

Rancho Cordova




The place to
Belong




Rancho Cordova



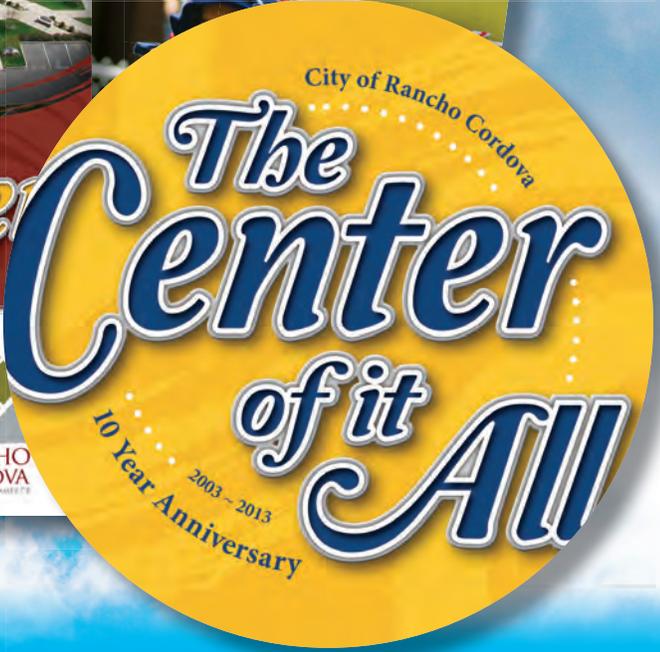

The place to
Prosper




Rancho Cordova




Play



Once upon a time...

... There was a community of citizens living just east of the capital of California who marched to the voting booth and declared themselves an incorporated city.

It was November 2002, and an astonishing 78 percent of those voting in the election said "yes" to the incorporation of Rancho Cordova. Eight months later, on July 1, 2003, the City of Rancho Cordova became an official legal entity and the newest city in the State of California. For many, the campaign to become a city was the culmination of much work and determination. But in reality, the story had just begun.

On July 1, 2013, the City of Rancho Cordova will celebrate its 10th Anniversary with balloons and fireworks, art and music. Citizens will take time out from their busy lives to contemplate the exciting adventure that creating a great new city has been.

Building a city is an exhilarating experience. There are highs and lows, "firsts" and false starts, and sometimes there are incredible leaps of faith. One decade later we have arrived at a milestone where at the Center of it All is a place to prosper, a place to play, a place to belong: Rancho Cordova.

First Home

While the official incorporation of the City of Rancho Cordova was not to occur until July 2003, the newly-elected City Council immediately set about setting up a city. How could it happen with no budget, no staff, no home?

The City Council soon found a friend in Sacramento Metropolitan Fire District, which owned an empty building, complete with a board meeting room, at 3121 Gold Canal Drive. The city could use the building rent free for one year, a birthday gift to the residents of Rancho Cordova.

With a \$350,000 bridge loan from Sacramento County to cover costs until the city could begin collecting tax revenue, Rancho Cordova Inc. began to take shape. Initial hires included Steven Meyers as city attorney and the city's Employee #1 Curt Haven, the former CEO of the Chamber and cityhood campaign champion. Transition activities were performed from the offices of the Rancho Cordova Chamber of Commerce on Mather Field Road until the Gold Canal home was ready. The council met at the Sacramento County Office of Education until 3121 Gold Canal was ready to be occupied.

On July 1, 2003, the first official meeting of the newly-sworn City Council took place at the State of California's Office of Emergency Services at Mather followed by a celebration at Mills Station. But once the ceremonial first gathering was complete, 3121 Gold Canal Drive became the first Rancho Cordova City Hall.

Over the next three years, the building was a bustling hub of activity and the location from where the first building permits, business licenses and more were issued -- and dreams for the new city were hatched and nurtured.



First Mayor



The City of Rancho Cordova became a reality due to the efforts of many people, but none more than the city's first Mayor, Dave Roberts.

Roberts moved to Rancho Cordova as a youngster, graduated from Cordova High School, Sacramento State University and became a Sacramento County Sheriff's Deputy. He rose through the ranks to lieutenant, earned a Silver Star for valor, and decided along the way his hometown needed to be an independent city.

Roberts was sharp-witted and eloquent and most who crossed paths with him during the march to cityhood remember him as an interesting mix of "aw, shucks" and "in your face." His ability to inspire a crowd earned him a wide following, and political foes found him infuriating. But everybody knew him as a passionate champion of cityhood who went on to be the top vote-getter in the historic first election for Rancho Cordova City Council.

During the campaign, Roberts became well-known for his detailed arguments for self-rule published in the local newspaper, The Grapevine Independent. When the city was inaugurated on July 1, 2003, Roberts penned another of his manifestos which ended in words which have become enshrined as part of the history of Rancho Cordova:

"We get an opportunity very few communities ever receive -- another chance to ride a second wave and take their community to even greater heights. Rancho Cordova has a future greater than our past. That will be something to behold."

Less than one year into cityhood, Roberts collapsed at the age of 50, following a morning jog. More than 1,000 people attended an emotional funeral a few days later.

Today, the council meeting room in Rancho Cordova City Hall bears Roberts' name, honoring forever his unswerving dedication to Rancho Cordova cityhood.

First Icon



Rick Sloan, a Rancho Cordova graphic artist filled a room with photographs of everything from Little League to a field of flowers as residents struggled with the question: what images represent us? Sloan was hired by the City Council in 2003 to come up with a design that would become the City Seal.

A few months later, the image which has become associated with Rancho Cordova for a decade was unveiled and included many symbols of Rancho Cordova's history: grapevines reflecting agriculture,

historic Mills Station, an airplane overhead and the tranquil American River in the background all speak to the history of the city. The arch gives the impression of looking through a window at our history.

As the City turns 10, the search is on for a new brand that looks to the city's bright future. But the City Seal unveiled on the day of our birth remains an iconic reminder of the journey taken to arrive as an incorporated city.

First Manager



Having decided on a City Manager form of government at the ballot box, one of the first tasks of the City Council was to find the right person to guide Rancho Cordova to its date with destiny. But who?

Selected from a field of 50 candidates, Ted Gaebler was the best-selling author of "Reinventing Government," a call to action touted by the Clinton Administration, who took the reins in October 2003.

In an early outing, Gaebler told an audience that local government ought to "delight" its citizens, not just be tolerated. He said local governments can be a source of pride, not ridicule, and challenged citizens to come along.

"We are creating a city government that has never been created before in California," he said.

Gaebler not only built the city's award-winning staff, but he stayed. Today, Gaebler remains one of the leading city managers in the nation – and at the helm of the City of Rancho Cordova.



Left to right: Councilmembers Donald Terry, David Sander, Linda Budge, Dan Skoglund, Robert McGarvey.

Rancho Cordova City Council

Selected from a wide field of 21 candidates in the first-ever Rancho Cordova election, the first City Council was composed of individuals who brought records of community activism to the table.

They included Dave Roberts, who grew up in Rancho Cordova and became a Sacramento County Sheriff's Department lieutenant; Linda Budge, a longtime resident and former Cordova Recreation and Park District elected official and professional planner; Robert McGarvey, who came to town with the Air Force and was the longtime "keeper of the cityhood flame;" Ken Cooley, an attorney and former legislative staffer; and David Sander, a scientist and chairman of the Cordova Planning Advisory Council.

From the first, the five adopted a civil comportment at meetings which stood out and compared favorably with other elected bodies, causing the Sacramento Bee to comment that a Rancho Cordova City Council meeting resembled a "civic conversation" more than heated political debate.

Following the death of Roberts, Dan Skoglund, a businessman and member of the Rancho Cordova Planning Commission, was named to fill the void. The City Council remained unchanged through several elections until 2012, when Cooley sought and was elected to the California Assembly. Donald Terry, a banker and member of the Sacramento Unified School District Board of Trustees, was elected to the seat, becoming the first new member elected to the council since incorporation, and continuing the legacy of civility.



Rancho Cordova Police Department

Making good on the promises of cityhood was the main focus of the new Rancho Cordova City Council and while they had a full plate, no project seemed as urgent as "cleaning up Dodge."

Calming traffic and reducing crime were priorities. Residents cheered as abandoned cars were removed from the streets and deserted grocery carts were swept away.

In 2004, the city council voted to provide police services through a contract with the Sacramento County Sheriff's Department. Capt. George Anderson became the first police chief and unveiled the prototype RCPD cruiser, motorcycle traffic enforcement detail and a new attitude which emphasized community policing techniques.

RCPD beefed up patrols and law-breakers found themselves on the business end of traffic and other enforcement not seen before in Rancho Cordova.

In the first three months, RCPD issued 2,000 citations, towed 700 vehicles and made 45 DUI arrests. Over time, despite increasing population, crime rates in Rancho Cordova have steadily decreased, marking one of the most significant achievements of Rancho Cordova incorporation.



2004-2005: Building a City

Planning Commission

A flood of development and a requirement to create a General Plan led to the appointment of the first Rancho Cordova Planning Commission in 2004. It included Dan Skoglund, Ernest Vance, Tom Wentz, Thomas Moe, Troy Konarski, Art Smith and Ray Savorn. Facing a virtual blank slate, citizens worked with professional planners as work began on the city's first General Plan.

Calming Traffic

City officials took on traffic woes by launching a citizens group to draft a neighborhood traffic management plan. The result? Safer streets.

Let's Talk Trash

The cost of residential garbage collection went down and services went up in 2005 under a contract approved for a new service provider.

Capital Village

City Council approved an immense 114-acre development proposal to build homes and shopping in what would come to be known as Capital Village, breaking ground in record time.

Regional Muscle

Rancho Cordova took its place at the regional table, with City Council members holding seats on governing boards at Regional Transit, Sacramento Transportation Authority, Sacramento Area Council of Local Governments and many others.



Woof!

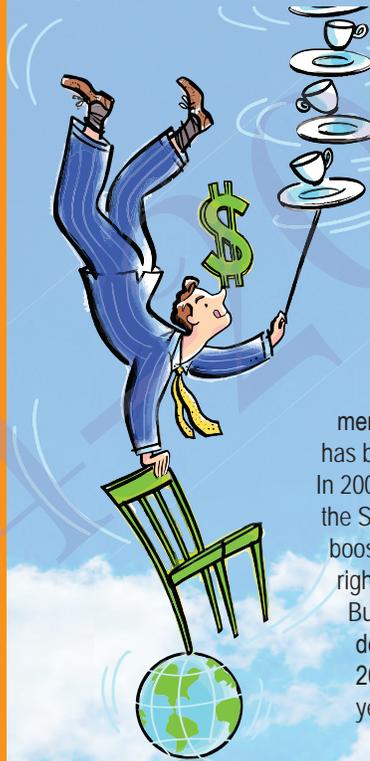
An Animal Services Division was added by the City.

Good Sports

The City teamed up with the Cordova Recreation and Park District for a major overhaul of the Mather Sports Complex. The \$14 million project is the largest renovation in CRPD history.

Welcome home

The first homes on Rancho Cordova's southern frontier were cleared for occupancy in August 2005. The first residents of the Anatolia development moved into a home on Niobe Circle, followed by a flood that followed. Between 2003 and 2013, 2,773 new homes were built in the new areas of Stone Creek and the Anatolia subdivisions, boosting the population of Rancho Cordova from 55,145 to 66,927. Stone Creek, the fastest-selling Rancho Cordova neighborhood ever built, passed a milestone of maturity with the opening of Navigator Elementary in 2006 – the first new Rancho Cordova school built in 35 years.



Balancing Act

From its earliest days, keeping the City budget in balance has been a priority for City Council members. During the first 10 years as a City, the budget has been balanced, with something to spare each year. In 2009, as California's credit rating was downgraded, the Sacramento Bee noted that Rancho Cordova's was boosted two notches to A+ and called us a "city that got it right."

Budgets have both grown during prosperity and decreased in tough times. The first budget adopted in 2003 came in at \$26.4 million. The budget for the fiscal year beginning July 1, 2013 is \$42 million.

Taking it to the Streets

Bumps and potholes and crumbling streets were the focus in 2005, as a five-year, \$18.6 million project to repave miles of streets got under way on Lincoln Village Drive. The plan represented about one-third of Rancho Cordova's long neglected street needs. In the first 10 years of incorporation, the city went on to resurface a total of 75 miles of roadways, including Folsom Boulevard.

Ramshackle metal soundwalls, long the embarrassing hallmark of Rancho Cordova's eastern front door were replaced as part of Highway 50 improvements.

New streets were being added, too. The South Sunrise Corridor was expanded to multiple lanes to support neighboring development. By the end of the 2013, the city will have added 61 miles of new roadways, including a project connecting Zinfandel Drive to Douglas Road and a new bridge on International Drive, connecting Kilgore Road and Sunrise Boulevard. A new road connecting the Stone Creek neighborhood to Femoyer at Mather is now under way – literally making ends meet!



My City Hall



Left to right: Councilmembers Ken Cooley, Robert McGarvey, Linda Budge, David Sander, guest Susan Roberts, Dan Skoglund and City Manager Ted Gaebler.

Everyone was grinning ear to ear during opening ceremonies at 2729 Prospect Park Drive as the new City Hall opened in April 2006. The \$20 million project included extensive renovations and remodeling over six months and marked a milestone in the city's history.

"We hope it is something that will surprise you and delight you," said Mayor Robert McGarvey. "It's classy, it's sophisticated and it's ours."

At the same time, City Hall went virtual with My City Hall Online. The web-based service allows citizens to send inquiries directly to city departments, view agendas and reports and read press releases about city activities and developments. Facebook and Twitter would follow.

Kilgore Cemetery

Rancho Cordova's pioneer history was preserved when the City of Rancho Cordova acquired the dilapidated Kilgore Cemetery and rehabilitated the site to a peaceful oasis. Championed by Mayor Linda Budge, ornamental fencing, entry gate, concrete pathways, lighting and a niche wall were added to achieve a stunning transformation celebrated by citizens and



ancestors of early Rancho Cordovans alike during a Jazz Funeral event in May 2007. The restoration was recognized as the American Public Works Association "Project of the Year."



Neighborhoods

IN THE CITY OF RANCHO CORDOVA

Blight Busters

Mayor David Sander led the assault on code violations bringing together an inter-agency enforcement effort dubbed "Blight Busters." The door-to-door neighborhood sweeps to tackle tough code enforcement challenges evolved into "Growing Strong Neighborhoods," an inter-departmental approach to raise property values and reduce crime. New ordinances were enacted, and enforcement by highly-trained staff followed.

Growing Strong Neighborhoods continues to this day, an example of unglamorous, but important, long range problem-solving at the neighborhood level -- essential to achieve city improvement and investment.

Building the bench

Leadership Rancho Cordova, a training program for future local leaders was launched in late 2006 guiding 14 citizens through a "Master's Program" on Rancho Cordova. Since then, seven more groups of participants have taken the year-long journey of discovery, building an ever-expanding cadre of local leaders ready to take on elected and appointed office, and business and community leadership.

Milestones:

- Chamber of Commerce moves to City Hall
- VA Memorial Plaza dedicated
- General Plan adopted
- Cordova Community Council goes pro and moves to City Hall
- New schools are built for the first time in decades with Navigator Elementary and Sunrise Elementary under construction
- The California Capital Airshow entertains an enthusiastic crowd of 100,000 as the former Mather Air Force Base -- now Mather Field -- hosts the first air show in 20 years, starring the U.S. Navy's Blue Angels

Folsom Boulevard Restoration

No restoration project in the first 10 years of cityhood has been more evident than the overhaul of Folsom Boulevard. Cutting through the heart of the city, Folsom Boulevard has been both the historic Main Street and failing retail area of Rancho Cordova.

A \$25 million remodel of Folsom Boulevard begun in 2008 and completed in 2013 is flowering in more ways than one. Decorative trees shade medians and landscaping is in bloom. Sidewalks and new lighting have been added, roads have been

resurfaced, infrastructure upgraded and private and public investment is returning. In 2003, many Rancho Cordovans avoided Folsom Boulevard. But with bustling Light Rail service, lush landscaping and the promise of a new Los Rios Community College campus in the near future, Folsom Boulevard is on the way back... and beautifully!

Going, going, gone...

The City finalized the purchase of the dilapidated Grandee Apartment Complex in 2008, as efforts to raze problem properties continued. During the first 10 years of incorporation several properties deemed too problematic to save fell to the wrecking ball, including Cordova Inn, Stagger Inn, Woolworth's Garden Center and Bradshaw Inn, clearing the way for new development.

Hey, Sister!

Rancho Cordova adopted its first Sister City in 2008. Turrialba, Costa Rica, is a municipality of about 70,000, famous for a volcano of the same name, white water rafting and a factory that sews all the baseballs used in the Major Leagues.

We Mean Business

Rancho Cordova's business community has experienced both go-go development and weathered the Great Recession during the first 10 years of cityhood. Like most of the country, Rancho Cordova rode a wave of prosperity during the early 2000's as the building boom gobbled up the city's richest asset: room to grow. It also watched as some longtime businesses closed their doors, never to return.

In the last 10 years, the business picture in Rancho Cordova has been one of overall growth. A total of 4,616 new homes were built 2003-2013, with more growth pending.

The decade saw the establishment and growth of Capital Village shopping center, with anchor Lowe's surrounded by numerous restaurants, including Chili's, Rubio's, Wingstop and others. On Olson Drive, Target tore down its store and built a new \$11 million facility at the same site, attracting new businesses like Ross, Marshall's, Panda Express and others to the center. Koreana Plaza expanded and Kohl's opened at the closed Mervyn's location.

Other new and expanded businesses include: Crossings@New Rancho housing complex * UC Davis Medical Clinic * Cordova Restaurant and Casino * National Career Education * Pinnacle College * Steve's Pizza * CVS * Walgreen's * Hooter's * Goddard School * California Northstate College of Pharmacy * Bloodsource * Certified Farmers Market * Shepherd Inn * Mills Center remodel * Heritage Community Credit Union.

Meanwhile, the voice of business – Rancho Cordova Chamber of Commerce -- hit a milestone of its own, celebrating its 50th anniversary in 2013.



Milestones:

- Blood Source breaks ground at the Mather Commerce Center
- Federal grant received to improve Cordova Towne Neighborhood
- Rancho Cordova Celebrates 5th Anniversary
- \$7 million in city fees committed to finish Mather Sports Center
- California Capital Airshow
- City zoning code over-hauled
- \$22 million awarded for widening of White Rock Road, Prairie City Road to Sunrise
- Voters approve Folsom Cordova School District Measure M bond securing future schools in new areas of Rancho Cordova
- RC Police Activities League established

All-America City



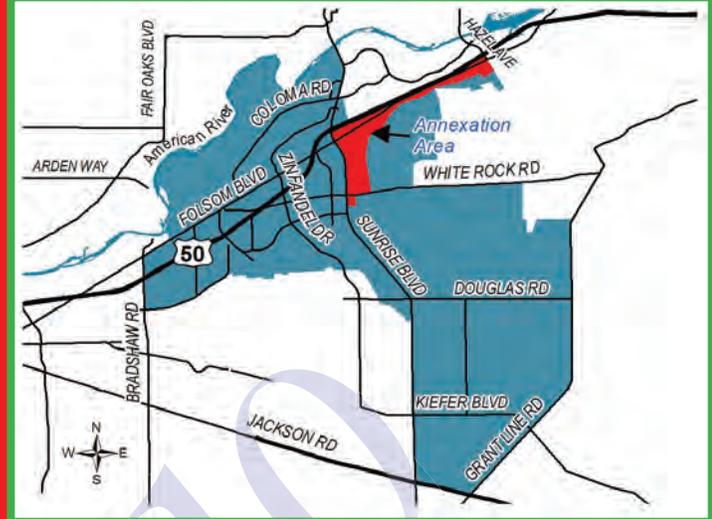
It was a year to remember when the City of Rancho Cordova put its best foot forward in competition and was named a 2010 "All-America City." The award is among the most prestigious in defining cities serious about improving their communities through citizen-driven problem solving. A delegation of 22 citizens, business people and city staff led by the Cordova Community Council rallied under the banner "We Make the Magic," describing Rancho Cordova's unique community collaboration, preservation of cultural heritage and ground level actions to address needs of homeless children. The convincing presentation before a panel of local government experts in Kansas City propelled Rancho Cordova onto the national map while back home citizens celebrated with ice cream socials and new banners on all street poles proclaiming the city's new status.

Milestones:

- Rancho Cordova Historical Society is founded
- International Bridge breaks ground
- Stagger Inn demolished
- Cordovan Shuttle Services begins
- Mather Sports Complex Grand Opening
- 20 Tons in 2010 Great Health Challenge helps residents to lighten up and lose it
- Rancho Cordova named fastest growing city in Sacramento County
- City violent crime rate down 14%, property crime rate down 25%
- Remodeled Rancho Cordova Public Library reopens * First City Census count



Expanding City



Rancho Cordova's city boundaries were redrawn in 2010 when a seven-year odyssey to bring a piece of territory called "the finger" came to a successful conclusion. The area east of Sunrise and south of US 50 was officially annexed into the City on July 1. The expansion brought into the City new residents and more than 600 businesses located in the 1.2 mile sliver along Folsom Boulevard. The annexation fulfilled the City's vision of having a thriving, diverse and connected business community that fits the economic strength and character of Rancho Cordova.



Event City

Thousands of people found quality entertainment and festival fun just down the street as a host of local events gained traction. Produced by the Cordova Community Council with broad support from the City and an army of volunteers, the events attracted thousands of local residents and visitors. Children's activities, holiday ice skating, international fare, Fourth of July fireworks and jet teams ripping holes in the sky at the California Capital Airshow are only a few reasons why Rancho Cordovans discovered a great place to find things to do is in their own backyard!

Award Winning Government

In its first 10 years, Rancho Cordova has been recognized with 86 awards for excellence in all areas of city government. Here's a partial list of awards:

2012 Great Place to Work
(Fortune Magazine)

2011 Playful City

2011 Chief Financial Officer of the Year
(Donna Silva)

2011 Outstanding Achievement in Local Government Innovation

2010 Helen Putnam Award for Excellence

2010 All-America City Award

2012 American Public Works Association Project of the Year
(International Drive Extension)

2012 American Public Works Association Project of the Year
(White Rock Community Pathway)

2010 American Public Works Association Professional Manager of the Year
(Cyrus Abhar)

2009 Project Planning Award
(Capital Village)

2007 American Planning Association
(Rancho Cordova General Plan)

2011 CA Association of Public Info Officers (Annexation)

2009 Sac Public Relations Assoc.
(City Views Newsletter)

Rancho Cordova 10-year History
Shelly Blanchard, Editor
Donna Collins, Graphic Design
Lynne Fulgham, Historical Research

New home for RCPD



Rancho Cordova Police Department moved into a new home at 2897 Kilgore Road in 2011, leaving Rockingham Station. The city-owned two-story, 30,000 square foot building includes offices, interview rooms, briefing room and more. Community meetings and training take place

in the Larry Canfield Community Room, named in honor of an officer who died in a traffic accident while on duty. Also on the move was Rancho Cordova's Neighborhood Services Division, to a city-owned building at 2880 Gold Tailings Court. The new site houses Code Enforcement and Animal Services.



Sacramento Children's Museum

The Sacramento Children's Museum opened at the Rancho Cordova City Hall campus in 2011. Full of fun and interactive displays, the museum offers hands on learning opportunities for children up to age 8. In the first year of operation, the Children's Museum entertained 100,000 visitors, making it the best place to play in the region!

Rancho Cordova Travel and Tourism Corporation

Rancho Cordova's many hotels joined forces in 2011 to form the Rancho Cordova Travel and Tourism Corporation. Fostering business and leisure travel, the RCTTC took a big step forward in 2013, opening the Rancho Cordova Events Center which features 8 basketball courts and limitless fun for travelers to the city.

An Artful Awakening

City Hall came alive with art and music as the City approached its 10th anniversary. A Rancho Cordova Artists Database was established and kicking off with its inaugural show "Genesis" in 2012, Rancho Cordova Arts hosts regular exhibits at City Hall. The Rancho Cordova River City Concert Band and Rancho Cordova Civic Light Orchestra followed and fill the air with the sound of music performed by accomplished local musicians. Under the umbrella of the Cordova Community Council and together with the Rancho Cordova Historical Society, these local artists are nurturing a growing appreciation for the arts, culture and history of our city, enriching all.



...and they lived happily ever after!