

TOWN OF ROSS



2014-2015

REPORT TO THE COMMUNITY

INTRODUCTION

Dear Community Member:

The Town of Ross is pleased to present this Community Scorecard for 2014/2015. The Town is a provider of municipal services and the Town Council and management regularly review the level, quality and effectiveness of these services. Town residents also share some responsibility for the attainment of community goals and objectives.

Information for this report was gathered from a variety of sources including Town departments, Marin County, and other sources. The Community Report Card (CRC) is comprised of key indicators which document the progress of the community in several areas including economic health, quality of life and public services. The report also compares the town to other agencies of comparable size.

This report can help identify early warning signs, stimulate community dialogue about trends, encourage accountability and promote continuous community improvement. We hope you find the CRC a quality information source. The figures for 2014 are estimated actual and for 2015 are budgeted figures.

Sincerely,

P. Beach Kuhl, *Mayor*
Elizabeth Brekhus, *Mayor Pro Tempore*
Katie Hoertkorn, *Council Member*
P. Rupert Russell, *Council Member*
Carla Small, *Council Member*

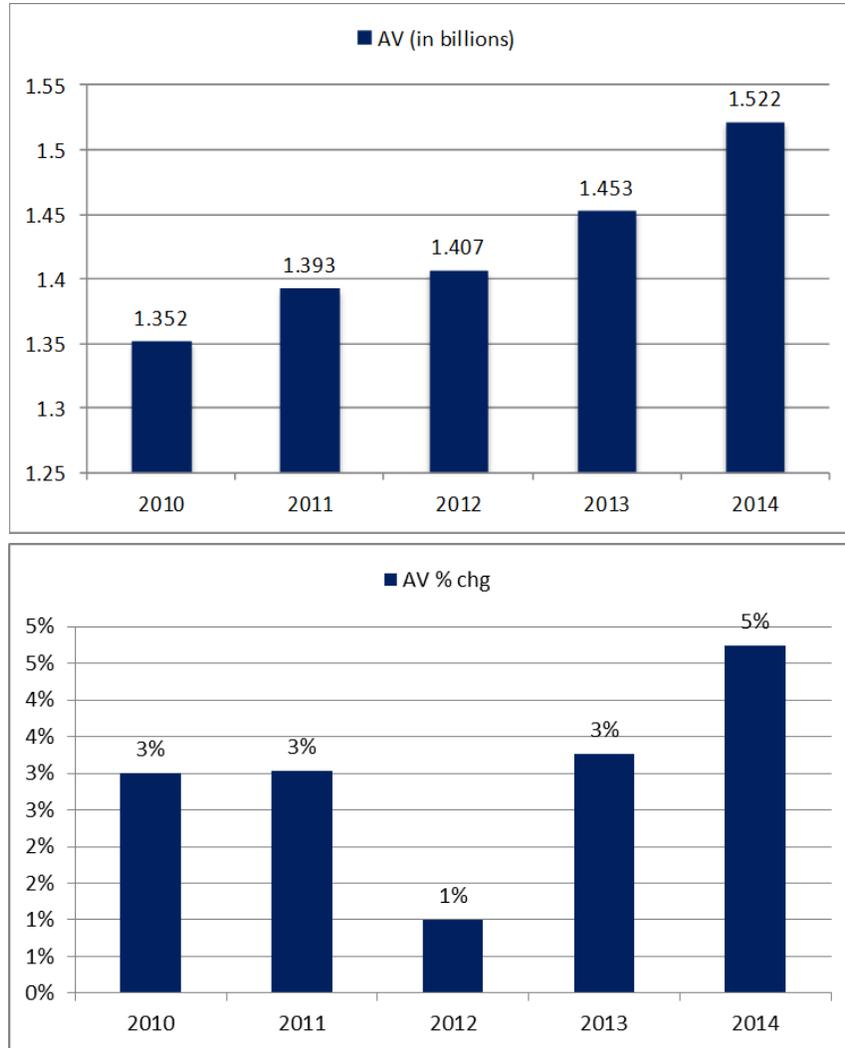
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ASSESSED VALUATION

Description of indicator

This indicator measures the assessed valuation of real and personal property with the Town as determined by the Marin County Assessor.



Why is it important

Generally, property taxes along with sales taxes are the top two revenue sources for local government. In California, property tax is imposed on real property (e.g., 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 towns share in the revenue from the one percent property tax based on allocation formulas established by the California State legislature. Changes in assessed valuation up or down, directly impact the amount of property tax revenues available for delivery of local municipal services.

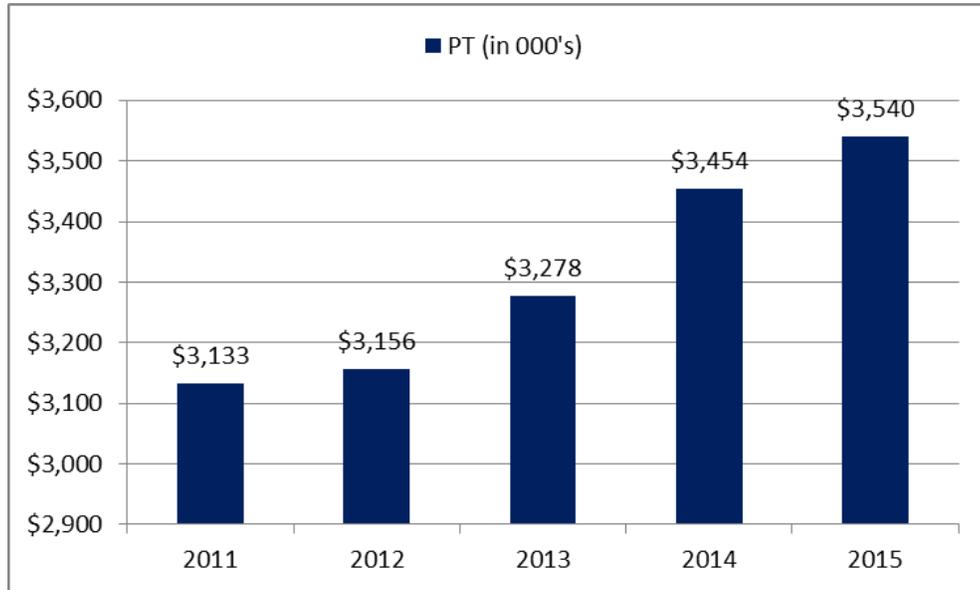
How are we doing?

Town assessed valuation has increased 15 percent over the past five years. During this period, the annual growth rate was 3% or more per year except for 2012.

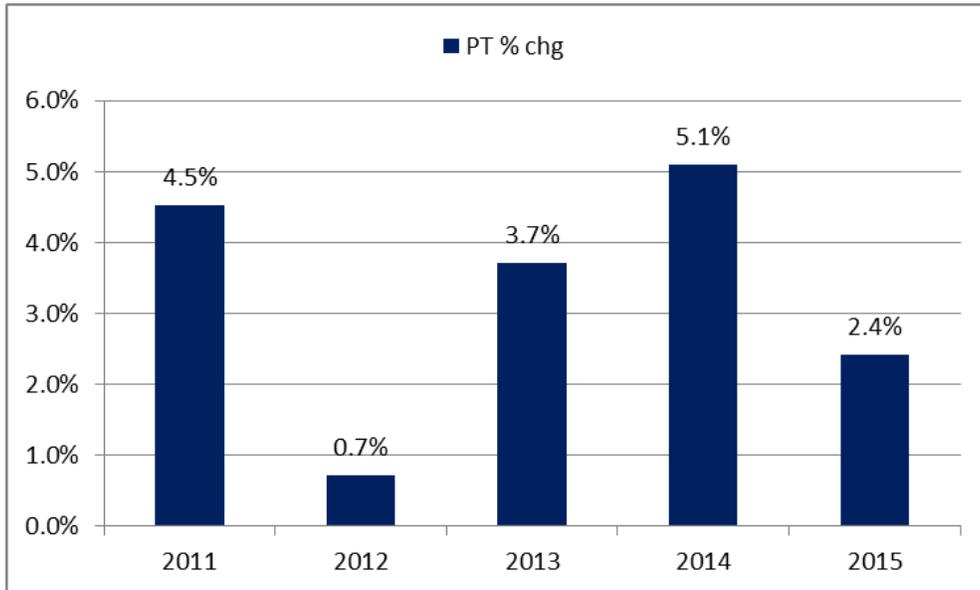
PROPERTY TAX REVENUE

Description of indicator

This indicator measures the total property tax revenues received by the Town during each fiscal year.



Property taxes include secured and unsecured, excess ERAF and property tax in lieu of vehicle license fees and property transfer tax.



Why is it important

Property tax revenues represent 58% of total Town general fund revenues which supports Town services such as police, fire services @ the Ross Valley Fire District (RVFD), building, planning, public works services, and recreation.

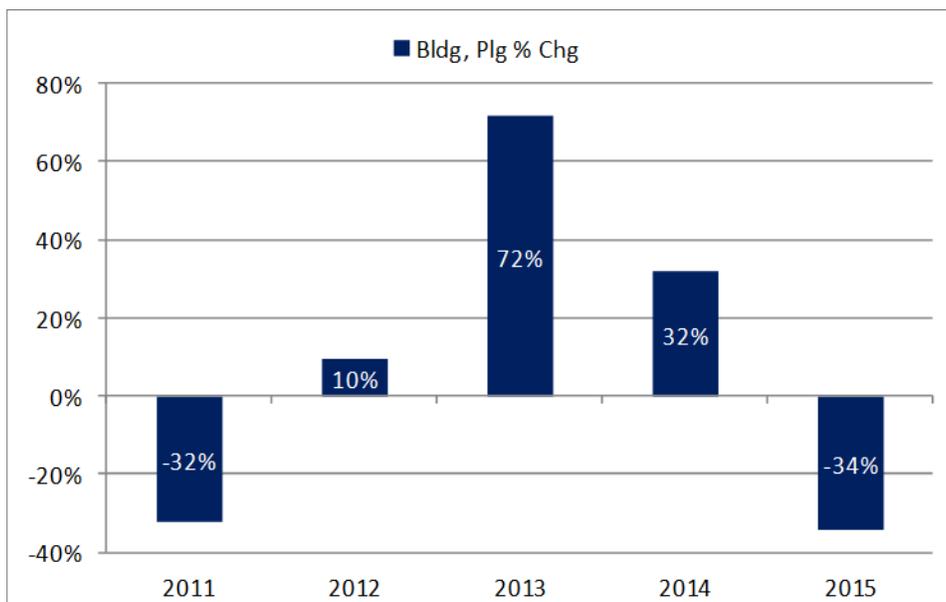
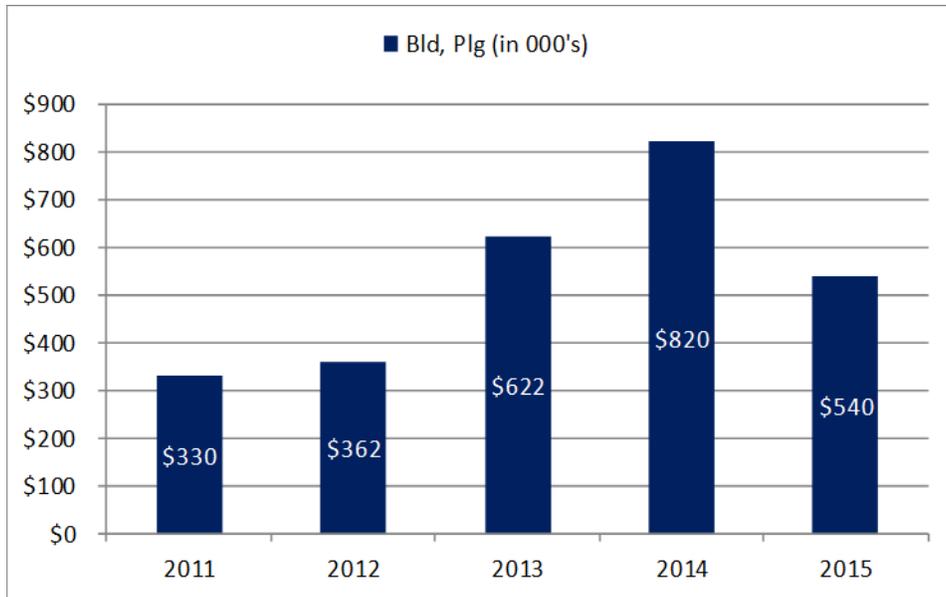
How are we doing

Property tax revenues increased \$406K over the past four years. During this period the average annual growth averaged 3.3% per year. Growth was flat in FY12 and is projected to be 2.4% in FY15.

BUILDING AND PLANNING REVENUE

Description of indicator

This indicator measures building permits, planning application fees, and planning construction review.



Why is it important

Building and planning activity has a direct impact on property taxes and development revenues.

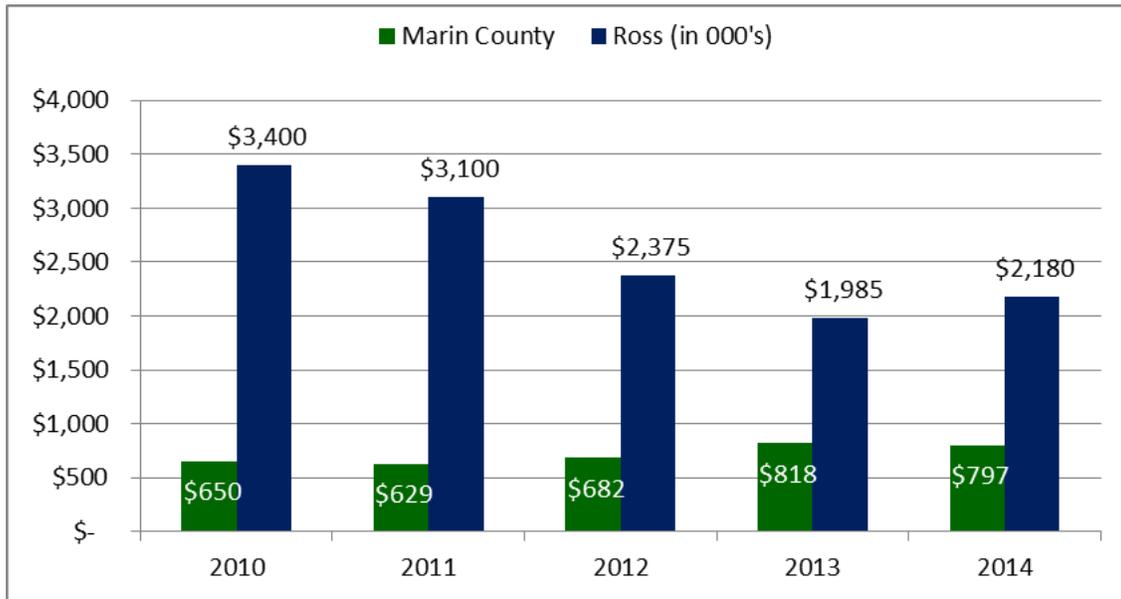
How are we doing

Building and planning activity has been highly variable over the years with increases in FY12 - FY14 and decreases in FY11 and a forecasted decrease in FY15.

HOME PRICES

Description of Indicator

This indicator compares the annual median sales prices for single family detached homes in Ross and Marin County.



Why is it important

Home prices are influenced by many factors including national and state economic trends, supply and demand, interest rates, job growth and related factors. Rising home prices suggest buyers have a positive perception about the Town (e.g., good schools, low crime etc.).

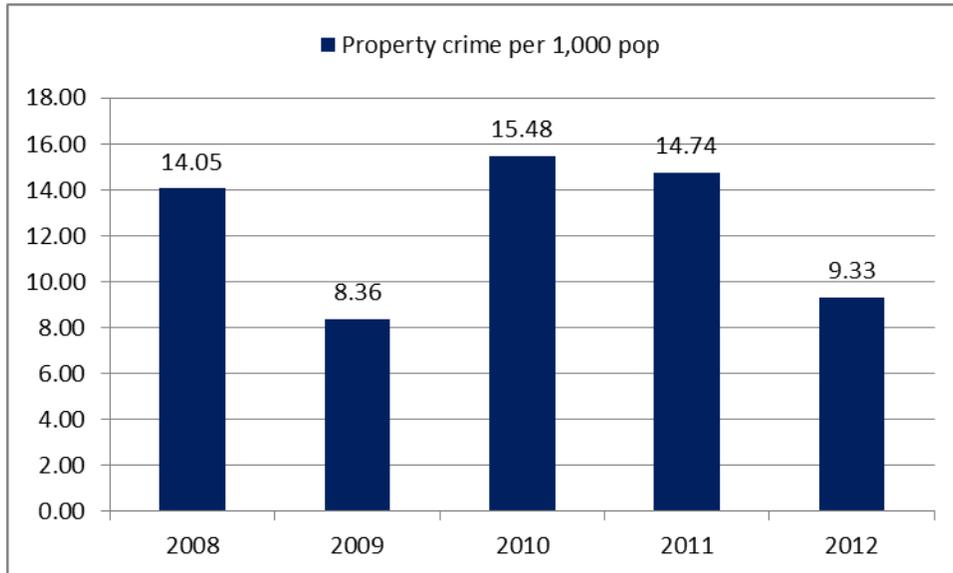
How are we doing

Single family detached home prices peaked in 2010 at \$3.4M. In 2014, the median price is nearly \$2.2M. This number is expected to increase as the housing market continues to recover. Home prices started to increase in Marin County starting in 2012.

CRIME

Description of Indicator

This indicator tracks Federal Bureau of Investigation (FBI) Uniform Crime Report (UCR) crime data for the Town each year.



Why is it important

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

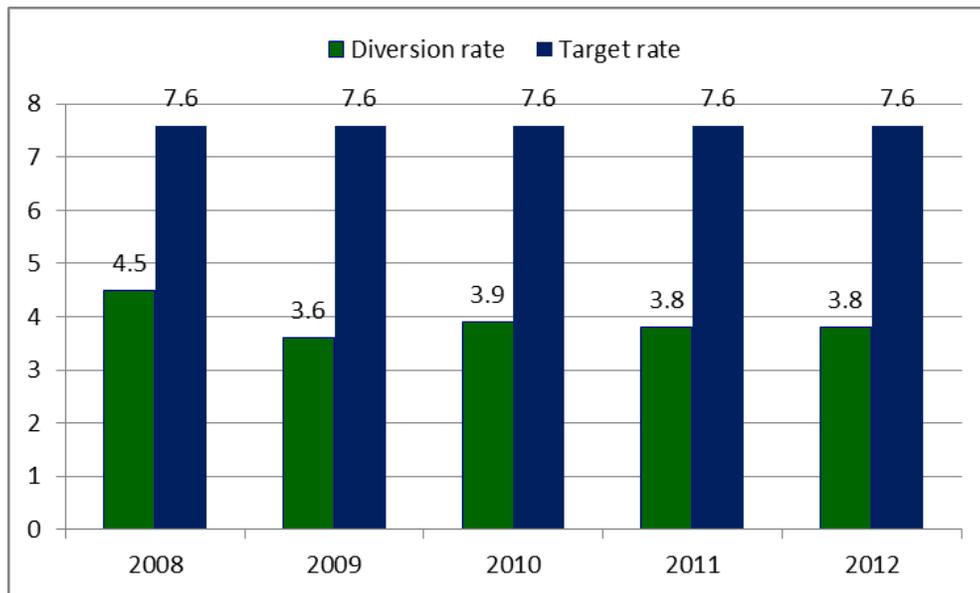
How are we doing

Ross consistently ranks as one of the safest communities in the Bay Area. Property crimes account for 92% of crimes in the community as reported for 2012, the most recent data available.

WASTE DIVERSION RATE

Description of Indicator

This indicator measures a resource diversion rate vs. a targeted diversion rate.



Why is it important

Assembly Bill 939 (Integrated Waste Management Act) was enacted in 1989. It required local agencies to adopt source resource reduction and recycling plans to divert 25% of local waste from landfills by 1995 and 50% by 2000. In 2011, AB 341 was passed which requires a 75% diversion rate by 2020 with a focus on commercial recycling.

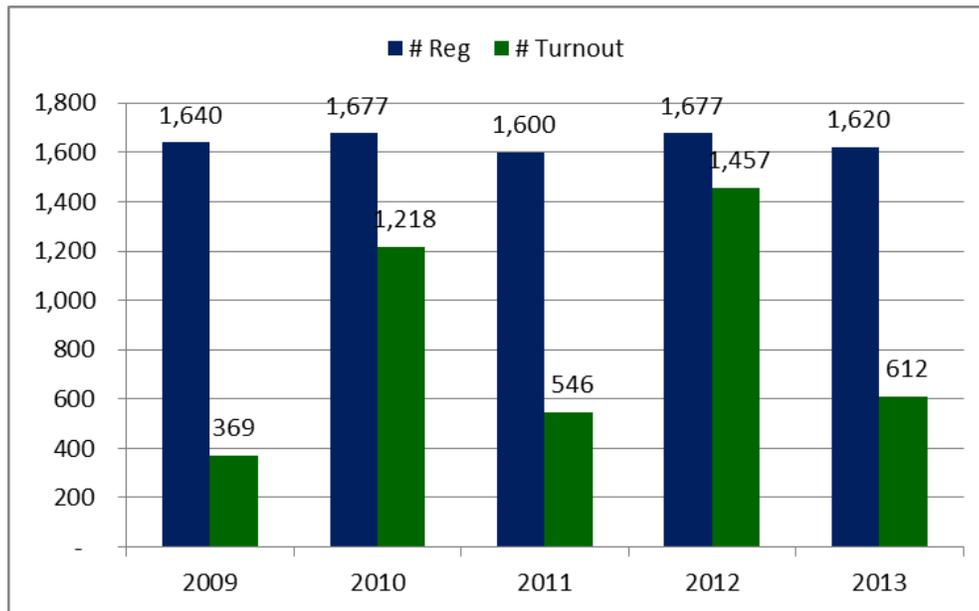
How are we doing

The Town is part of the Marin County Hazardous and Solid Waste Management Authority which includes all Marin local agencies. The authority reached 64% of the target rate in 2007 but for the most recent year reached 50% of the target. The authority has yet to reach the 75% goal set for 2020.

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 held each November in California.



Why is it important

Voter registration is a key element of a democratic society, and an important indicator of civic interest and engagement.

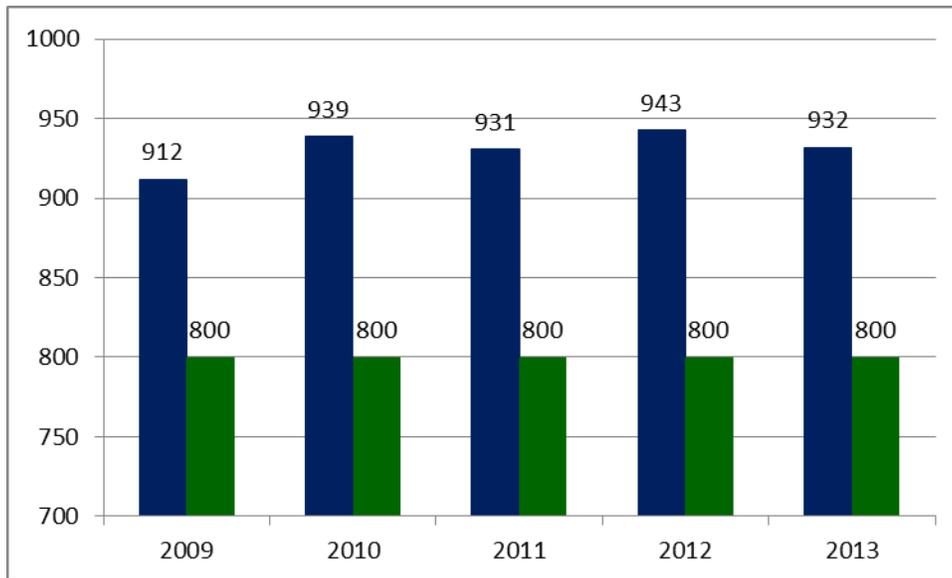
How are we doing

Voter turnout has varied widely from a low of 23% in 2009 to a high of 87% in 2012, and then back to 38% in the most recent election.

ACADEMIC PERFORMANCE

Description of Indicator

The Academic Performance Index (API) is a single number, ranging from a low of 200 to a high of 1000, which reflects a school's, or a student group's performance level, based on the results of statewide assessments. Its purpose is to measure the academic performance and improvement of schools. The state has set 800 as the API target for all schools to meet. Schools that fall short of 800 are required to meet annual growth targets until that goal is achieved. API targets vary for each school and student group.



Why is it important

Schools are typically the most important factor potential residents, particularly residents with children consider when evaluating communities to live.

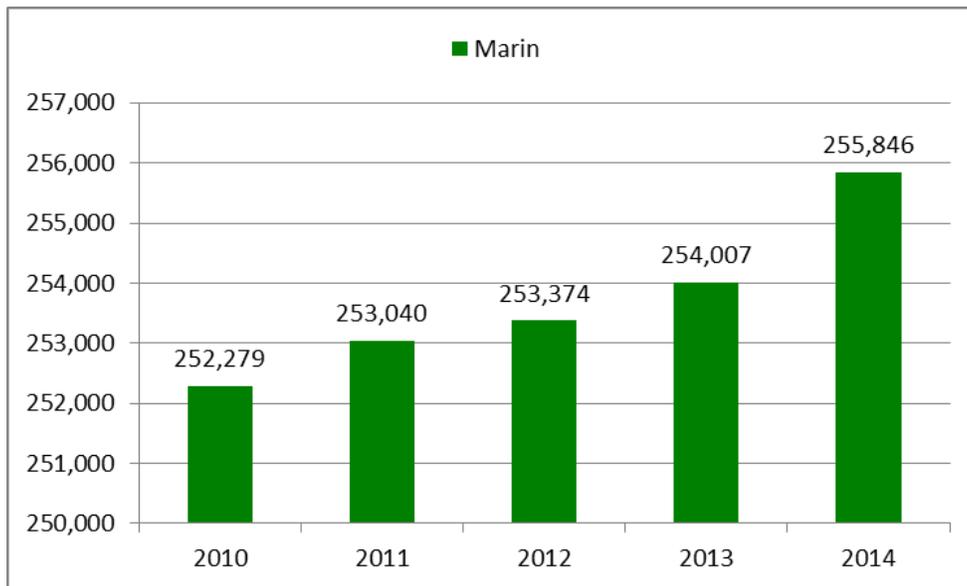
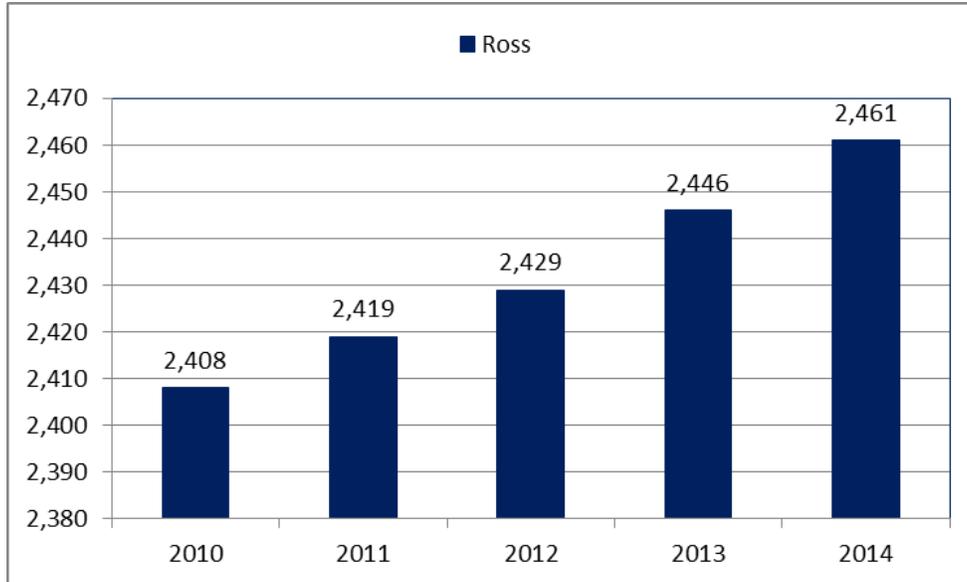
How are we doing

The Ross School has consistently surpassed the State based API base target of 800.

POPULATION CHANGE

Description of Indicator

Measures the change in population from year to year for Ross as compared to Marin County.



Why is it important

Population change is an indicator in built-out communities such as Ross community demographics. The slightly increasing population indicates families with children are moving into the community. This is important for the Town as certain revenues and grant funds obtained by the Town are based on population. It is also important to the long term sustainability of the local school.

How are we doing

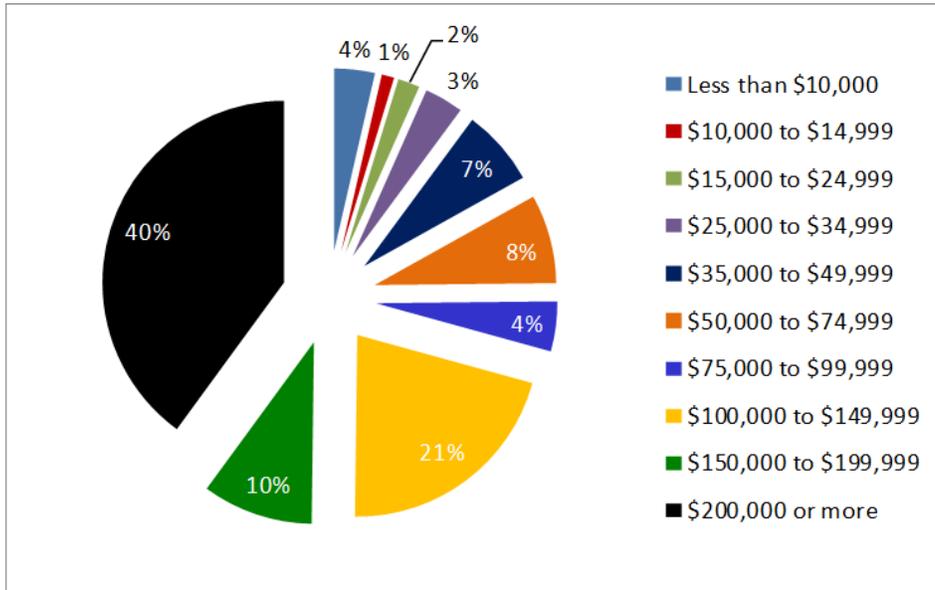
Ross is growing very slowly at 3.1% total growth over the past five years. This compares to Marin County total growth of 2%.

INCOME DISTRIBUTION

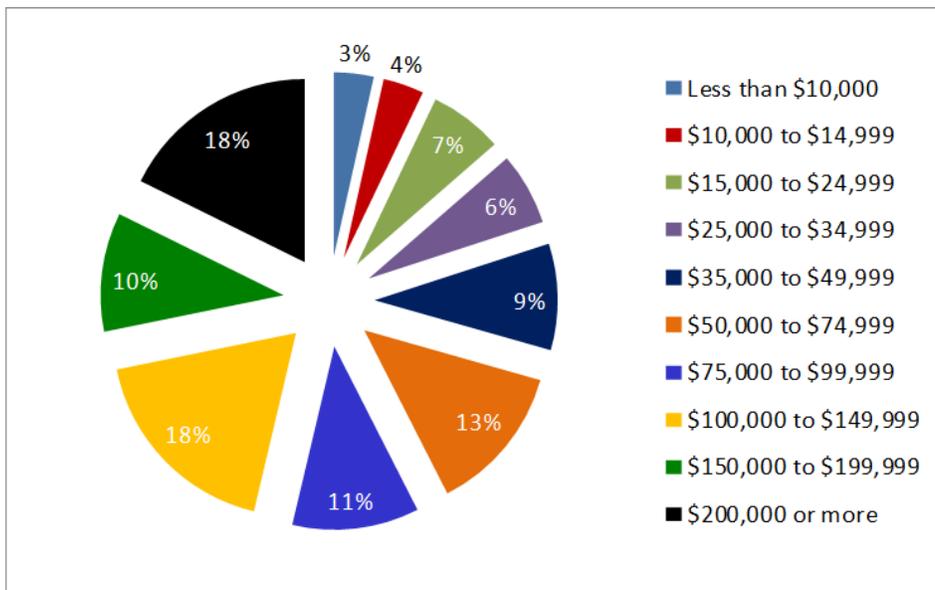
Description of Indicator

This indicator measures household income distribution in the community. Household income is total income reported for all individuals at the same address.

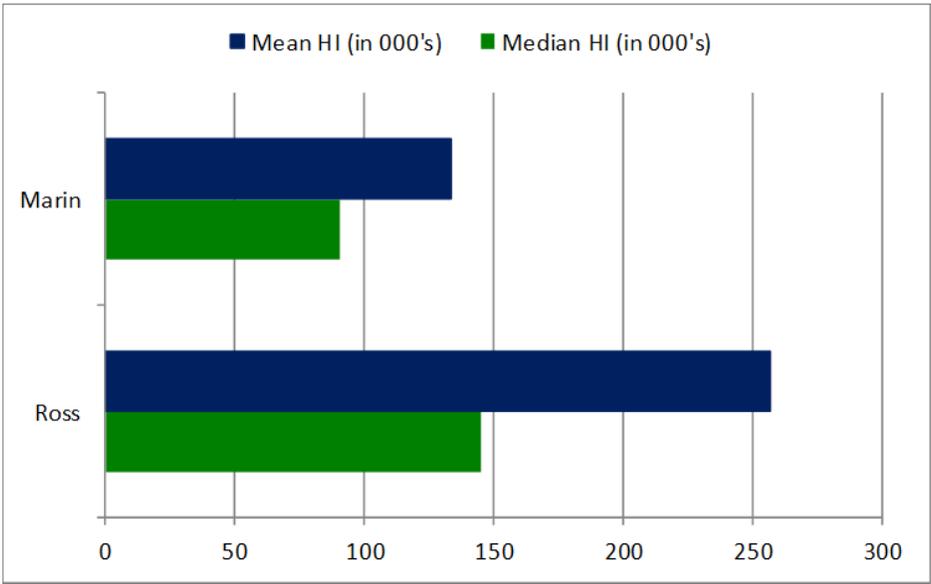
Ross



Marin County



INCOME DISTRIBUTION



Why is it important

Household income is an indicator of geographic area purchasing power.

How are we doing

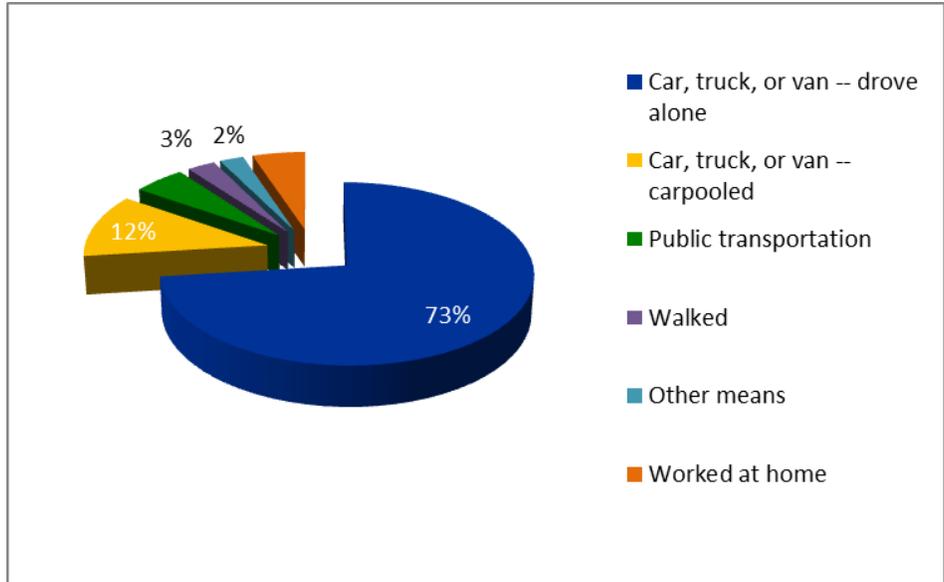
Ross has a higher percentage of households with incomes above \$50K @ 82% vs. the county @ 71%. Ross has a higher median household income and mean household income than the county.

COMMUTING TO WORK

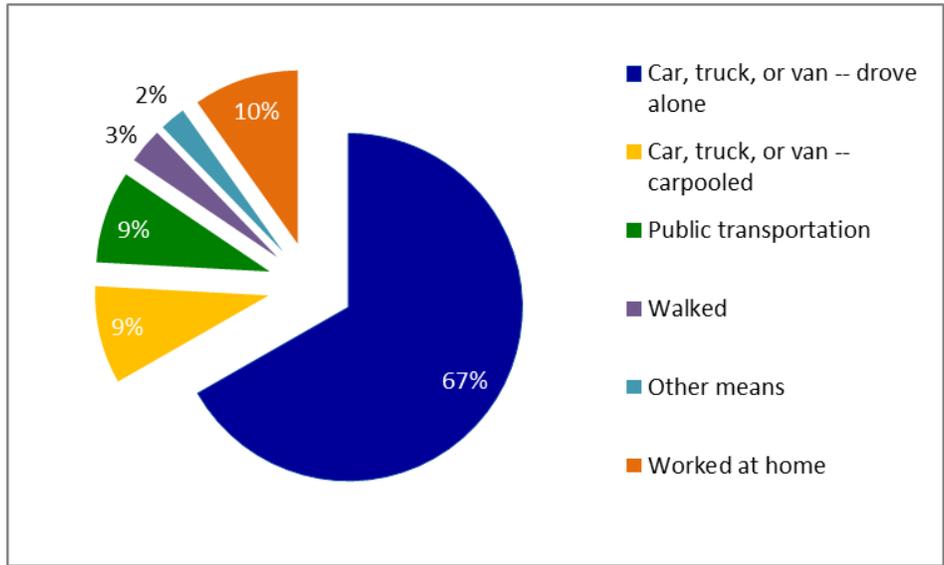
Description of Indicator

This indicator shows what method of transportation residents use to get to work.

Ross



Marin County



Why is it important

The method of getting to work is a reflection of how the community uses alternative forms of transportation. The higher the use of alternative transportation means the better the “green footprint” for the community in terms of carbon dioxide (CO2) emissions.

How are we doing

The community is doing better than the county in higher use of carpooling.

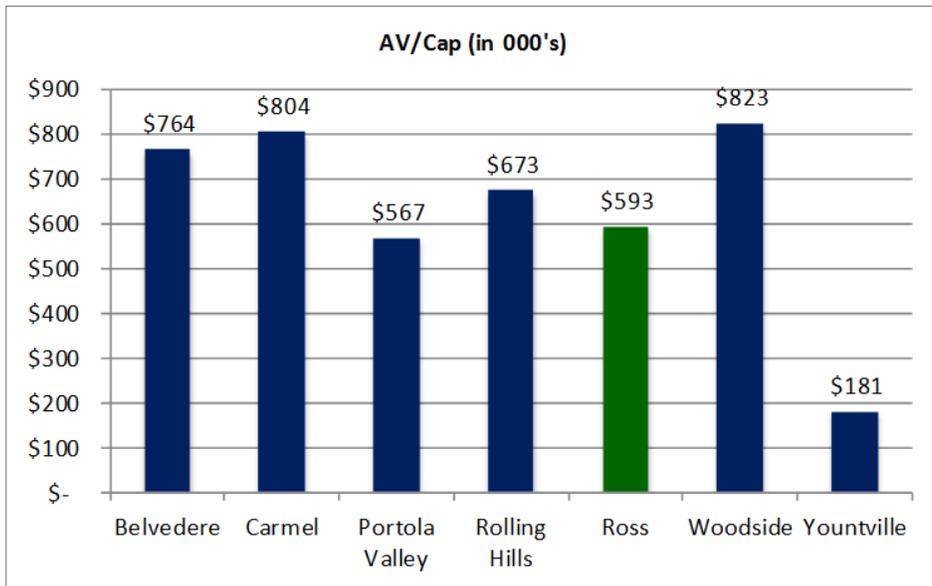
COMPARATIVE REPORT

Description of Indicator

This section of the report compares Ross to other similar sized agencies. The comparison agencies are Belvedere, Carmel, Portola Valley, Rolling Hills, Woodside and Yountville for the year 2012 the latest available data.

Assessed valuation

This indicator measures the assessed valuation of real and personal property.



Why is it important

Generally, property taxes are one of the top two revenue sources for local government. The AV determined the amount of property tax revenues in the Town to support services.

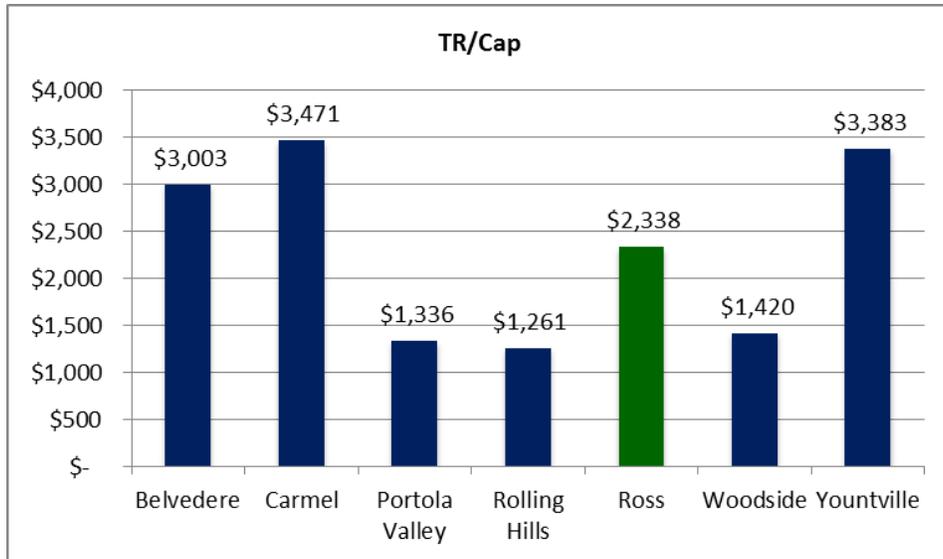
How are we doing

Ross ranks #5 out of the seven (7) agencies, with Portola Valley and Yountville lower.

TOTAL REVENUES

Description of Indicator

This indicator measures total revenues per capita. These revenues include property, sales, transient occupancy (e.g., hotel taxes), business licenses, licenses and permits and general revenues.



Why is it important

It shows the amount of revenues as compared to peer agencies.

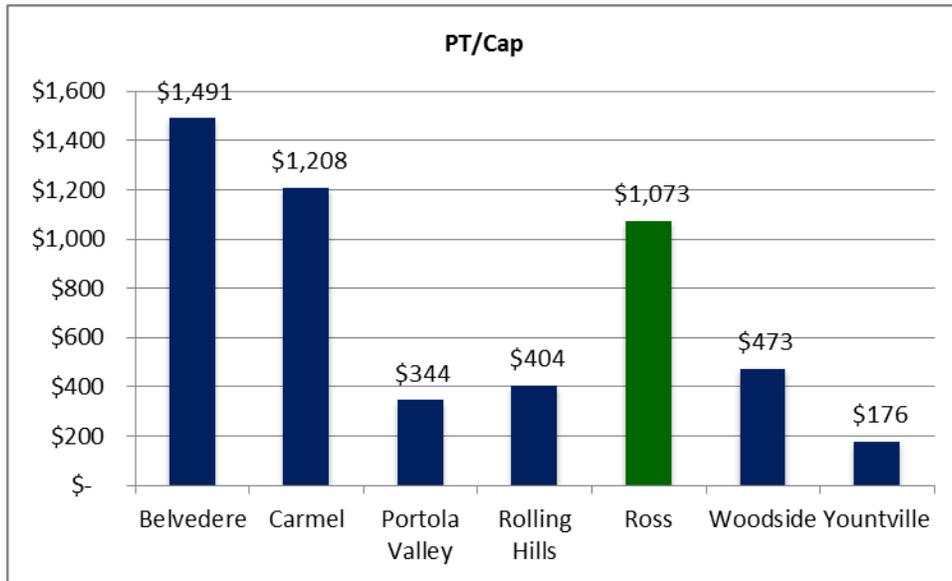
How are we doing

Among peer agencies Ross ranks #4 in total revenues. Carmel and Yountville have established lodging establishments which produce significant revenues.

PROPERTY TAX REVENUES

Description of Indicator

This indicator measures the amount of property tax per capita.



Why is it important

Property taxes are generally the #1 or #2 largest revenue source for cities in California.

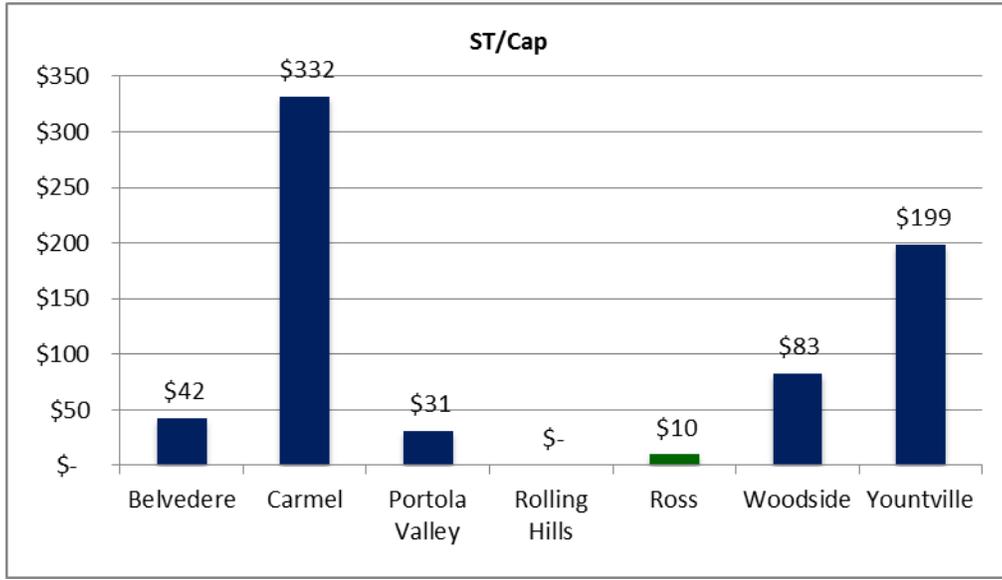
How are we doing

Ross ranks #3 behind Belvedere and Carmel.

SALES TAX REVENUES

Description of Indicator

This indicator measures the amount of sales tax per capita.



Why is it important

Sales taxes are generally the #1 or #2 largest revenue source for cities in California.

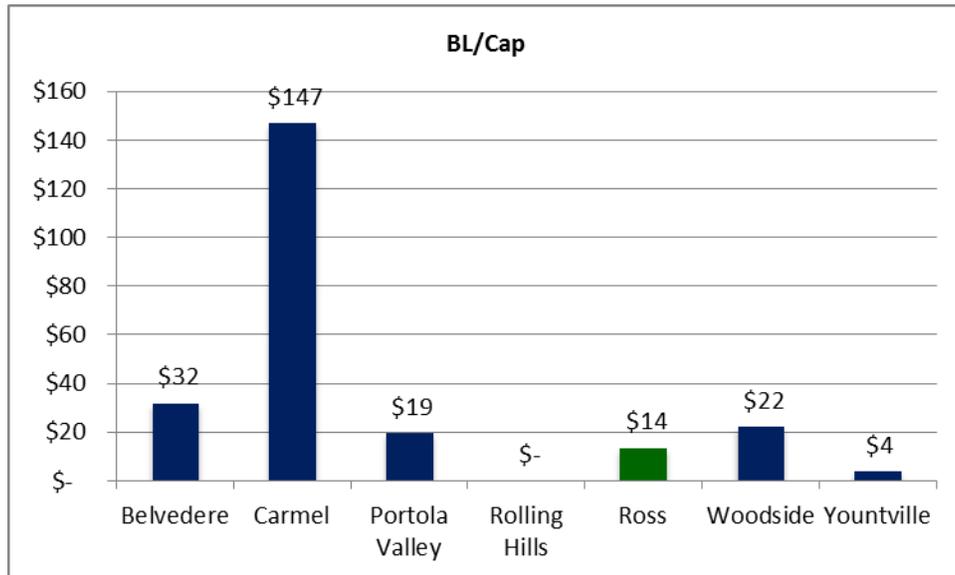
How are we doing

Ross ranks behind all other comparable agencies except Rolling Hills.

BUSINESS LICENSES

Description of Indicator

This indicator measures business license revenue per capita.



Why is it important

Business license revenue is an indicator of how robust a community's business base is. Business license revenue helps a community diversify its revenue base.

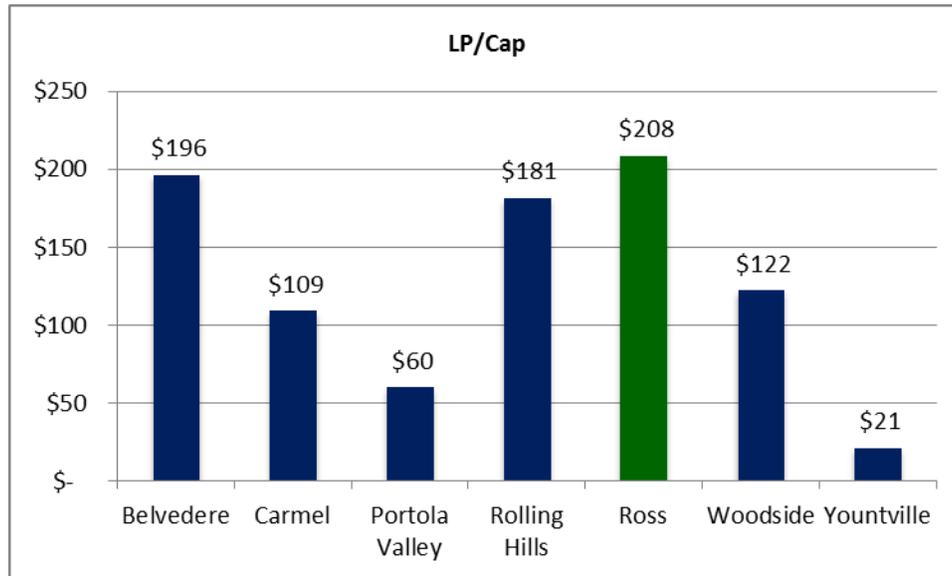
How are we doing

Ross ranks #5 behind Carmel, Belvedere, Woodside and Portola Valley.

LICENSES AND PERMIT REVENUES

Description of Indicator

This indicator measures licenses and permits revenues per capita.



Why is it important

This revenue source is generally one of the top five revenue sources particularly for small communities.

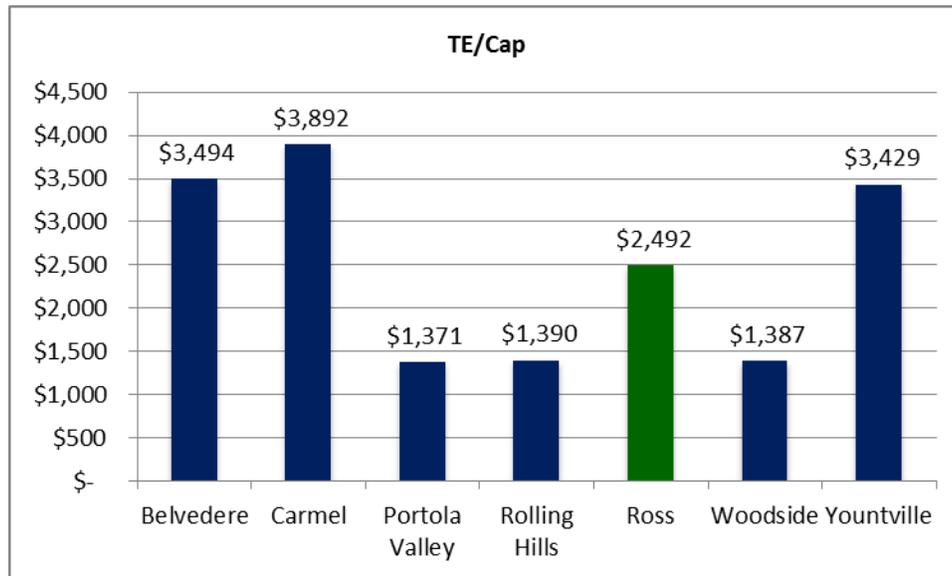
How are we doing

Ross ranks #1 among comparable agencies.

TOTAL EXPENDITURES

Description of Indicator

This indicator measures per capita total expenditures.



Why is it important

It shows the amount of expenditures as compared to peer agencies.

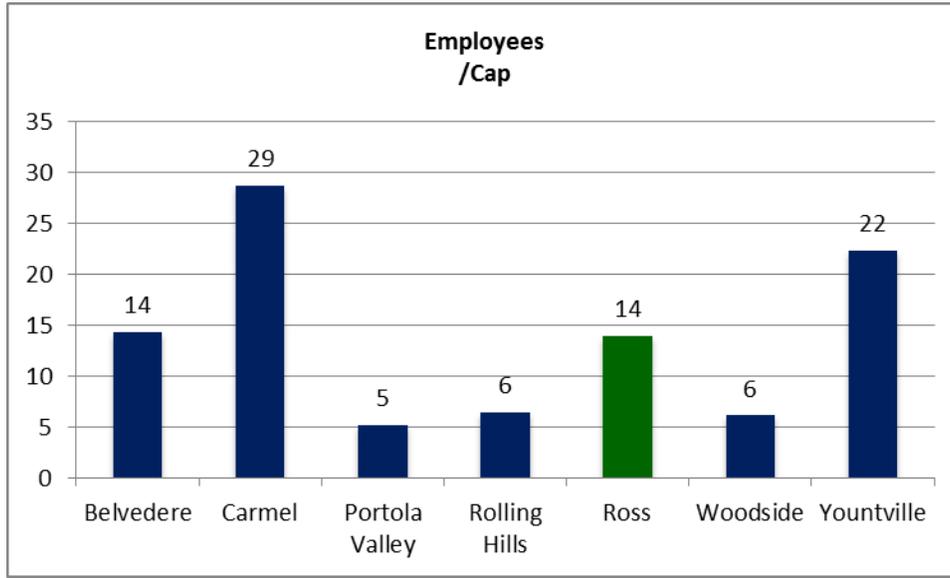
How are we doing

Ross ranks #4 with Carmel, Belvedere and Yountville having the highest expenditures per capita.

EMPLOYEES

Description of Indicator

This indicator measures the number of employees per capita (employees per 1,000 population).



Why is it important

The number one (1) expense for public agencies is staff costs. This measure weighs the relative staffing of an agency to provide services vis-a-vis other agencies providing similar services.

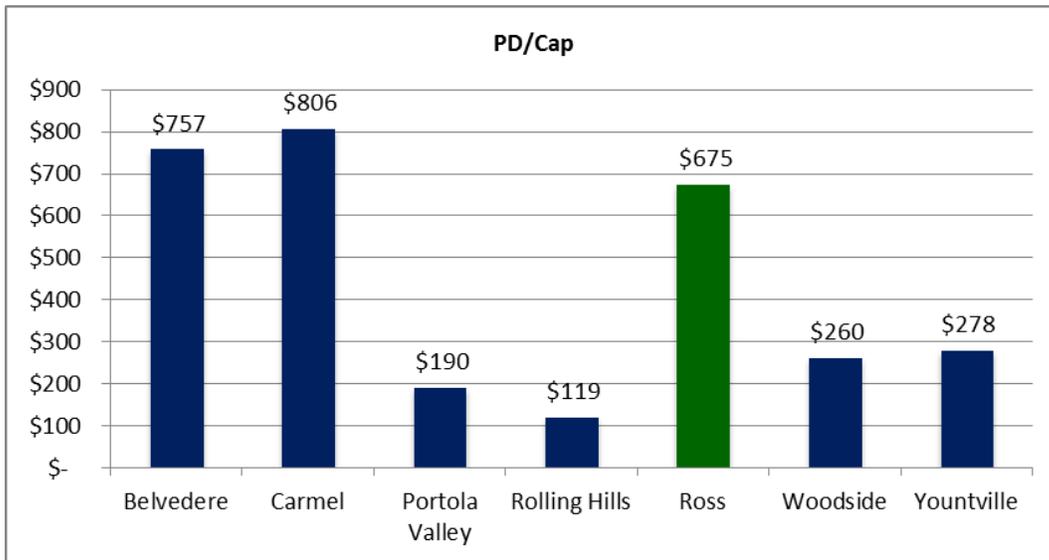
How are we doing

Ross ranks #3 in a tie for staffing with Belvedere with less staffing than Carmel and Yountville. Most agencies with less staffing rely on joint powers agencies to provide public safety services (including fire and police services).

POLICE SERVICES

Description of Indicator

This indicator measures police services per capita.



Why is it important

Public safety costs are the primary cost associated with local government services.

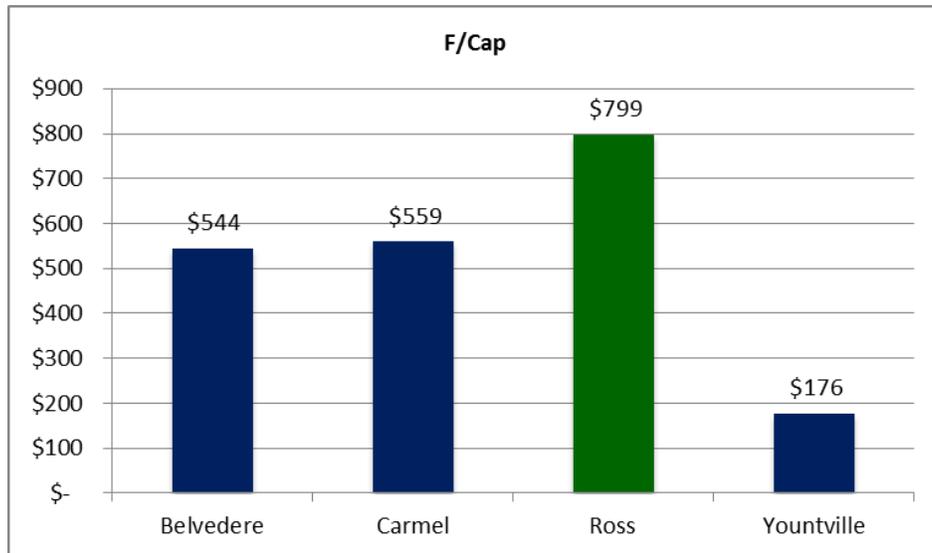
How are we doing

Ross ranks #3 behind Belvedere and Carmel. The agencies below Ross contract for public safety services with county sheriff agencies.

FIRE SERVICES

Description of Indicator

This indicator measures fire services per capita.



Why is it important

Public safety costs are the primary cost associated with local government services.

How are we doing

Ross ranks #1. Not all comparable agencies are listed as there was no reportable data for fire expenses.

ACKNOWLEDGEMENTS

The Town would like to recognize the following agencies for the data provided in this report.

Assessed valuation

Marin County Assessor Recorder Office

Crime trends

U.S. Federal Bureau of Investigation

Income distribution

U.S. Census, American Community Survey

Population change

California Department of Finance

Property tax revenues

Ross Finance

Real estate prices

DQ news service

Voter registration and Turnout

Marin County Elections Department

Waste diversion rates

Cal-Recycle

Academic performance

California Department of Education

Total revenues, property taxes, sales taxes, business licenses, licenses, permits, employees, police and fire services per capita

California State Controller, 2012 report

Disclaimer

The information in this report was obtained from sources deemed reliable. However, no responsibility for errors or omissions is assumed by the Town.

If you have any questions, please contact the Town Manager's Office at 415.453.1453 x107.