



**City Newsletter**  
**February 1, 2013**

## **Mayor highlights the Folsom experience**

Mayor Steve Miklos presented his State of the City address at a recent Chamber of Commerce luncheon and City Council meeting. Highlights of his speech follow.

Today I'd like to talk about the Folsom experience – an experience that may be slightly different for each of us, but still bonds us together. The Folsom experience might be the joy of discovering Folsom's rich Gold Rush history, or the pleasure of using our 34 miles of recreational trails, taking part in library programs, or watching your dog at the Bark 'n' Splash Bash at the Aquatic Center.

You might enjoy feeling safe thanks to our outstanding Police and Fire services. We have the best response times in the region and the lowest crime rate. In fact, our crime rate dropped 20 percent last year. The community supports our public safety efforts by serving as our eyes and ears and I thank you for that.

You might take pride in our high-achieving schools, from kindergarten through Folsom Lake College. While all of these institutions are wonderful, we're not stopping there. We will work diligently to attract a four-year university in the coming years.

You might find the Folsom experience in the sanctity of your own neighborhood – in the fabric of relationships you have built with your neighbors over block parties, Fourth of July barbeques or watching Police and Fire guide Santa down your street during the holidays. I've lived here since 1985 and I understand the strength and value of neighborhood ties.

We've set a priority for people of all income levels to be able to afford a home in Folsom. We are building affordable housing today. No one else in the region comes close to producing the level of affordable housing that we have built here. We will continue to create affordable housing as we develop the land south of Highway 50.

Our economy is rebounding. Yes, the City has a few more challenging budget years ahead because the public sector recovery always trails the private. However, we are

turning the corner and we will get there. We were the first City to have all our bargaining groups agree to salary, health care and pension reforms. I thank our employees for those critical concessions.

People in Folsom are working. The U.S. unemployment rate is 7.9 percent, compared to 10 percent in California and Sacramento County. Folsom's unemployment rate is just 4.5 percent. Many experts say that 5 percent is full employment, and to be under that number is a great feat.

*(Please scroll down to see more.)*

Our business partners are helping by creating new jobs. In the last year alone, just one business park on Iron Point Road generated 275 new jobs; Intel created 500 new jobs; and Walmart's expansion generated 120 new jobs.

We're seeing new buildings going up in Folsom. Single family residence building permits tripled between 2011 and 2012, moving from 56 to 162 permits, the same level we saw in 2006. Our construction valuation has increased by 7 percent since 2011, another sure sign that the economy is rebounding.

Early last year the Local Agency Formation Commission approved our application to annex 3,585 acres south of Highway 50. We made the annexation a reality with the help of our community through passage of Measure W. One-third of the acreage will be reserved in perpetuity as natural open space, with additional land set aside for parks and trails. We're working on infrastructure plans now, with a goal of producing the same high quality infrastructure that residents north of Highway 50 currently enjoy.

I would like to thank Harry Elliott of Elliott Homes for his vision and perseverance to make Palladio a reality at the same time the economy was nose-diving. I'm told Palladio is 60 percent leased and should be 80 percent leased by the end of 2013. The list of new restaurants and stores is remarkable, and continues to grow. Palladio is beautiful and is a real bright spot in our community.

Other areas of Folsom have prospered as well. New businesses opened all over town, from Green Acres to the Lockdown Brewing Company on Sutter Street. Thousands gathered for the grand opening of the public plaza and amphitheater in the Historic District. We're also paying attention to the Central Business District and expect to see more positive changes there in the coming years.

As we move forward, I want to assure you that the City Council will continue to make the tough and prudent decisions required to steer Folsom through a few more challenging years. It is our privilege to work on behalf of all residents, providing stable, experienced leadership.

I would also like to thank City Manager Evert Palmer and his Executive Management Team, and all City employees. They all deserve special thanks for the outstanding service they provide to our community.

The Folsom experience is second to none. I thank all the residents and business owners who have made a commitment to volunteerism and civic involvement, a commitment to helping ensure that the Folsom experience endures for many years to come.

## **Get involved! Apply for Citizen's Academy**

Police Chief Cynthia Renaud and Fire Chief Ron Phillips invite you to apply for the annual Citizen's Academy. Learn more about public safety in your community, from 9-1-1 reporting to emergency medical services and disaster management. Sign up today!

### **2013 Citizen's Academy**

**March 13 – May 15**

*(Ten consecutive Wednesday evenings beginning at 6 p.m.)*

The Citizen's Academy is an educational program designed to create greater understanding and trust between public safety agencies and Folsom residents. The 2013 academy begins March 13 and is open to Folsom residents 21 years and older.

Program topics include:

- Use of force
- CSI
- Identity theft
- 9-1-1 reporting
- SWAT operations
- Narcotics
- K-9 and mounted demonstrations
- Emergency medical services
- Disaster preparedness
- Code enforcement

Applications are available at the Folsom Police Department, 46 Natoma St. through Feb. 28. Interested individuals must apply in person. Call (916) 351-3409 to learn more.

## **Zoo named ‘Regional Treasure’**

Folsom’s unique Zoo Sanctuary is the recipient of a Regional Treasure Award and will be inducted into the California Park and Recreation Society’s Hall of Honor this month. The award acknowledges the Zoo Sanctuary’s positive influence on the quality of life in the Sacramento region.

The Zoo Sanctuary, which also celebrates its 50<sup>th</sup> anniversary this year, is a six-acre nature education facility that provides care for injured and orphaned wildlife. It is located in City Lions Park behind the Folsom Public Library.

The Zoo is home to tigers, mountain lions, bears, wolves, hawks, deer, monkeys, snakes, macaws, miniature donkeys and more. The exhibits are designed to allow visitors to observe natural animal behaviors in an up-close and personal manner.

“From the very beginning, the Zoo Sanctuary was a joint effort of the City and a caring community that supported our mission of teaching responsible behavior toward all animals,” says Zoo Sanctuary Supervisor Jocelyn Smeltzer. “Our strong corps of dedicated volunteers and community partners share the credit for the Zoo Sanctuary’s success.”

The 500 members of the Friends of the Folsom Zoo have raised more than \$1 million for capital improvement projects, operational support and animal enrichment in recent years. Another 300 volunteers contribute time annually as educational docents, zookeeper aides, gift shop and horticulture volunteers and more.

More than 130,000 people walked through the Zoo Sanctuary gates last year, and another 12,500 took advantage of learning opportunities by enrolling in programs, camps and classes.

Visit [www.folsomzoofriends.org](http://www.folsomzoofriends.org) or [www.folsom.ca.us](http://www.folsom.ca.us) to learn more about the Zoo Sanctuary and explore volunteer opportunities.

## **Local building activity accelerates**

After four straight years of declining single family home permits, Folsom experienced a huge jump in 2012. City staff issued 162 building permits last year; that’s almost three times the number issued in 2011, and the same level as 2006.

“The increase in permits issued, along with the highest construction valuation we’ve seen in five years, is an early indicator of a local housing rebound,” says David Miller, Folsom’s Public Works and Community Development Director. “Homebuilders are

feeling more confident about sales, and that's likely to keep the pace of construction at a higher level in 2013."

***Homes currently under construction in Folsom include:***

- Parkside Subdivision, Signature Properties, 78 single family homes, Barnhill Drive at Iron Point Road
- Willow Bridge Subdivision, D.R. Horton, 115 single family homes, South side of Iron point Road at McAdoo Drive
- Marbella at Parkway/The Collection-Trails at Folsom, 134 single family homes, Parkway Drive
- Innovations 2.0, Elliott Homes, 54 single family homes, Empire Ranch Road
- Innovations 3.0, Elliott Homes, 81 single family homes, Empire Ranch Road
- Riata, Elliott Homes, single family homes, Empire Ranch Road
- Granite City Apartments, St. Anton Partners, 80 affordable apartments, Sibley Street

***Coming in 2013/2014:***

- Addison Place, Axios Homes, 38 single family homes, Glenn Drive at Sibley Street
- Folsom Village, D&S Development, 57 condominium units & 2 single family homes, 1108 Sutter St.
- Parkway Villages, The Parkway Company, 56 condominium units, Silberhorn Drive
- The Island Subdivision, Lewis Group, 315 single family homes, Parkshore Drive east of Folsom Boulevard
- Serenade Senior Apartments, Greenstreet Companies, 218 senior apartments, East Natoma Street and Golf Links Drive
- Oakmont of Folsom, Oakmont Senior Living, 60 senior residential care units, East Bidwell Street and Creekside Drive

Miller notes that waves of development typically start with residential, followed by retail and then office. "Retail needs the rooftops to create sales. When the housing market has been growing for a bit, then there's a greater interest in locating businesses nearby."

# Looking for fun activities & events?

## February Events

**Cityscapes & Alleyways Exhibit**, Gallery at 48 Natoma. Enjoy unique urban scenes in oil paintings by Anthony Montanino and color photography by Keith Berger. Gallery located at 48 Natoma St., (916) 355-7285.

**Owl Be Your Valentine**, Folsom Zoo Sanctuary, 10 a.m. – 1 p.m. Saturday and Sunday Feb. 9 & 10. Make a Valentine for your favorite animal. Zoo provides the materials, participants provide the creativity. Regular Zoo admission fees apply.

**Valentine's Day Party**, Folsom Senior Center, 11:30 a.m. Thursday, Feb. 14. Bring a brown bag lunch or make a lunch reservation by calling Senior Nutrition, (916) 351-3386. RSVP for Senior Center special events by calling (916) 351-3510.

**Red Hat Society Meeting**, Folsom Senior Center, 12:30 p.m. Friday, Feb. 15. Meet Red Hat Lady ambassador Jackie Bush of the Ya Ya Red Hatters, refreshments, door prizes and fun. (916) 207-9691

**Italian Cooking Class**, 10-11:30 a.m. Saturday, Feb. 16, Murer House Learning Center, learn to make Limoncello lemon liquor. Reservation required, (916) 985-3250 or via email at [Folsomite@aol.com](mailto:Folsomite@aol.com).

**Rabies Clinic**, 6 – 8 p.m. Wednesday, Feb. 27, City Lions Park (upper Rodeo area), 403 Stafford St. Rabies shots \$5, microchips \$20, and City dog and cat licenses. (916) 439-2268

## Looking Ahead to March

**Wild Blue Yonder: The Art of Aviation Exhibit**, Gallery at 48 Natoma. Opening reception 6 – 8 p.m. Friday, March 15, (916) 355-7285.

**Friends of the Folsom Public Library Spring Book Sale**, March 15 – 17. Learn more at [www.friendsofthefolsomlibrary.org](http://www.friendsofthefolsomlibrary.org) or (916) 608-8743.

**Spring Eggstravaganza**, 8 – 11 a.m. Saturday, March 30, Lembi Community Park. Egg hunt starts at 10 am. Pancake breakfast, kiddie carnival, entertainment and vendor displays.