



City of Laguna Niguel

Community Report Card

2010

MESSAGE TO COMMUNITY MEMBERS

The City of Laguna Niguel is pleased to publish our Community Report Card. The City is a provider of several key services and the City Council and City Management have a responsibility to regularly review the level, quality, and effectiveness of City services. City residents and businesses also share some responsibility for the attainment of community goals and objectives.

Keeping this in mind, information is regularly gathered through a variety of sources, including City departments, the County of Orange, and other data producing entities. The Community Report Card is comprised of key indicators which document the progress of the community in several areas, including economic health, quality of life, and quality of public services in the City of Laguna Niguel. This Report can help identify early warning signs, stimulate City/Community dialogue about positive and negative trends, encourage City/Resident responsibility and accountability, and promote continuous City/Community improvement.

The Community Report Card also includes information regarding the academic performance of the Capistrano Unified School District schools serving our community, as well as Laguna Niguel demographic and statistical information.

The Community Report Card is updated on a continuous basis. We hope that you find the Community Report Card a good source of information on the progress of Laguna Niguel.

Sincerely,

Linda Lindholm, Mayor
Gary Capata, Mayor Pro Tem
Joe Brown, Council Member
Paul Glaab, Council Member
Robert Ming, Council Member



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Assessed valuation down for the first time in 15 years

Description of Indicator

This indicator measures the assessed valuation of real and personal property within the City of Laguna Niguel, as determined annually by the County Assessor and the State Board of Equalization.

Why is it Important?

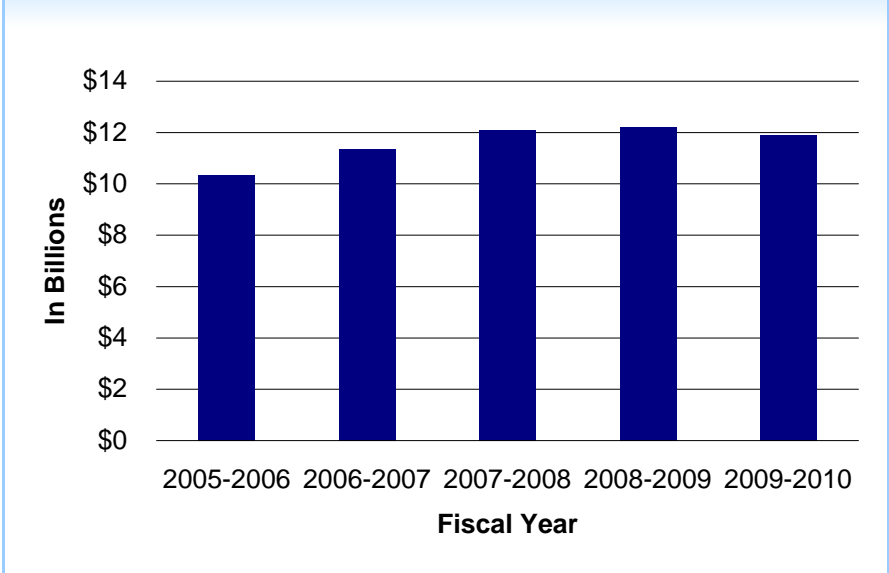
In California, a property tax is imposed on real property (land and permanent improvements) and certain personal property. Property is generally assessed at current market value at the time of construction and upon sale. The California Constitution limits the real property tax rate to one percent of 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 the delivery of local government services.

How is Laguna Niguel Doing?

The City's assessed valuation has increased by 15 percent over the past five years, growing at an average annual rate of 3.5 percent. In FY 2009-2010, assessed valuation dipped for the first time in 15 years, mirroring similar trends throughout the state and nation.

Assessed Valuation

Real and Personal Property, 2005-2010



Fiscal Year	Assessed Value	Percent Change
2005-2006	\$10,355,061,002	9.0%
2006-2007	\$11,347,163,215	9.6%
2007-2008	\$12,077,440,812	6.4%
2008-2009	\$12,227,116,871	1.2%
2009-2010	\$11,883,055,728	-2.8%

PROPERTY TAX REVENUE

Property tax revenue increased 0.7 percent in FY 2008-2009

Description of Indicator

This indicator measures the total property tax revenue received by the City each Fiscal Year.

Why is it Important?

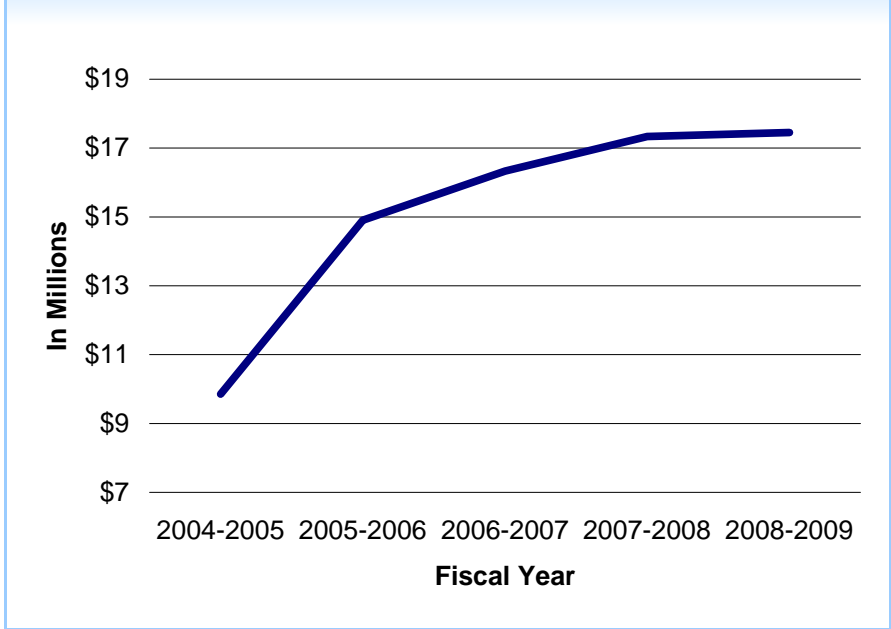
Property tax is the City’s most important revenue source. Property tax revenue is used to help finance various City services such as General Government, Parks and Recreation, Police, Street Landscaping, Street Lighting, and Street Sweeping.

How is Laguna Niguel Doing?

The City’s property tax revenue has increased over the past five years, growing at a rate between 0.5 and 9 percent from 2004 to 2009 except in FY 2005-2006. In FY 2005-2006, the State permanently shifted additional property tax revenue to cities to offset local revenue losses from the State’s prior reduction of vehicle license fees. This caused a one time 51.3 percent spike in property tax revenue.

Property Tax Revenue

City of Laguna Niguel, 2004-2009



Fiscal Year	Property Tax	Percent Change
2004-2005	\$9,852,315	8.7%
2005-2006	\$14,907,725	51.3%
2006-2007	\$16,333,325	9.6%
2007-2008	\$17,334,996	6.1%
2008-2009	\$17,453,828	0.7%

Sales tax revenue decreased in FY 2008-2009

Description of Indicator

This indicator measures the total sales tax generated within the City each Fiscal Year.

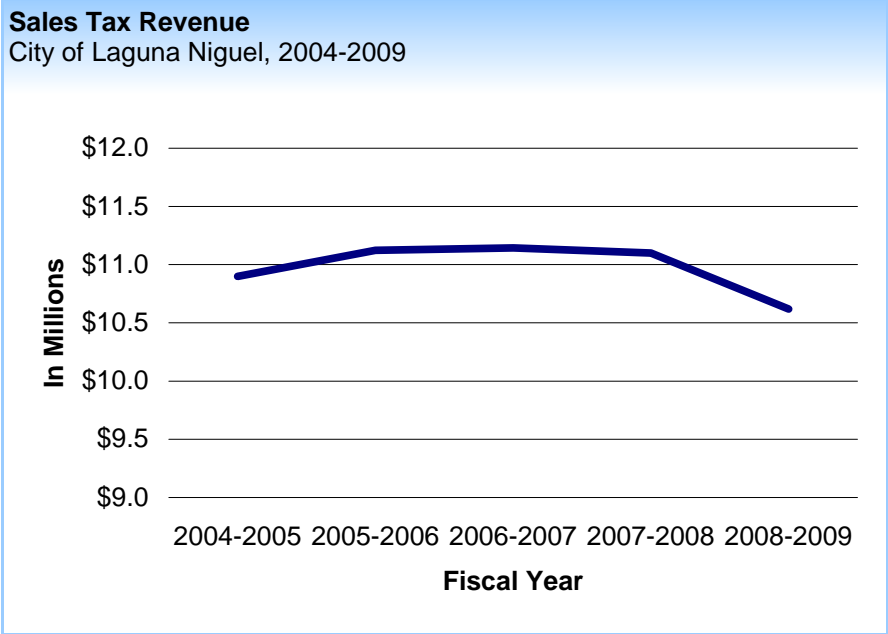
Why is it Important?

Sales tax is the City’s second most important revenue source. The City generally receives one cent for every dollar of taxable retail goods or products sold in the City. Sales tax revenue is used to support various City services such as General Government, Parks and Recreation, Police, Street Landscaping, Street Lighting, and Street Sweeping.

How is Laguna Niguel Doing?

The City’s sales tax revenue has decreased by 2.6 percent over the past five years. The last significant increase in revenue occurred between 2002 and 2004

due to the opening of several major retail stores, including Costco, Kohl’s, and Home Depot. Local taxable retail sales decreased in FY 2008-2009 and were reflective of general state and national economic trends. Sales activity has softened in the automobile, lumber/building materials, and home furnishing business categories. Local residents and businesses are encouraged to **Shop Laguna Niguel** to maintain this important revenue source.



Fiscal Year	Sales Tax	Percent Change
2004-2005	\$10,898,684	-1.5%
2005-2006	\$11,123,233	2.1%
2006-2007	\$11,143,742	0.2%
2007-2008	\$11,099,380	-0.4%
2008-2009	\$10,618,761	-4.3%

HOME PRICE

Single family home price dropped to \$670,000 in 2009; \$281,000 for condominiums

Description of Indicator

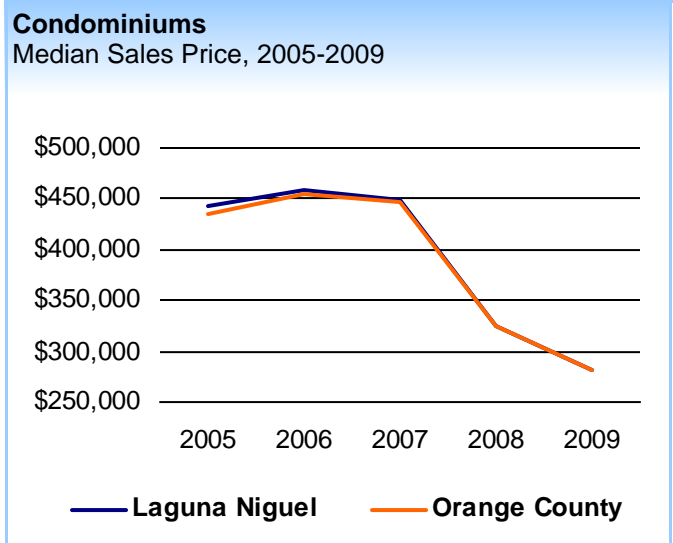
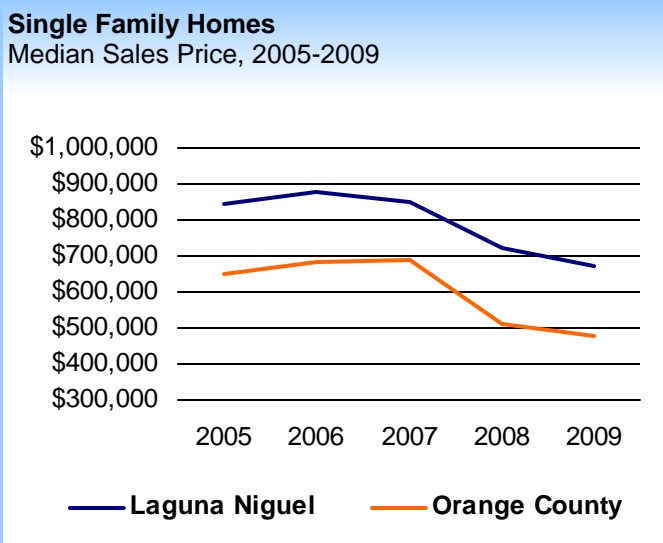
This indicator compares the annual median sales price for single family homes and condominiums in Laguna Niguel and Orange County.

Why is it Important?

Home prices are influenced by many factors, including state and national economic trends, supply and demand, etc. Rising home prices suggest that buyers have positive perceptions about a city (i.e. good schools, low crime, quality parks and recreation programs, clean environment, excellent quality of life.) Declining home prices may reflect negative perceptions about community characteristics.

How is Laguna Niguel Doing?

Real estate prices rose rapidly in the late 1990s and early 2000s. In 2007, Laguna Niguel home prices dipped for the first time in a decade, mirroring similar trends in most regional housing markets throughout the state and nation. In 2009, the median sales price dropped to \$670,000 for single family homes and \$281,000 for condominiums.



Year	Median Sales Price	Percent Change
2005	\$847,000	39.4%
2006	\$880,000	3.9%
2007	\$850,000	-3.4%
2008	\$722,000	-15.1%
2009	\$670,000	-7.2%

Year	Median Sales Price	Percent Change
2005	\$443,000	38.5%
2006	\$458,000	3.4%
2007	\$449,000	-2.0%
2008	\$325,000	-27.6%
2009	\$281,000	-13.5%

Crime rate has decreased by 18 percent over the past five years

Description of Indicator

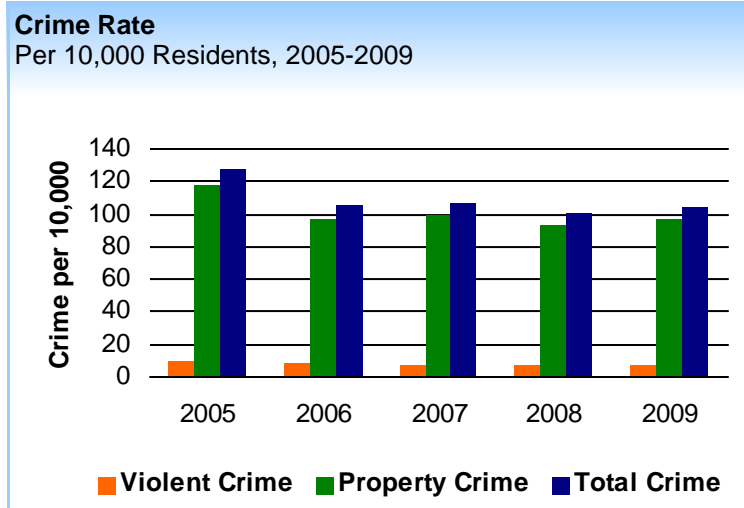
This indicator tracks FBI Part I reported crimes and crime rates for the City for each calendar year. Part I crimes include murder, rape, robbery, aggravated assault, burglary, theft, and auto theft.

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 properly allocating City financial resources.

How is Laguna Niguel Doing?

Laguna Niguel consistently ranks as one of the safest cities in Orange County. Violent crimes are rare and account for a small percentage of total crimes. In 2009, the local crime rate increased slightly by 3 percent. The City's overall crime rate has decreased by 18 percent over the past five years. 2008 reflected the lowest crime rates in the City's history.



	2005	2006	2007	2008	2009
Violent Crime	9	8	7	8	7
Property Crime	118	98	100	93	97
Total Crime	127	106	107	101	104

Crime Statistics

Violent and Property Crimes, 2003-2009

	2003	2004	2005	2006	2007	2008	2009
Violent Crime	78	76	62	54	47	52	47
Homicide	0	1	2	0	0	1	0
Rape	1	4	2	3	2	1	2
Robbery	23	19	15	13	13	19	12
Assault	54	52	43	38	32	31	33
Property Crime	957	766	780	646	665	621	654
Burglary	165	142	143	118	134	124	110
Theft	728	580	600	486	490	464	520
Auto Theft	64	44	37	42	41	33	24
Overall Crime	1,035	842	842	700	712	673	701

POLICE RESPONSE TIME

Police response time was 4 minutes 21 seconds in 2009

Description of Indicator

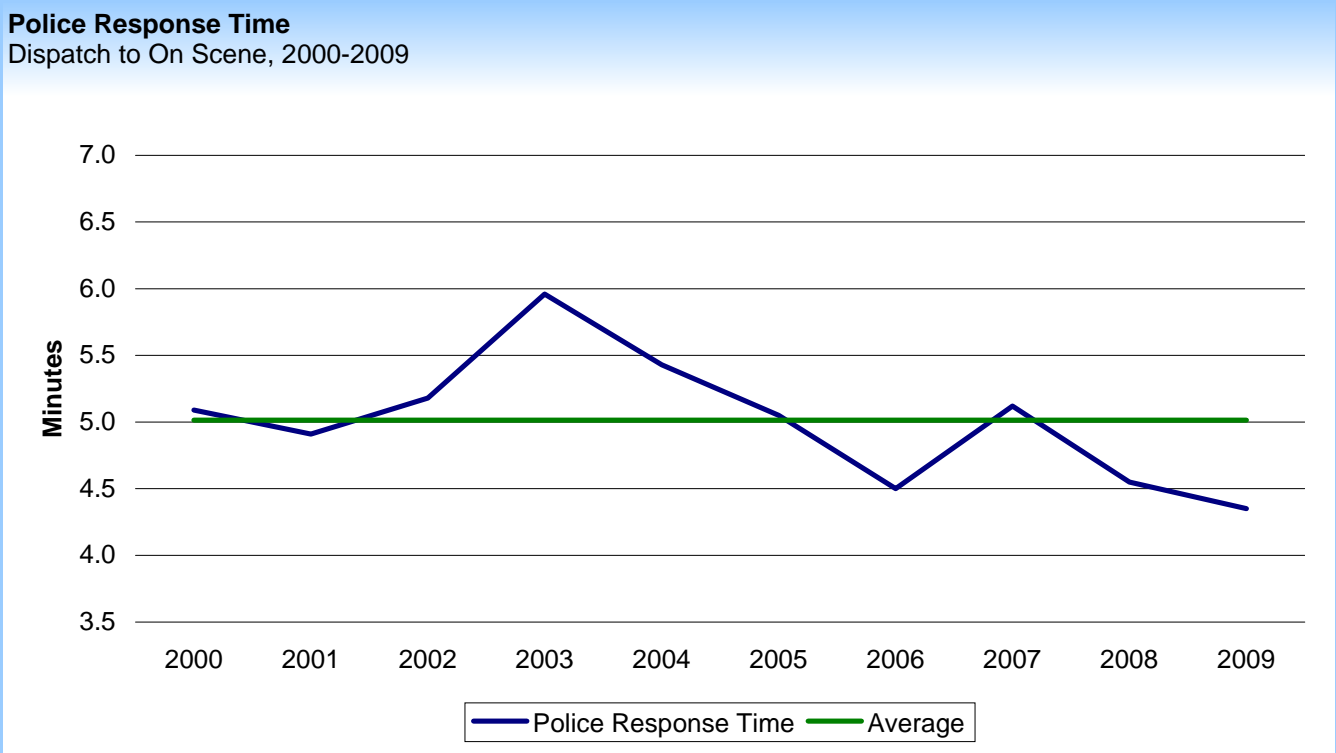
This indicator measures the average annual Priority One response times (from dispatch to first unit on scene) for Police calls.

Why is it Important?

Police response times can affect the probability of stopping a crime in progress, apprehending a suspect, securing and protecting valuable evidence, or solving a crime already committed.

How is Laguna Niguel Doing?

Police response time has improved by 14 percent over the past five years. In 2009, the average response time was four minutes and 21 seconds.



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Average
Time	5.09	4.91	5.18	5.96	5.43	5.05	4.50	5.12	4.55	4.35	5.01

FIRE AND EMS RESPONSE TIMES

Fire response time decreased in 2009; EMS remained stable

Description of Indicator

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

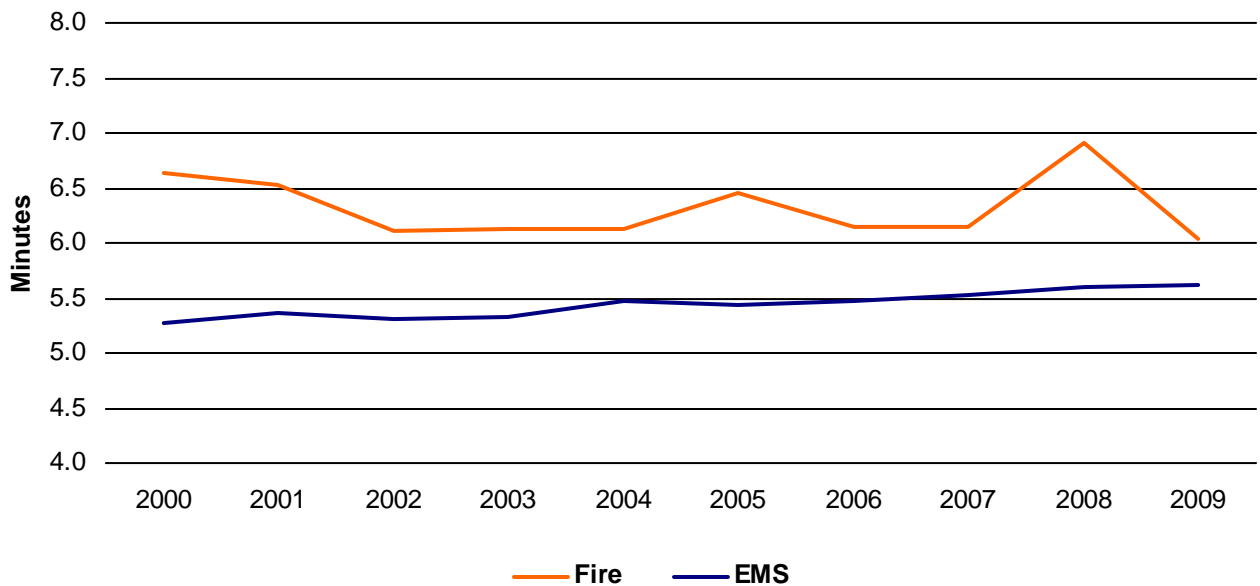
Why is it Important?

Emergency response times affect both actual public safety performance and the community's perception of performance. Fire response times can minimize damage and destruction of property. Emergency Medical Service response times can save lives and reduce pain and suffering.

How is Laguna Niguel Doing?

Emergency response times have remained fairly stable over the past ten years. In 2009, the average response time was 6 minutes 2 seconds for Fire and 5 minutes 37 seconds for EMS. In January 2005, the City of Laguna Niguel completed the installation of a Traffic Signal Pre-Emption System at all City owned traffic signals to assist emergency vehicle response times.

Emergency Response Time
Fire and EMS, 2000-2009



Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	Average
Fire	6.63	6.52	6.11	6.13	6.13	6.45	6.15	6.15	6.90	6.03	6.32
EMS	5.27	5.37	5.31	5.33	5.47	5.43	5.48	5.52	5.60	5.62	5.44

TRAFFIC ACCIDENTS

Traffic accidents decreased by 11% in 2009

Description of Indicator

This indicator measures the total number of reported traffic accidents each year.

Why is it Important?

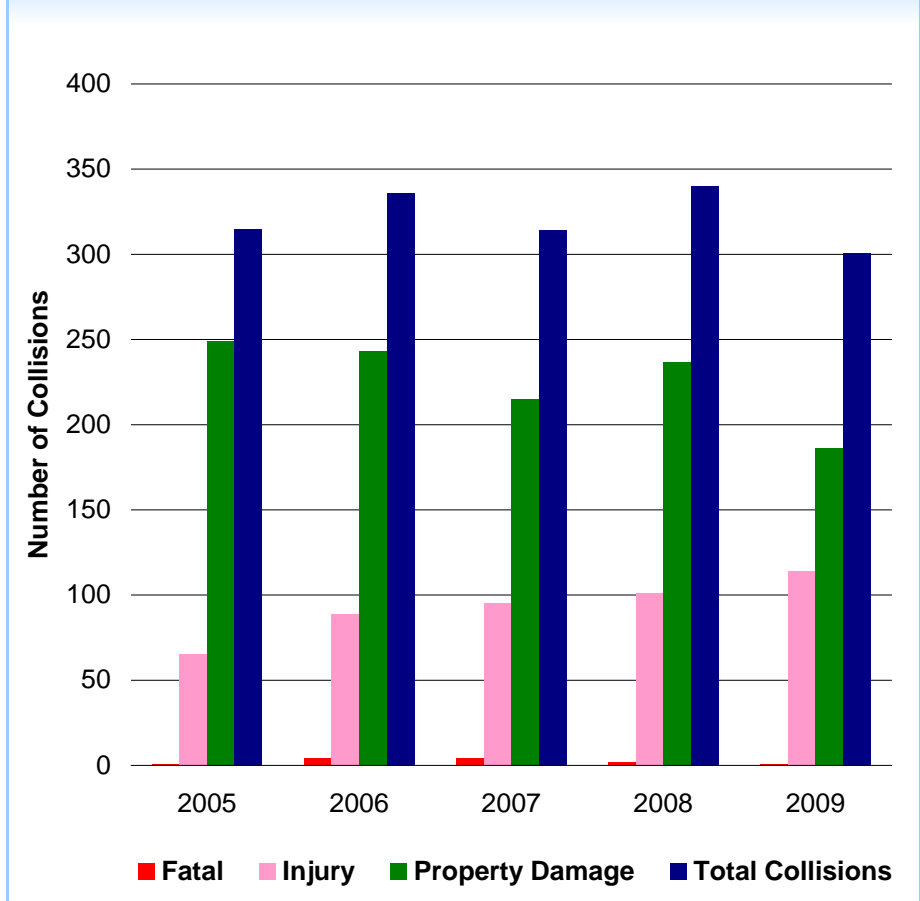
Traffic safety is an important component of overall community safety. The monitoring of traffic accidents is important to evaluate the success of traffic enforcement and public improvement efforts, spot emerging trends, identify and prioritize traffic-safety related street and intersection improvements, and properly allocate City financial resources.

How is Laguna Niguel Doing?

There were 301 accidents reported in 2009, down from the 340 reported in 2008. Overall, the number of traffic accidents in the City has decreased by 4 percent over the past five years. Police Services and Traffic Engineering staff continuously work together on traffic field enforcement and street improvement projects to improve traffic safety.

Traffic Accidents

Fatal, Injury, and Property Damage, 2005-2009



	2005	2006	2007	2008	2009
Fatal	1	4	4	2	1
Injury	65	89	95	101	114
Property Damage	249	243	215	237	186
Total Collisions	315	336	314	340	301

Traffic volume down from 2007

Description of Indicator

This indicator measures the average weekday traffic volume on major street segments in Laguna Niguel.

Why is it Important?

Good land use planning and traffic engineering should result in the smooth and efficient movement of traffic on City streets, roads, and highways. The monitoring of traffic volumes is important to guide future land use decisions and to identify and prioritize needed street and intersection improvements for the City’s Capital Improvement Plan.

How is Laguna Niguel Doing?

Traffic volume on most major street segments surveyed steadily increased from 1994 to 2003. However, many surveyed segments experienced traffic decreases since 2003. The street segments that saw the most significant decreases are Golden Lantern from Marina Hills Drive to Paseo de Colinas (-19.3 percent), Golden Lantern from Paseo de Colinas to Crown Valley Parkway (-14.2 percent), and Crown Valley Parkway from Niguel Road to Camino del Avion (-12.7 percent).

The overall decrease in traffic volume may be attributed to current economic conditions.

Average Weekday Traffic Volume
Major Street Segments, 1997-2009

	1997	2000	2003	2007	2009	Change since 2007
Alicia Parkway						
Crown Valley Parkway to Niguel Road	18,400	17,400	21,000	18,500	20,400	10.3%
Niguel Road to Aliso Creek Road	33,100	33,300	34,500	34,800	33,900	-2.6%
Aliso Creek Road to Pacific Park Drive	28,600	26,900	29,500	26,900	24,700	-8.2%
Crown Valley Parkway						
I-5 to Cabot Road	49,900	48,100	57,000	51,000	51,400	0.8%
Cabot Road to Greenfield Drive	44,400	47,100	56,000	45,300	52,000	14.8%
Greenfield Drive to Moulton Parkway	37,700	39,500	40,500	36,800	34,000	-7.6%
Moulton Parkway to Niguel Road	30,900	32,300	36,000	30,700	27,500	-10.4%
Niguel Road to Camino del Avion	22,500	23,500	24,300	23,600	20,600	-12.7%
Golden Lantern						
Camino del Avion to Marina Hills Drive	23,300	23,300	27,300	23,500	21,300	-9.4%
Marina Hills Drive to Paseo de Colinas	38,800	38,400	39,000	42,000	33,900	-19.3%
Paseo de Colinas to Crown Valley Parkway	27,500	27,700	26,000	28,200	24,200	-14.2%
Moulton Parkway						
Crown Valley Parkway to Aliso Creek Road	25,400	26,500	28,000	23,400	25,900	10.7%
Aliso Creek Road to City Limits	21,600	22,400	24,500	22,400	21,700	-3.1%

TRAFFIC LEVEL OF SERVICE

Level of service very good on most major street segments

Description of Indicator

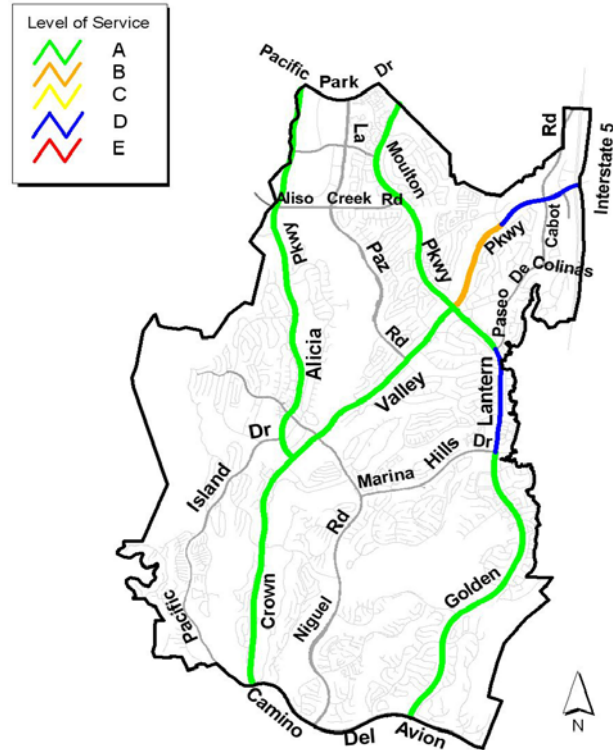
This indicator measures the Level of Service (LOS) ratings on major street segments in Laguna Niguel.

Why is it Important?

The monitoring of traffic volumes and LOS ratings is important to guide future land use decisions and to identify and prioritize needed street and intersection improvements for the City's Capital Improvement Plan.

How is Laguna Niguel Doing?

The Level of Service (a measure of volume to capacity) is very good with most major street segments operating at LOS A or B. For the year 2003, exceptions include Crown Valley Parkway between I-5 and Greenfield Drive (LOS D) and Golden Lantern Drive between Marina Hills Drive and Paseo de Colinas (LOS D). Golden Lantern street widening projects are underway, and the City continues to participate in regional efforts to improve the Crown Valley Parkway/I-5 interchange.



Traffic Level of Service

Major Street Segments, 1991-2003

	1991	1994	1997	2000	2003
Alicia Parkway					
Crown Valley Parkway to Niguel Road	A	A	A	A	A
Niguel Road to Aliso Creek Road	A	A	A	A	A
Aliso Creek Road to Pacific Park Drive		A	A	A	A
Crown Valley Parkway					
I-5 to Cabot Road	D	C	C	C	D
Cabot Road to Greenfield Drive	C	B	B	C	D
Greenfield Drive to Moulton Parkway	B	A	B	B	B
Moulton Parkway to Niguel Road	A	A	A	A	A
Niguel Road to Camino del Avion	A	A	A	A	A
Golden Lantern					
Camino del Avion to Marina Hills Drive	A	A	A	A	A
Marina Hills Drive to Paseo de Colinas	D	D	E	E	D
Paseo de Colinas to Crown Valley Parkway	B	A	A	A	A
Moulton Parkway					
Crown Valley Parkway to Aliso Creek Road	A	A	A	A	A
Aliso Creek Road to City Limits	A	A	A	A	A

Disposal rate per capita

Description of Indicator

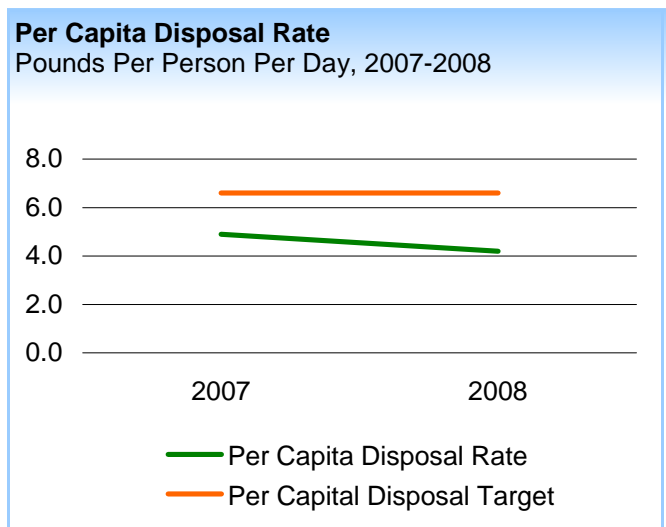
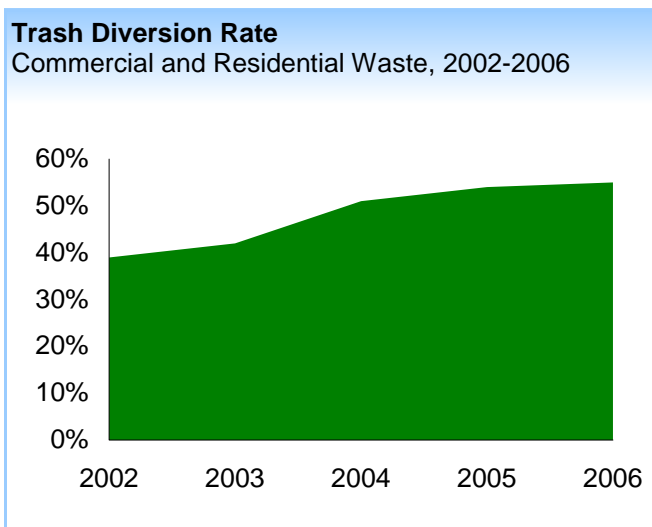
In 2007, the California Integrated Waste Management Board implemented a new indicator to measure Citywide refuse recycled or diverted from disposal at the landfill. This indicator is the annual per capita disposal rate. The objective is to be below the 50 percent equivalent per capita disposal target, which is calculated by dividing the average of 2003-2006 per capita generation by half. The City's per capita disposal target is 6.6 pounds per person per day.

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 Elements (SRREs) and implement programs to divert 50% of local waste by 2000. Cities and counties face potential fines for failing to make good faith efforts to meet the State-mandated waste diversion goals.

How is Laguna Niguel Doing?

Under the new system, the objective is to be below the per capita refuse disposal target, or 6.6 pounds per person per day. In 2007 and 2008, the City successfully remained below the target.



Year	Diversion Rate
2002	39%
2003	42%
2004	51%
2005	54%
2006	55%

Year	Per Capita Disposal Rate
2007	4.9
2008	4.2

VOTER PARTICIPATION

Voter participation higher during presidential election years

Description of Indicator

This indicator measures voter registration (percent of population registered to vote) and voter turnout (percent of registered voters participating in City elections) for municipal elections.

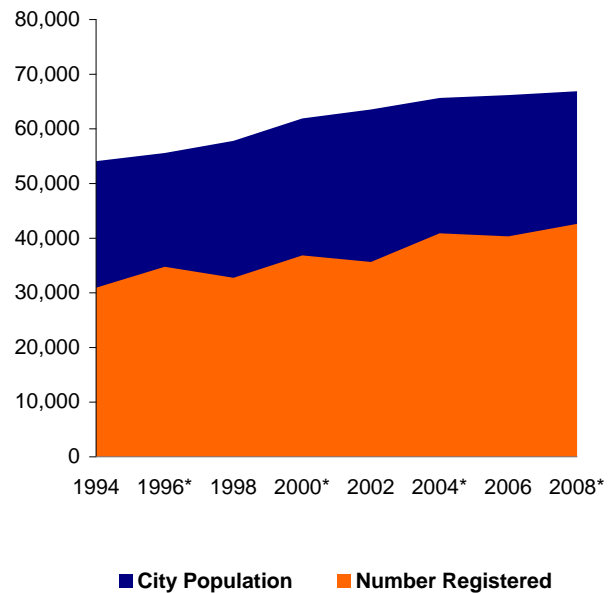
Why is it Important?

Voter registration and participation are key elements of a democratic society. Both are important indicators of civic interest and engagement.

How is Laguna Niguel Doing?

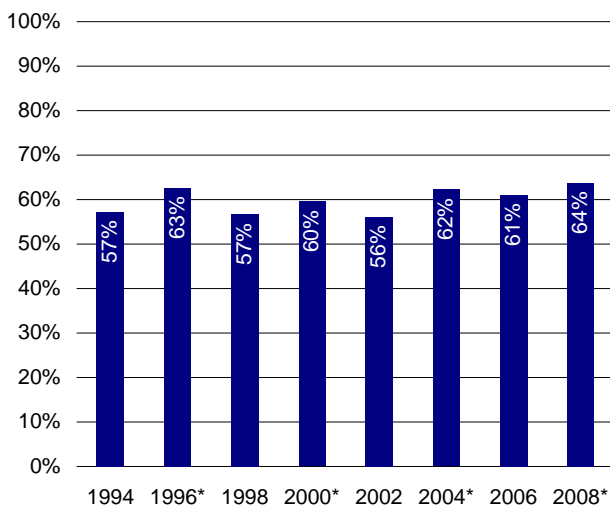
Voter registration has remained fairly stable since 1994, ranging from a high of 64 percent to a low of 56 percent. On the other hand, voter participation has fluctuated significantly since 1992, ranging from a high of 77 percent in 2004 and 2008 to a low of 49 percent in 2002. In general, voter participation tends to be higher during presidential election years and lower during off years.

Population and Number of Registered Voters
Laguna Niguel Residents, 1994-2008

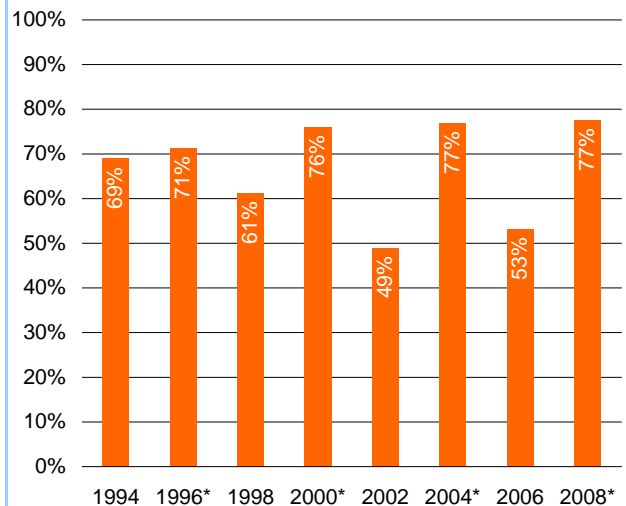


*1996, 2000, 2004, and 2008 are presidential election years.

Voter Registration
City Elections, 1994-2008



Voter Turnout
City Elections, 1994-2008



Average API exceeded state target by 74 points in 2009

Description of Indicator

This indicator measures the academic performance of the Capistrano Unified School District (CUSD) schools serving Laguna Niguel using the California Department of Education’s Academic Performance Index (API). The API ranges from a low of 200 to a high of 1000 and is based on student performance on several standardized tests.

Why is it Important?

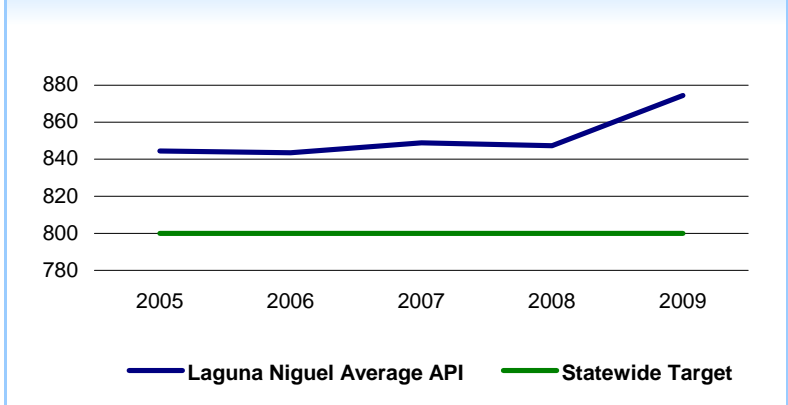
Tracking academic performance helps school administrators and parents evaluate how well schools are meeting academic performance standards.

How is Laguna Niguel Doing?

In 2009, all eleven CUSD schools serving Laguna Niguel improved their API scores. The average API score of 874 exceeded the statewide goal by 74 points. All schools exceeded the statewide target score of 800.

Every school has received the California Department of Education’s Distinguished School Award and six have been named National Blue Ribbon Schools by the US Department of Education.

Average Academic Performance Index
Schools Serving Laguna Niguel, 2005-2009



Academic Performance Index
Schools Serving Laguna Niguel, 2005-2009

	2005	2006	2007	2008	2009
Elementary Schools					
Crown Valley Elementary	825	787	808	783	832
George White Elementary	859	850	869	861	895
Hidden Hills Elementary	827	830	827	809	862
John Malcom Elementary	871	885	888	886	902
Laguna Niguel Elementary	899	909	894	890	929
Marian Bergeson Elementary	850	859	857	858	878
Moulton Elementary	868	877	859	876	896
Middle Schools					
Aliso Viejo Middle School	857	857	862	875	879
Niguel Hills Middle School	827	811	828	832	855
High Schools					
Aliso Niguel High School	795	797	820	825	851
Dana Hills High School	811	816	825	825	840
Average	844	843	849	847	874

★ California Distinguished Schools	
⊕ National Blue Ribbon Schools	
Elementary Schools	
Crown Valley Elementary	★
George White Elementary	★ ⊕
Hidden Hills Elementary	★
John Malcom Elementary	★ ⊕
Laguna Niguel Elementary	★
Marian Bergeson Elementary	★
Moulton Elementary	★ ⊕
Middle Schools	
Aliso Viejo Middle School	★ ⊕
Niguel Hills Middle School	★
High Schools	
Aliso Niguel High School	★ ⊕
Dana Hills High School	★ ⊕

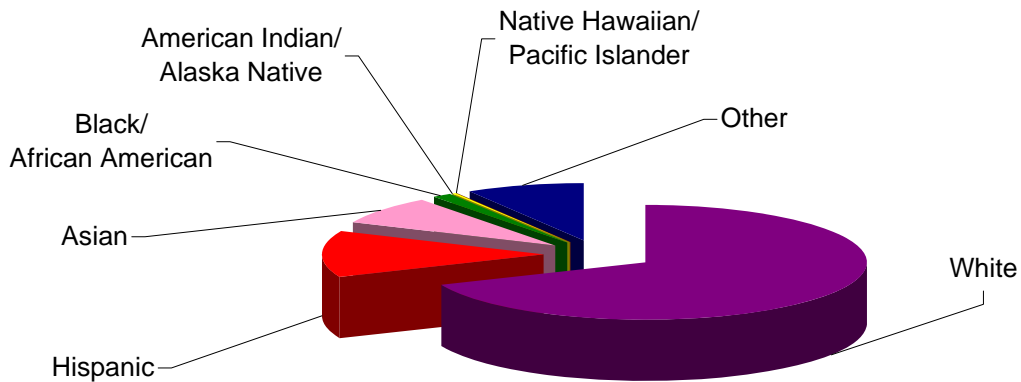
LAGUNA NIGUEL DEMOGRAPHIC INFORMATION

Population and Ethnic Background

Population	
2015 Projection	67,951
2010 Estimate	65,096
2000 Census	61,891
1990 Census	44,400
Growth	
2010-2015	4.4%
2000-2010	5.2%
1990-2000	39.4%

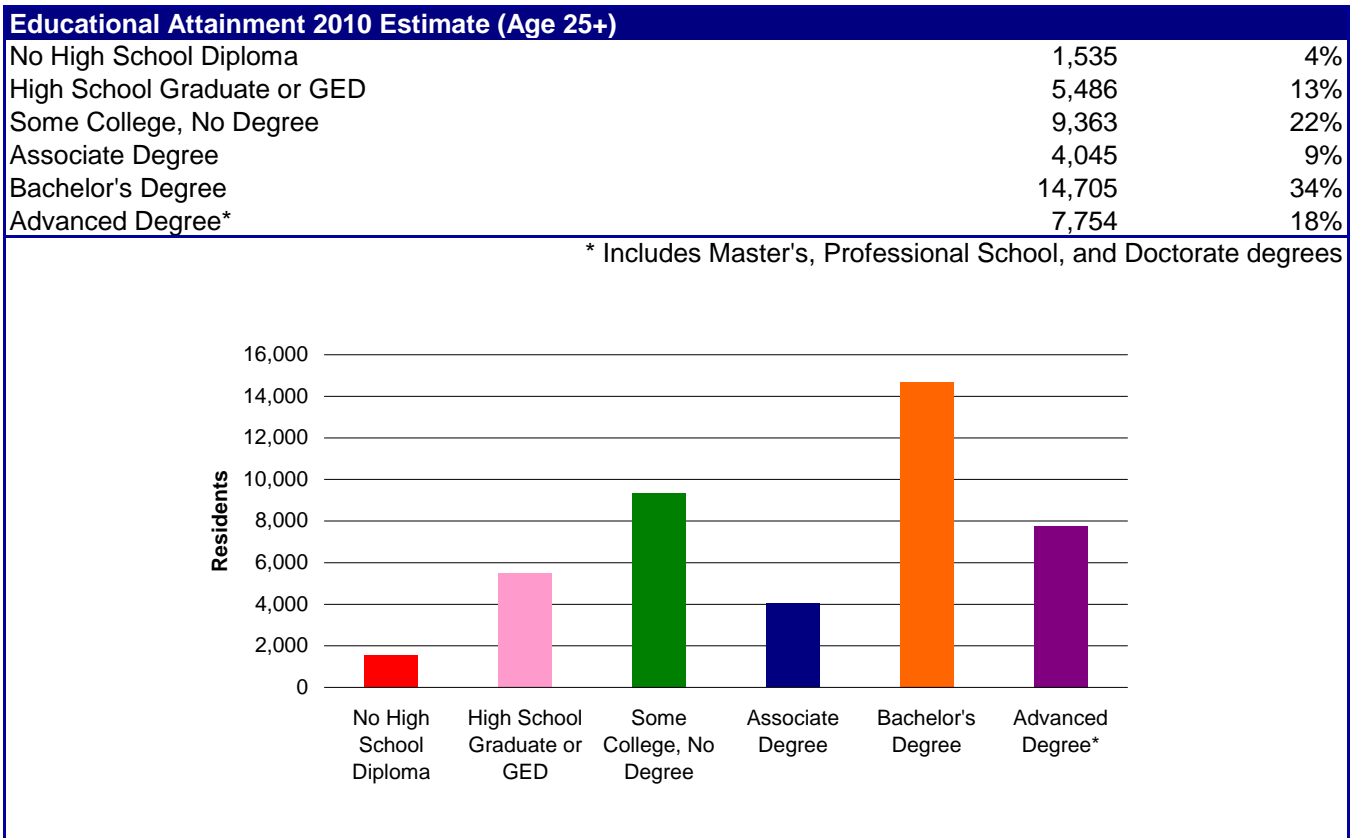
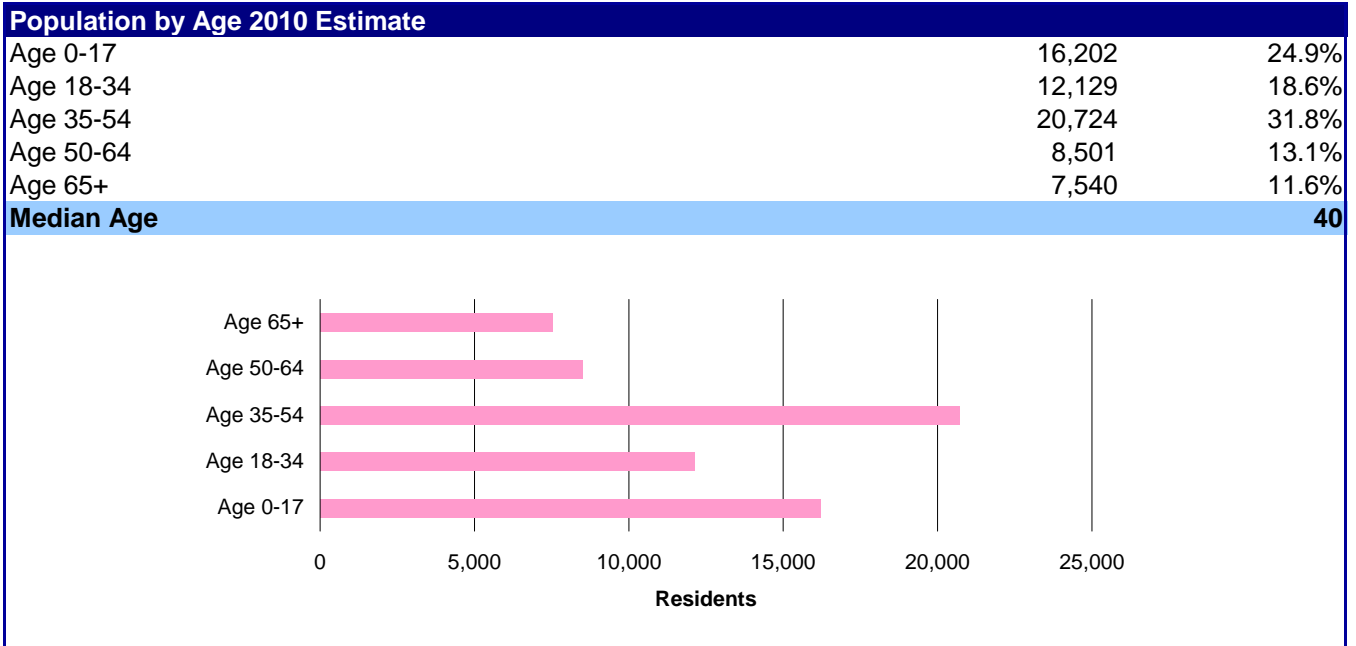
Number of Households	
2015 Projection	24,660
2010 Estimate	23,869
2000 Census	23,217
1990 Census	17,172
Growth	
2010-2015	3.3%
2000-2010	2.8%
1990-2000	35.2%

Ethnic Background 2010 Estimate		
White	44,747	68.7%
Hispanic	8,376	12.9%
Asian	5,257	8.1%
Black/African American	884	1.4%
American Indian/Alaska Native	195	0.3%
Native Hawaiian/Pacific Islander	79	0.1%
Other	5,558	8.5%



LAGUNA NIGUEL DEMOGRAPHIC INFORMATION

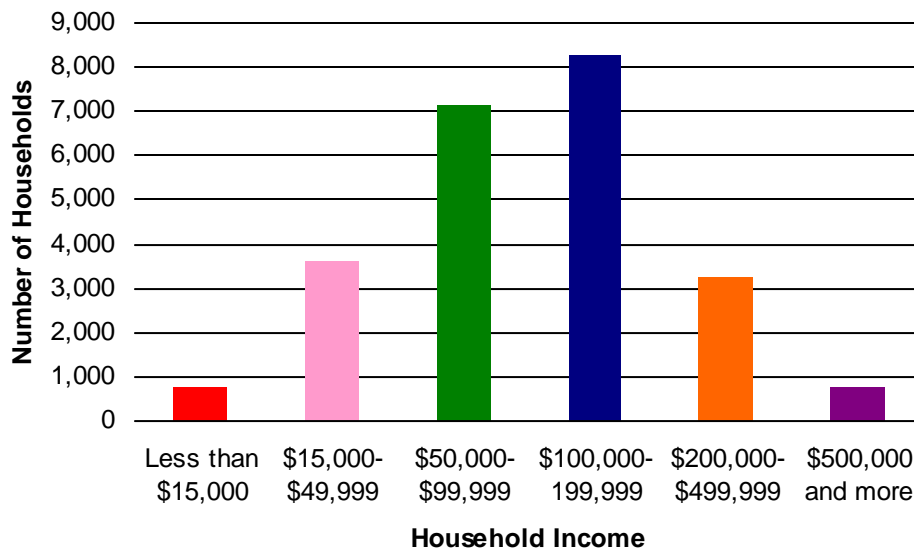
Age and Education



LAGUNA NIGUEL DEMOGRAPHIC INFORMATION

Income and Employment

Households by Household Income 2010 Estimate		
Less than \$15,000	750	3.1%
\$15,000-\$49,999	3,630	15.2%
\$50,000-\$99,999	7,163	30.0%
\$100,000-199,999	8,285	34.7%
\$200,000-\$499,999	3,250	13.6%
\$500,000 and more	791	3.3%
Median Household Income		\$103,440
Per Capita Income Estimate		\$49,971



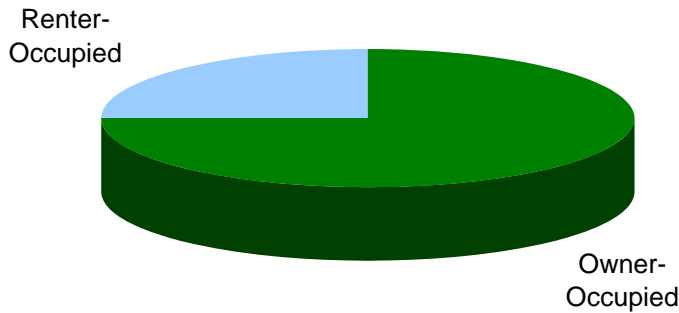
Class of Worker 2010 Estimate		
For-Profit Private Workers	26,116	75.7%
Non-Profit Private Workers	1,444	4.2%
Local Government Workers	1,908	5.5%
State Government Workers	975	2.8%
Federal Government Workers	493	1.4%
Self-Employed Workers	3,516	10.2%
Unpaid Family Workers	69	0.2%

Occupation 2010 Estimate		
Blue Collar	2,809	8.1%
White Collar	27,964	81.0%
Service & Farm	3,748	10.9%

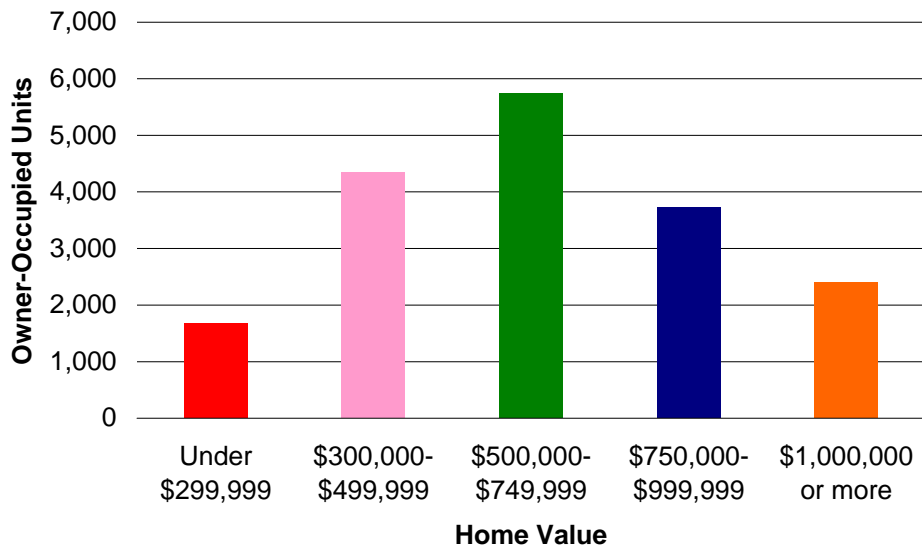
LAGUNA NIGUEL DEMOGRAPHIC INFORMATION

Housing and Home Values

Occupied Housing Units 2010 Estimates		
Owner-Occupied	17,874	75%
Renter-Occupied	5,995	25%
Total Occupied Housing Units	23,869	



Home Value Owner-Occupied Housing 2010 Estimate		
Under \$299,999	1,675	9.4%
\$300,000-\$499,999	4,345	24.3%
\$500,000-\$749,999	5,737	32.1%
\$750,000-\$999,999	3,721	20.8%
\$1,000,000 or more	2,396	13.4%



Acknowledgements **The City of Laguna Niguel would like to acknowledge the following agencies for the data provided in this report:**

Assessed Valuation	California State Board of Equalization Orange County Assessor's Office Laguna Niguel Finance Department
Property Tax Revenue	California State Board of Equalization Orange County Assessor's Office Laguna Niguel Finance Department
Sales Tax Revenue	California State Board of Equalization Orange County Assessor's Office Laguna Niguel Finance Department
Home Prices	DataQuick Information Systems
Crime Rate	City of Laguna Niguel Police Services County of Orange Sheriff-Coroner Department
Police Response Times	City of Laguna Niguel Police Services County of Orange Sheriff-Coroner Department
Fire and EMS Response Times	Orange County Fire Authority
Traffic Accidents	California Highway Patrol
Traffic Volume	Laguna Niguel Public Works Department
Traffic Level of Service	Laguna Niguel Public Works Department
Trash Diversion Rates	California Integrated Waste Management Board Laguna Niguel Public Works Department
Voter Registration and Turnout	Laguna Niguel City Clerk Department Orange County Registrar of Voters
Academic Performance	California Department of Education
Demographic Information	Claritas Inc.



City of Laguna Niguel
Community Report Card Project

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