
Average Response Times (in minutes)

Call Type	2008	2009	2010	2011	2012
Priority 1	4:07	3:17	2:07	1:52	3:24
Priority 2	6:50	7:15	8:16	9:48	8:34
Priority 3	8:51	8:50	9:39	9:25	9:51

Crimes Reported
Under FBI Uniform Crime Report

	2007	2008	2009	2010	2011	2012
Violent Crime	5,128	4,660	4,168	4,110	3,355	3,522
Property Crime	24,680	22,291	21,169	20,350	18,703	20,089

Creating a Healthy and Safe City

There are several examples of how City services contribute to the health of the community. Parks provide a place where children play, adults participate in sports, and neighbors meet. Recreation programming offers a diversity of experiences that support families, provides healthy and educational activities to children, and keeps seniors active and engaged in their communities. In addition to responding to emergencies, the Police and Fire Departments and of Office of Emergency Services provide public education on fire prevention, personal safety, and emergency preparedness.

In recent years, City departments faced severe budget reductions. Despite budget constraints, the Fire Department's emergency response time remained consistent. Additionally, the crime rate has declined since 2004 even though the population has increased.



In 2012, the Office of Emergency Services provided Emergency Preparedness Training to over 7,000 individuals.

Although the crime rate has decreased, the results of the community survey conducted for the annual report indicate that crime is still a major concern for the public. City voters recently passed Measure U to establish a one-

half cent sales tax which will provide a revenue source for additional staff to the Police and Fire Departments. The funding will also allow the Parks and Recreation Department to expand its services including park maintenance.



Creating a Healthy Environment

Community Outreach

- The Police Department and the Sacramento Police Activities League (PAL) provide healthy activities for children, building self esteem and promoting teamwork with police officers.
- Police regularly attend community meetings to discuss neighborhood concerns.
- The Police Department works with community based organizations for gang prevention activities.
- The Office of Emergency Services provides training, attends community events, and distributes information packets regarding emergency preparedness.

Parks and Recreation

- The McKinley Park Rose Garden rehabilitation project was completed.
- The “Save Our Pools” fundraising campaign successfully raised over \$1 million through individual and corporate donors. With a \$500,000 match from Save Mart Supermarkets, six pools and five wading pools were kept open during the summer.
- New amenities at Hagginwood, Chorley, and Southside Parks were added to the existing parks.
- New shade structures were constructed at Swainsons Hawk, Witter Ranch, and Magnolia Parks.

Urban Farming

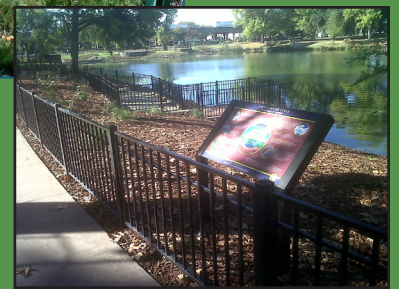
- The zoning code was amended to allow produce stands as a stand-alone use in some zones, and creating a new use “community markets” that can include the outdoor sale of produce.



The Parks and Recreation Department was the recipient of the California Parks and Recreation Award of Excellence for its volunteer programs



Improvements at Southside Park



Improvements at Hagginwood Park



New community garden plots at Camellia Garden.



Improvements to McClatchy Park to accommodate a new farmer's market.

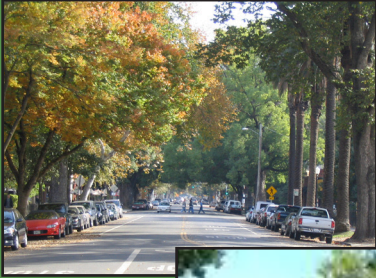


Shade Structures at Magnolia Park

Making Great Places

COMMUNITY SURVEY

Top images that survey participants would send a postcard of:



Tree Canopy



Rivers



State Capitol



Cultural Amenities

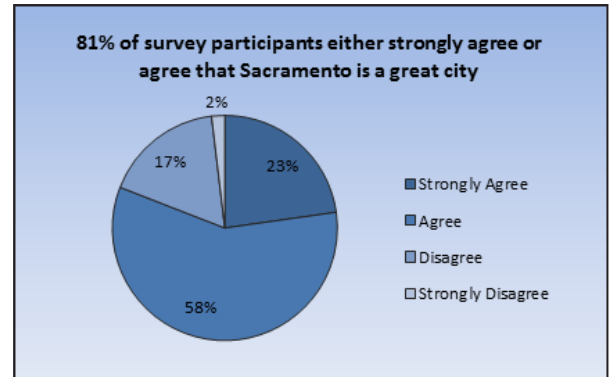


Community Survey

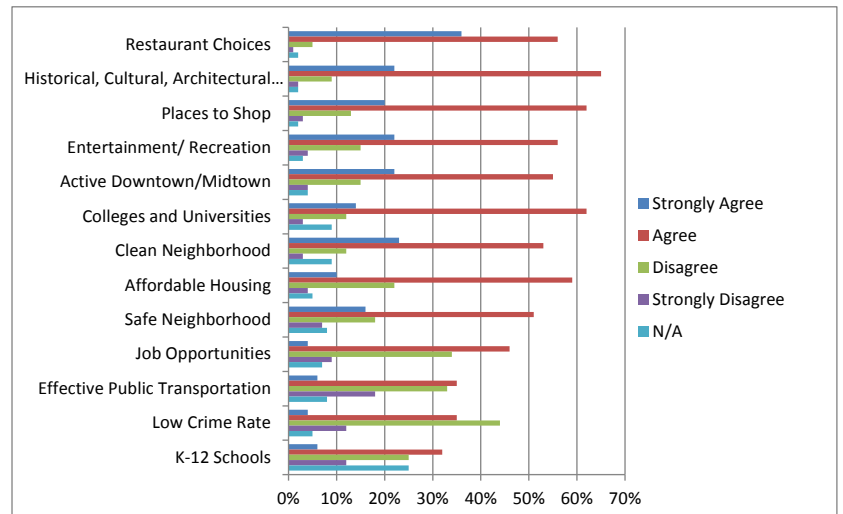
The community survey is the tool that best measures the community's perception of the "livability" of Sacramento.

The survey responses were similar to those of 2011. Survey participants feel positive about the current and future livability of Sacramento. The restaurant and shopping choices, recreation opportunities, and access to historical and cultural amenities are cited as indicators of such livability. Additionally, respondents who reside in the city continue to be largely satisfied with the cleanliness and safety of their neighborhoods.

Concerns that persist among survey participants are the crime rate, lack of job opportunities, lack of an efficient public transit system, and the quality of K-12 schools.



Results to the survey question: "I believe Sacramento is a great City because..."



Making Great Places

Recovering Our History



Restoration of Historic House in the Oak Park Area



Adaptive Reuse of an Historic Gas Station

COMMUNITY EVENTS



Concert in the Park Series



"Cut your Cubes" Event

SACRAMENTO VALLEY STATION (Historic Depot) - Renovation Project

Since first opening in 1926, the Sacramento Valley Station (SVS) has served as the rail hub of the region. Today, the station maintains its regional and economic importance and is the seventh busiest passenger rail station in the nation serving 42 trains and 4,700 passengers daily. The Renovation Project will provide immediate, long-lasting transportation benefits for existing passengers and operators. The project will focus on work to make the Sacramento Valley Station more convenient and usable for passengers; more functional and efficient for operators; more hospitable, and open to passengers; more attractive and enriching as a public space; and more sustainable and safe.



General Plan Annual Report

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Agencies

Sac. Housing and Redevelopment Agency
Sacramento Area Council of Governments
Office of Emergency Services
Capitol Area Development Agency

City of Sacramento

June 2013

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2030 General Plan Annual Report COMMUNITY SURVEY RESULTS

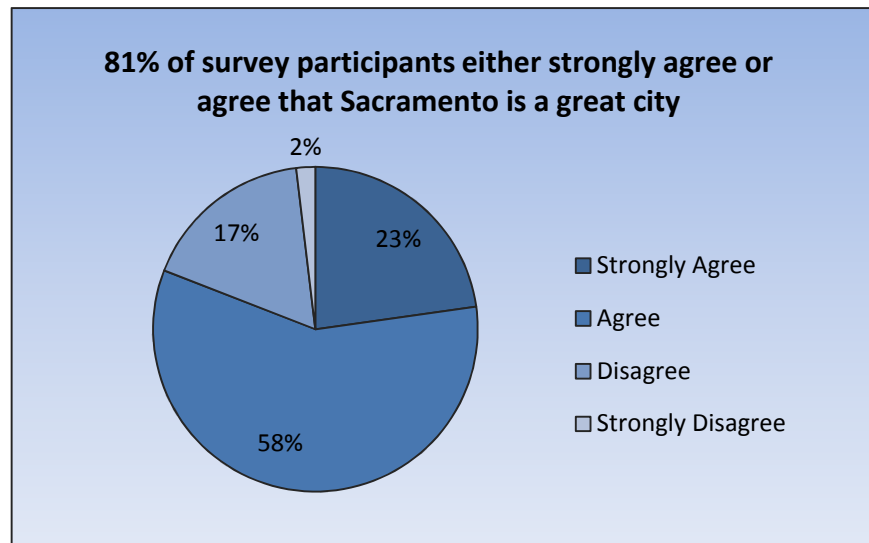
The Community Development Department conducted the fourth annual quality of life survey in May 2013 as part of the General Plan Annual Report. This is the component of the annual report that asks residents and employees for feedback on the livability of Sacramento. The survey serves as an informal outreach effort, and its results are used to gauge the General Plan's success in identifying issues that are important to the community.

Distribution of Survey

A total of 830 people responded to the 2013 survey. The survey was distributed electronically by the following methods:

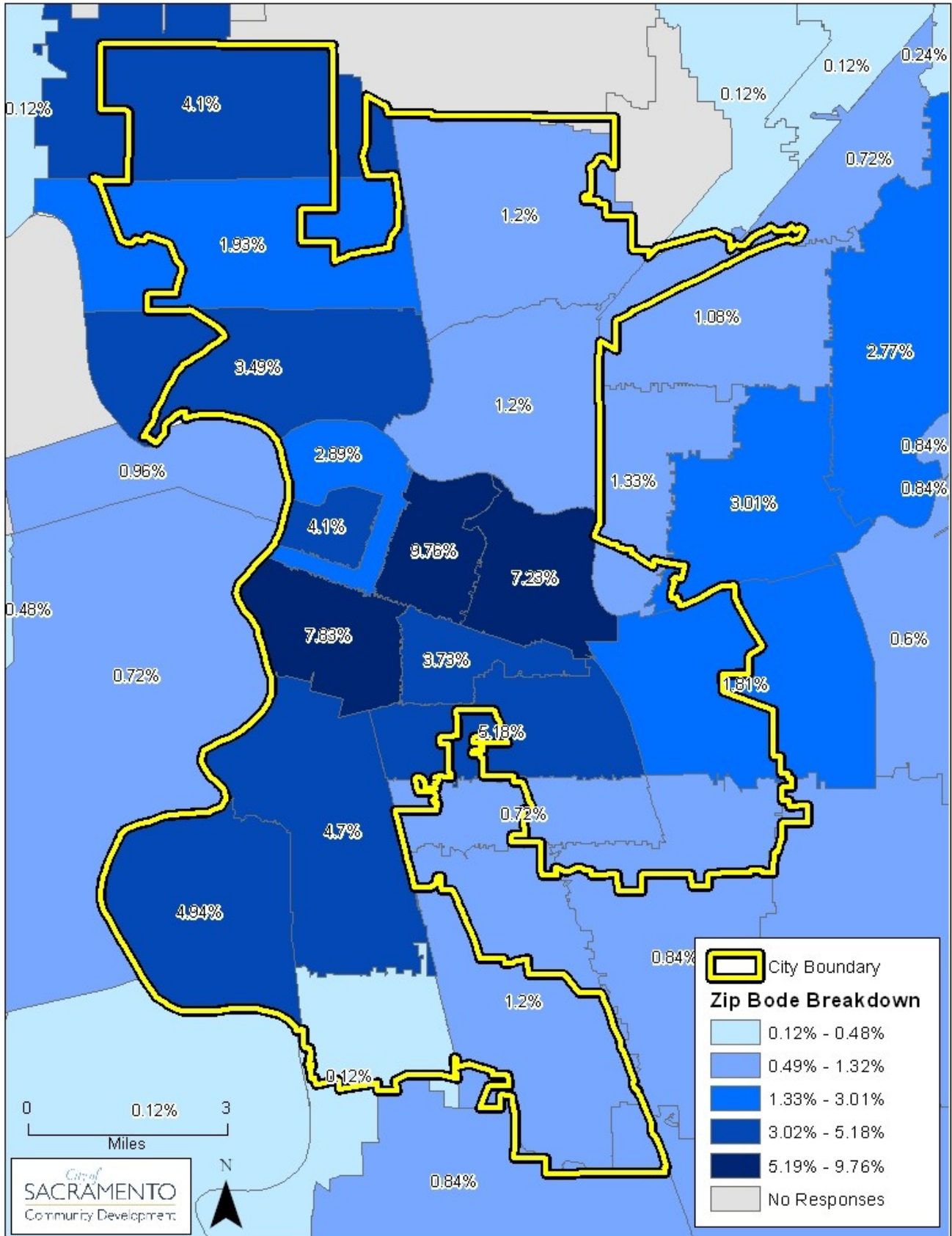
- An e-mail "blast" to more than 2,000 contacts that includes the following contacts:
 - Neighborhood Services
 - Neighborhood and Business Associations
 - Area Businesses
 - Community Groups
 - General Plan Outreach List
 - Councilmembers

- The citywide e-letter featured the survey.
- Links to the survey were posted on the City of Sacramento, Community Development Department, and General Plan websites.
- The survey link was posted on social media sites including the City Facebook and Twitter pages, as well as numerous stakeholder groups' social media sites.

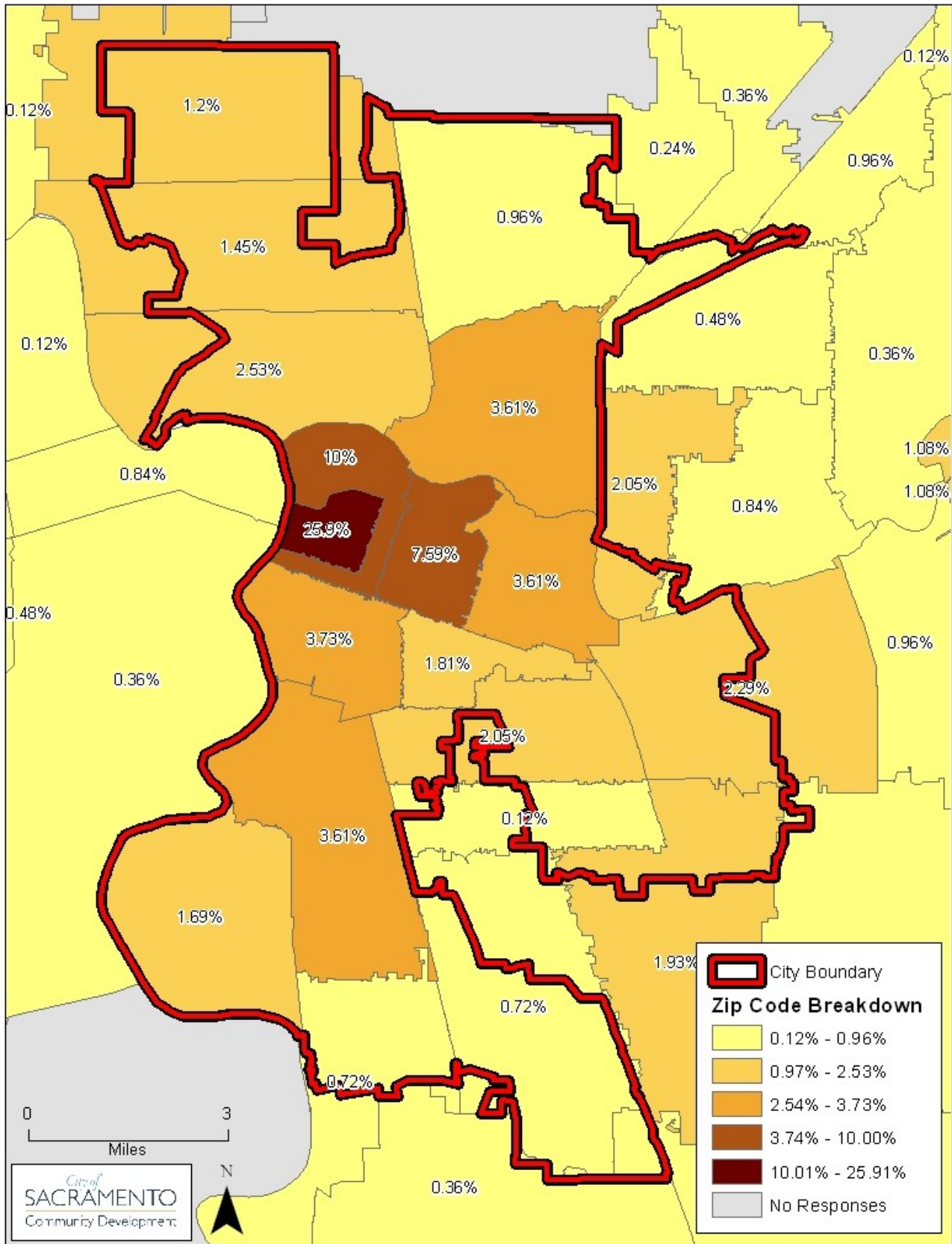


Maps provided on the following pages show the level of participation by the zip codes provided by survey participants. The zip code maps are followed by graphs and summaries of the responses to each survey questions.

Survey Participation – Home Zip Codes (Based on 830 Responses)

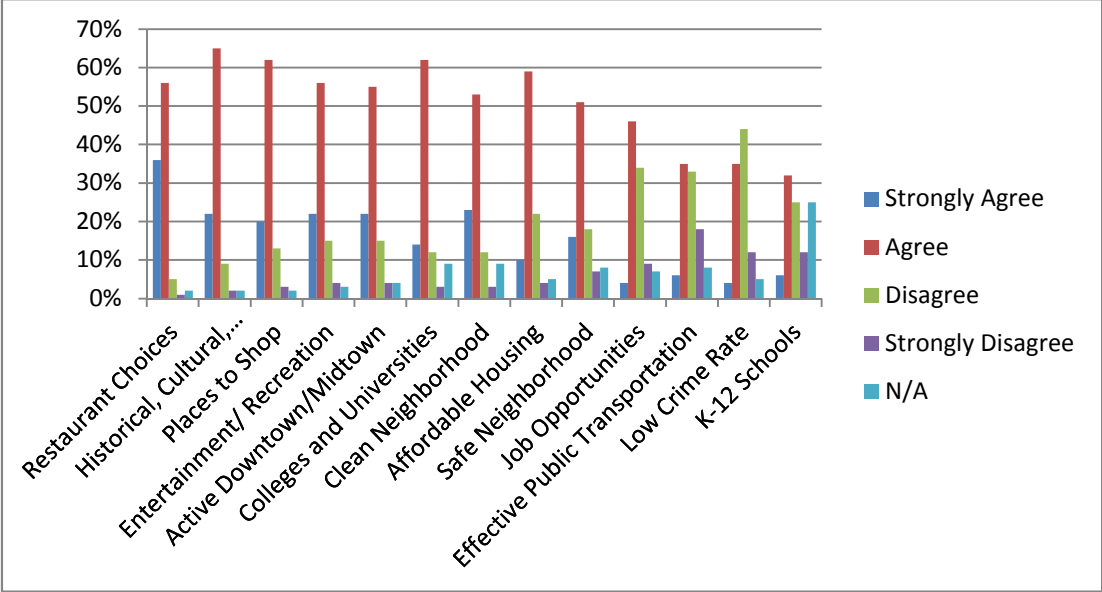


Survey Participation – Work Zip Codes (Based on 791 Responses)



Survey Questions

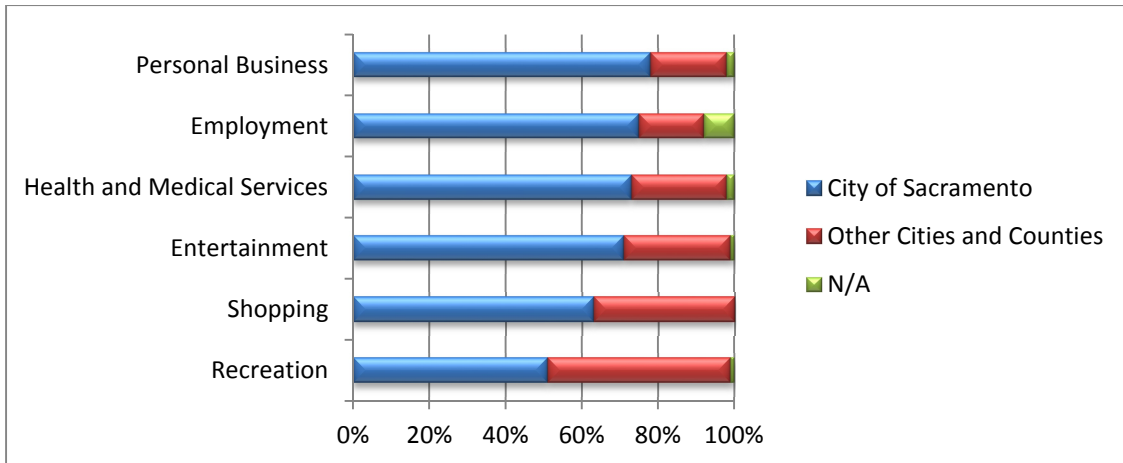
I believe the City of Sacramento is a great place to live because...



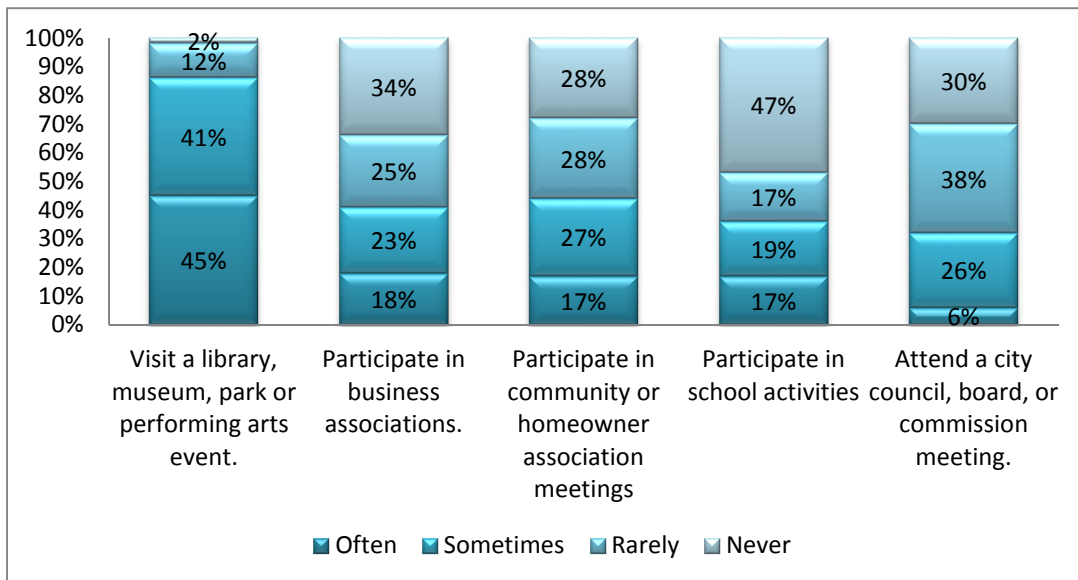
Those who took the survey described Sacramento as a desirable place to live, primarily because of its clean neighborhoods, shopping and restaurant choices, active downtown, colleges and universities, and its entertainment and recreation options. Survey responses also indicate that the City’s historical, cultural, architectural amenities are highly valued – 87% of responders stated they strongly agree that these features contribute to the City’s livability.

Less enthusiastic responses were reserved for schools, public transportation, and job opportunities. Also, while 67% of responders stated they “strongly agreed” or “agreed” that their neighborhoods were safe, 39% felt the crime rate was not sufficiently low enough to contribute to the City’s livability.

Where do you go for the following services and activities?



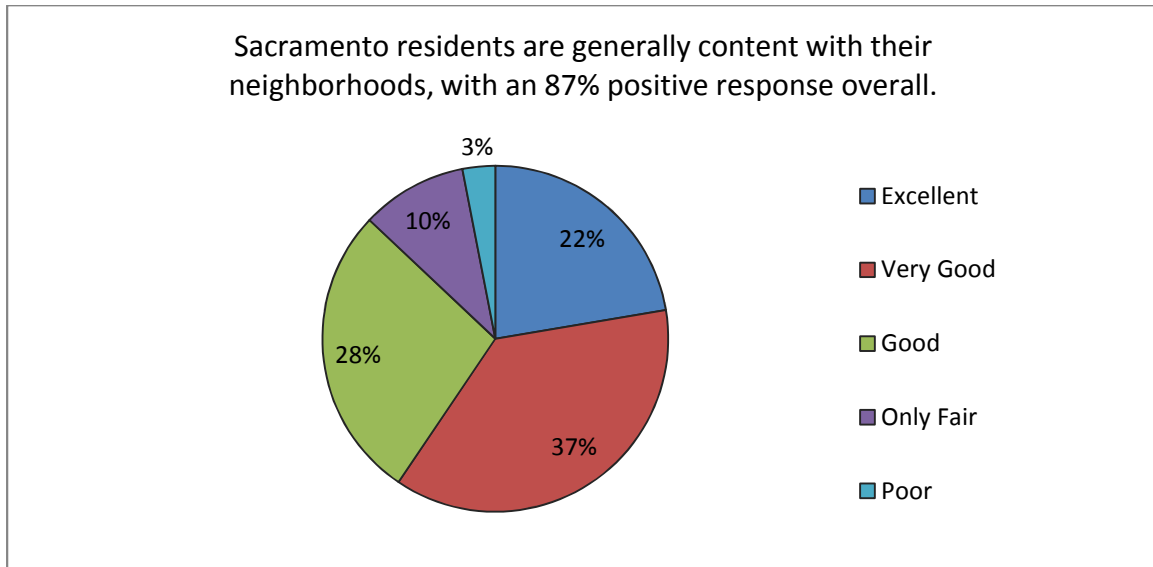
Participants were asked to provide additional information about why they seek services outside of Sacramento. The most frequent responses were that they went outside the Sacramento limits for recreation, shopping, and entertainment activities. When asked to elaborate, participants stated that their recreation activities were at unique locations not found in Sacramento, e.g. the mountains, ocean, or lakes. Explanations for shopping or seeking entertainment outside of the City Sacramento included accessible parking, lower taxes, and availability of desired items.



How often do you participate in the following activities?

Community participation is important in planning for the future of the City. The purpose of this question is to gauge the citizenry's participation in civic activities. Similar to last year's survey results, participants were more likely to visit a cultural amenity or park. Approximately 85% of the responders indicated they either often or sometimes visit the city's amenities. About 44% participate in a community or business association meeting, and 32% have attended a City Council, board or Commission meeting.

Overall, how would you rate your neighborhood?



Participants provided additional feedback about their perception of their neighborhoods:

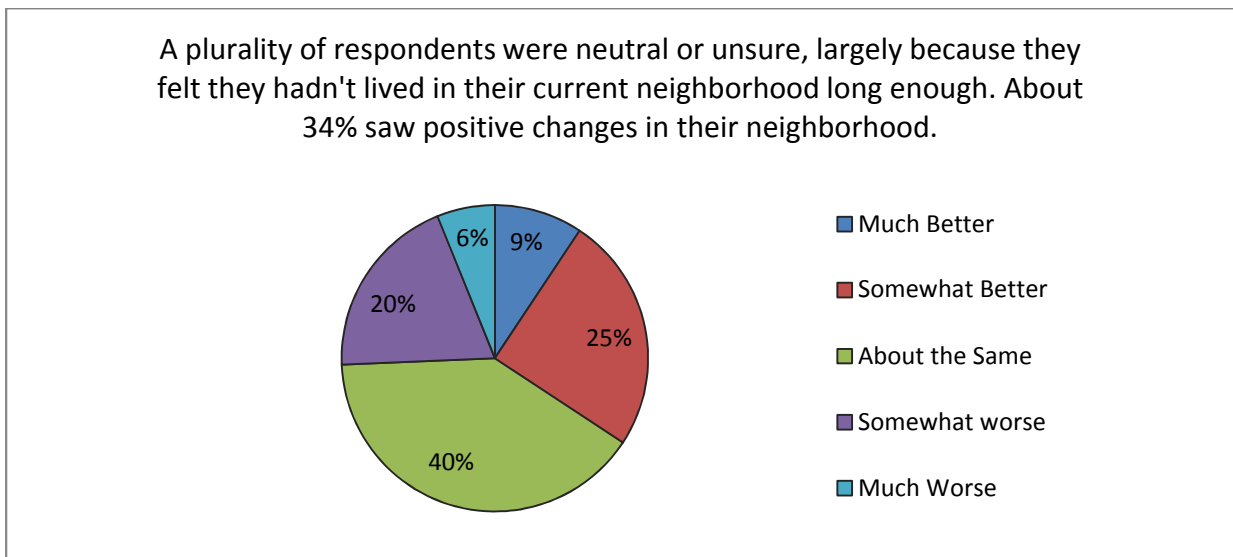
Positive aspects of neighborhoods:

1. Sense of Community
2. Walkable neighborhoods
3. Clean and safe

Areas of concern:

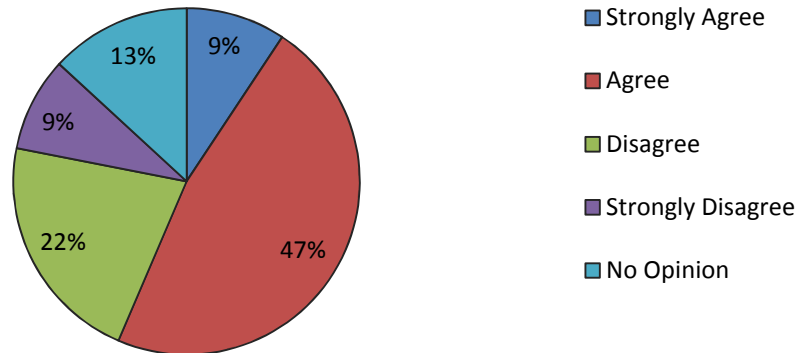
1. Crime
2. Blight / Trash
3. Lack of Services (for homeless)

Looking back a few years, would you say your neighborhood has gotten...



The quality of life in Sacramento will improve over the next few years.

Respondents had a generally positive view of the future, with 56% responding with "strongly agree" and "agree".



Participants provided additional feedback about why they believe the quality of life in Sacramento will/will not improve over the next few years?

Why will the quality of life in Sacramento improve?

1. Arena/ Downtown improvements
2. Improving economy
3. Neighborhood involvement/ sense of community

Why won't the quality of life in Sacramento improve?

1. Poor Leadership
2. Economic downturn, few jobs
3. Crime rate is increasing