

QUALITY OF LIFE



Quality of Life

The Sacramento Region appeals to diverse interests and provides a superior quality of life. Counties and cities within the region have a strong sense of community loyalty, founded on cultural, historical, and geographical ties. Recreational activities, professional sports, and cultural events are abundant and available to all who live in and visit the area. Combined with a mild climate where weather very rarely disrupts daily activities, the Sacramento Region is an entertaining and convenient place to work and live in.

Scenery in the region is spectacular. The San Joaquin Delta, valley agriculture, the grasslands, the gold country, the cosmopolitan downtown area, and the Sierra Nevada Mountains contribute to the beauty of the Sacramento Area. Rivers, lakes, national parks, and ski resorts are also found in the region. Residents can easily leave the action of the city behind for the solitude of nearby waterways and mountains. The fact that residents of the region enjoy a rich and diverse quality of life is underwritten by a lifestyle survey that depicts residents as camping/hiking, snow skiing, bicycling, wine tasting and gourmet cooking enthusiasts.

Weather

Warm, dry days and cool nights characterize the summer months in Sacramento. During the summer, the temperature averages 93 degrees during the day to a comfortable 57 degrees at night. Winter temperatures typically range from 43 to 58 degrees. Figure 39 reflects monthly average temperature and precipitation for the City of Sacramento. Because of the shielding influence of the high mountains that surround the Sacramento Valley, winter storms are generally subdued before reaching the area. However, significant rain and snowfall occur on the western Sierra Nevada slopes. The rainy season in the Sacramento Region occurs between November and April. Thunderstorms are few in number and usually mild in character, occurring mainly in the spring. Fog occurs on occasion throughout the valley in winter.

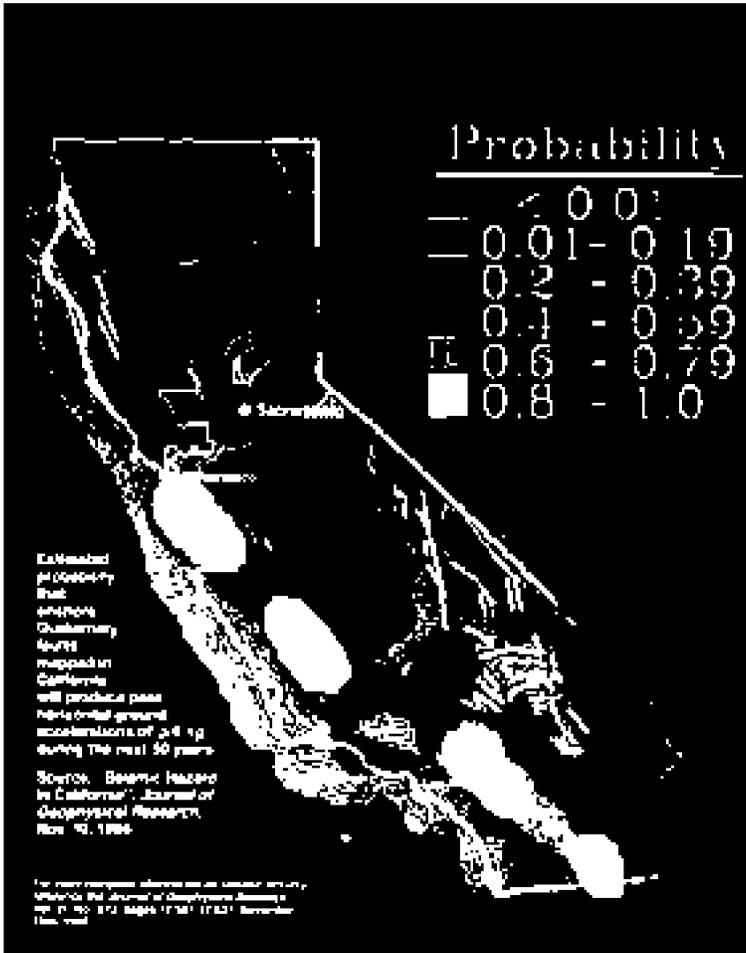
Prevailing winds in the Sacramento Region are southerly every month, except November when they are northerly. This is due to the north-south direction of the valley and the deflecting effect of the Sierra Nevada Mountain Range and the prevailing oceanic winds. These winds enter the

Figure 39 – Sacramento Climate

| | Average | Temperature (°F) Maximum | Minimum | Total Inches of Precipitation |
|-------------------------|-------------|-----------------------------|-------------|----------------------------------|
| January | 46.6 | 53.4 | 39.8 | 2.86 |
| February | 51.2 | 59.1 | 43.2 | 4.54 |
| March | 54.4 | 63.8 | 45.0 | 1.46 |
| April | 59.7 | 72.4 | 47.0 | 0.94 |
| May | 65.5 | 80.8 | 50.1 | 0.08 |
| June | 72.0 | 88.1 | 55.9 | 0.03 |
| July | 74.7 | 91.4 | 58.0 | 0.00 |
| August | 79.5 | 103.0 | 56.0 | 0.00 |
| September | 74.3 | 91.0 | 57.6 | 0.00 |
| October | 66.7 | 82.3 | 51.0 | 0.13 |
| November | 56.4 | 66.6 | 46.1 | 1.75 |
| December | 48.5 | 60.6 | 36.5 | 0.03 |
| Annual | 62.5 | 76.0 | 48.9 | 11.82 |

Data Source: National Weather Service.

Seismic Event Probability



Data Source: *Journal of Geophysical Research*, 1986.

valley through the San Francisco Bay's Carquinez Straits at the junction of the San Francisco and San Joaquin Rivers. As a result of a prevailing ocean breeze, summer nights in the lower Sacramento Valley are, with few exceptions, cool and invigorating.

Ground Stability

The Sacramento Region is noted for its geological stability. Unlike the San Francisco Bay and Los Angeles Areas that have high levels of seismic activity, the Sacramento Region ranks among the lowest in the state for the probability of a major earthquake.

Several regions in the San Francisco Bay and Los Angeles Areas experience serious damage such as hardened home fixtures cracking, pipes breaking, and structures shifting off of foundations during a major earthquake. In contrast, the Sacramento Region is expected to experience minimal shaking. For example, the area was unaffected by the 1989 Loma Prieta (San Francisco Bay Area) earthquake that measured 7.1 on the Richter scale.

The lighter area on this map shows the areas of the state with the highest probability of a seismic event occurring within the next 50 years. As illustrated, the Sacramento Region shows a very low probability of an earthquake over this period. Professional geological reports documenting the area's ground stability are available from the Sacramento Area Commerce and Trade Organization (SACTO).

Geological stability was an important relocation factor, due to their delicate computer operations, for firms such as Intel Corporation, Hewlett-Packard, Apple Computer, Packard Bell, NEC Electronics, Franklin Resources, Inc. as well as many other "mission critical" information and data storage systems for many other major corporations.

Culture and Entertainment

Whether its history or performing arts, churches or conventions, the zoo or dinner on the town, the Sacramento Region offers a wide selection of cultural activities and entertainment.

The Sacramento Region’s geographical location and its role in state and national politics give it a rich historical heritage. The Gold Rush, Pony Express, the western terminus of the first transcontinental railroad, and the State Capitol each add a chapter to the history of the area. Some of the more prominent historical attractions in the Sacramento Region include:

| | |
|----------------------------------|--------------------------------|
| California Military Museum | Historic Governor’s Mansion |
| California State Indian Museum | Historic Sutter Street, Folsom |
| California State Railroad Museum | Leland Stanford Mansion |
| Capitol Park Arboretum | McClellan Aviation Museum |
| Crocker Mansion and Art Museum | Sutter’s Fort |
| Discovery Museum Learning Center | Wells Fargo History Museum |

The Sacramento Region offers a wide range of performing and visual arts. Performing arts and entertainment include:

| | |
|---|------------------------------|
| Broadway Playhouse | Sacramento Repertory Theater |
| Chautauqua Playhouse | Sleep Train Amphitheatre |
| Sacramento Ballet | Sacramento Choral Society |
| Sacramento City College Actor’s Theater | Theatre El Dorado |
| Sacramento Light Opera Association | Woodland Opera House Theatre |

The Sacramento Light Opera Association, producer of the Music Circus and Broadway Series, sells over 200,000 tickets each year for its combination of summer stock in-the-round musical theater and touring companies of recent Broadway hits.

Numerous small playhouses, theaters, colleges, and universities stage a variety of productions during the year. The Sacramento Region’s resident professional theatre group, the Sacramento Theater Company, offers the ultimate theatre experience, presenting classics as well as new works.

One of the Sacramento Region’s premier choral groups, the Sacramento Men’s Chorus, is now in its 20th season and performs numerous concerts each year, both locally and throughout the United States. The Sacramento Ballet is a professional ballet company that performs at the Community Center Theater. The Sacramento Ballet is renowned for the artistic quality of both classical and contemporary works. It reaches more than 17,000 school children each year through the educational outreach program DANCEPOWER!, which has expanded to include non-English speaking and physically challenged youth.

Figure 40 – Largest Hotels in the Sacramento Region

| Hotel | Guest Rooms | Meeting Rooms |
|--|--------------------|----------------------|
| Hyatt Regency Sacramento | 503 | 19 |
| Sheraton Grand Sacramento Hotel | 503 | 18 |
| Doubletree Hotel Sacramento | 448 | 19 |
| Red Lion Hotel Sacramento | 376 | 16 |
| Holiday Inn Capitol Plaza | 362 | 12 |
| Hilton Sacramento Arden West | 331 | 17 |
| Radisson Hotel Sacramento | 311 | 19 |
| Hawthorn Suites Sacramento | 272 | 6 |
| Sacramento Marriott Rancho Cordova | 262 | 13 |
| Embassy Suites Sacramento-Riverfront Promenade | 242 | 8 |

Data Source: Sacramento Business Journal, Top 25 Book of Lists, 2003.

The Crocker Art Museum, the University of California, Davis, and California State University, Sacramento provide a variety of visual arts exhibits and programs. Both universities enjoy national reputations for their diversified professional arts programs. The community supports both local and national artists through a network of private galleries, such as the La Raza Galeria Posada, The Art Foundry, Solomon Dubnick Gallery, Exploding Head Gallery, and many more. On the second Saturday of every month, over 45 art galleries in the Sacramento area have receptions and remain open into the evening for fans of art. The famous Crocker Art Museum, founded in 1885, is the oldest continuous art museum in the west. A Victorian mansion with a contemporary wing, the Crocker's collection includes fine examples of early California painting, Old Master's drawings, European Art, international ceramics, and contemporary Northern California art. The museum is host to several international traveling exhibitions each year. Activities include Third Thursday Jazz Series and Saturday Hands-On Art Activities. The Towe Auto Museum, located along the banks of the Sacramento River, shows a series of exhibits built around Dream Themes, including *The Dream of Luxury*, *The Dream of Speed*, and *The Dream of Cool*, and much more. The Golden State Museum draws upon the vast collections of the California State Archives, which include 120 million documents, artifacts, and audio visual materials.

Shopping in the Sacramento Region is a popular diversion for residents and visitors alike. Several major malls and shopping centers serve the region, with such respected tenants as Nordstrom, Macy's, JCPenney,

and Gottschalks. The Westfield's Downtown Plaza, located in downtown Sacramento, has approximately one million square feet of shopping and entertainment facilities, including a seven screen Century Theatre Complex. There are three other major malls of similar size including Arden Fair Mall, Westfield's Galleria at Roseville, and Florin Mall.

Residents have a wide variety of dining options, as the Sacramento Region is known for its international varieties of foods and gourmet restaurants. The Sacramento Region offers an abundance of theme and specialty restaurants, and several nationally recognized hotels. The hotels and motels in the area offer meeting and conference facilities that accommodate small group seminars as well as large scale conventions and trade shows.

In 1996, the downtown Sacramento Convention Center underwent an \$80 million expansion that tripled its size. The 385,000 square foot facility features 31 meeting rooms, approximately 140,000 square feet of ground floor exhibit space, and a 24,500 square foot ballroom located on the upper floor. The Sacramento Convention Center is graced with \$1 million in public art, and has elegant pre-function areas and a rooftop garden terrace. In addition to permanent seating for 2,452 in the performing arts theater, the exhibit hall can accommodate 6,500 guests.

The Memorial Auditorium is a historical landmark. It opened in 1927 and reopened in 1996 after extensive renovation. The auditorium is a 3,800 multi-use arena and performing arts venue.

Opened in 2002, the 1,800 seat Mondavi Center on the University of California, Davis, campus is one of the premier performing arts centers on the west coast. It touts state-of-the-art acoustic design and features world-class entertainment.

Cal Expo is comprised of 780 acres (380 developed and 400 undeveloped). The facility is equipped with parking accommodations for 15,000 automobiles, including off-site parking. Cal Expo offers more than 200,000 square feet of exhibit and venue space, providing an excellent platform for a variety of exhibits, trade shows, and special events. The Cal Expo Sports and Wagering Center features live horse-racing and live satellite wagering on racing events throughout the United States.

Cal Expo is home to the California State Fair which brings in more than 900,000 visitors each year. The Fair features agriculture, livestock, fine art, and baking competitions, just to name a few. Some major attractions of the Fair are commercial vendors, livestock competitions, county exhibits, and the Magnificent Midway.

Each year, during the Memorial Day weekend, the Sacramento Traditional Jazz Society presents the Sacramento Jazz Jubilee — the world's largest traditional jazz festival. Over 150 bands from around the world and across the United States perform for approximately 100,000 attendees. The audience is split mainly between local residents and visitors, making the Jubilee a major local and tourist event. The Jubilee brings in \$30 million, annually, to the local economy.

Sports and Recreation

Sports thrive in the Sacramento Region, due in large part to the climate, environment, and local support. The people of the Sacramento Region are proud to have three professional sports teams and an assortment of college teams. In 1985, Sacramento acquired its first professional sports team, the National Basketball Association's (NBA) Sacramento Kings. The Kings, now one of the most popular teams in the NBA, play to sell-out crowds of nearly 18,000 fans at ARCO Arena. In 1997, Sacramento became host to the Monarchs, a team in the newly formed Women's National Basketball Association (WNBA). The AAA Minor League baseball team, the Sacramento River Cats, started play in 2000 at Raley

Field, one of the nicest minor league baseball stadiums in the United States. The newly built \$30 million stadium has over 11,000 seats and 37 luxury suites.

Recreation also thrives in the Sacramento Region. The American River Parkway offers 5,000 acres of recreation area along both sides of the river for 30 miles. Access to bike trails, white water rafting, hiking and fishing is available at many points along the American River, from Folsom to Downtown Sacramento. Dozens of parks, some developed and others left in their natural state, are located throughout the region. Baseball and softball diamonds, soccer fields, basketball and volleyball courts, over 45 golf courses, tennis courts, and swimming pools are available for sports enthusiasts.

Snow-skiing and snow-boarding are popular winter past-times of residents from the Sacramento Region. Most major ski resorts in the Sierra Nevada mountain range are within a two hour drive of downtown Sacramento. These include, but are not limited to, Squaw Valley, Northstar-at-Tahoe, Sugar Bowl, Boreal, Alpine Meadows, Heavenly, Homewood, Kirkwood, and Soda Springs.

The Sacramento-San Joaquin Delta has over 1,000 miles of waterways. The Delta is well known for its catfish, bass, and giant sturgeon fishing. The Sacramento River offers some of the finest salmon and large striped bass fishing. Varieties of game include grouse, duck, pheasant, dove, turkey and deer.

The Sacramento-San Joaquin Delta, the Sacramento Zoological Gardens, and the various botanical gardens and arboretums in the Sacramento Region are of interest to naturalists. The Delta has a unique mix of plant, aquatic, mammal, and bird life, and can be easily accessed by road and boat so many of the isolated ecosystems can be enjoyed.

The Sacramento Zoo, located in William Land Park, is home to more than 400 animals, including exotic mammals, birds, reptiles, and amphibians from around the world. The Zoo's collection represents 130 species, 32 of which are endangered or threatened. The Zoo's mission is to inspire appreciation, understanding and respect for all living things through stimulating education and innovative species management programs. Situated on 14 acres of lush botanical gardens, the Sacramento Zoo is rated as one of the best small zoos in the country.

