

## Appendices

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City of Rocklin  
 Stormwater Management Program  
 Web Content Tracking--Temporary Posts 2009-2010

Month/Year	Subject/Title	Webpage	Type	URL	Date	Pageviews (during reporting year)	Links	Community Partner	Survey Numbers	Survey Results	SWMP BMP	Appendix ref.
<b>July 2009</b>												
<b>August 2009</b>												
	License/Scoop the Poop Survey	Home page	Survey	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	8/1 to 8/31	19,850	Scoop the Poop Flyer; Dog License page; Pet Waste page; Pollution Prevention page	Police				Licensed-8%, Contaminates creeks-0%, Pick up-9%, City help-133 2%, AotA-81%
<b>September 2009</b>												
	Hot Chili Cool Cars	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	9/5 to 9/20	218	Chamber of Commerce; Public Works' Events page	Chamber of Commerce	n/a	n/a		
	Acorn Harvest Time	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	8/26 to 1/22	290	internal News Details; Public Works Events page	n/a	n/a	n/a		
<b>October 2009</b>												
	Community Service Day Stormwater Quality Workshop/New Construction General Permit	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	10/1 to 10/18	stats not available	internal News Details; flyer	Parks and Facilities	n/a	n/a		
	Wet Season Info	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	9/1 to 4/10	542	internal News Details; flyer	PRSCG	n/a	n/a		
	Scout troop adopts storm drain inlet	Placer Herald	article	<a href="http://www.placerherald.com">www.placerherald.com</a>	10/01	311 views as of 11/20	internal News Details; <b>press release</b>	multiple--see press release STAR Eco Station	n/a	n/a		
	How to Keep water clean during the rainy season	Placer Herald	article	<a href="http://www.placerherald.com">www.placerherald.com</a>	10/29	39 views as of 11/20	n/a	n/a	n/a	n/a		
<b>November 2009</b>												
	Placer Recycles Day at Mandarin Festival	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	11/19 to 11/22	299	internal News Details	WPWMA & One Big Bin	n/a	n/a		
<b>December 2009</b>												
	2008-2009 NPDES report available	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	11/23 to 12/31	238	internal News Details; NPDES Annual Report page	n/a	n/a	n/a		
	New Construction General Permit	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	11/23 to 7/1	588	internal News Details; Public Works Pollution Prevention page	PRSCG				
	Christmas Tree Drop off Locations	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	12/23 to 1/10	240	internal News Details	Parks & Facilities	n/a	n/a		
<b>January 2010</b>												
	Wet Season Info	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	1/19 to 3/1	383	internal News Details; <b>press release</b>	multiple--see press release	n/a	n/a		
	New Construction General Permit	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	see above entry	see above entry	internal News Details; Public Works Pollution Prevention page	PRSCG				

City of Rocklin  
Stormwater Management Program  
Web Content Tracking--Temporary Posts 2009-2010

Month/Year	Subject/Title	Webpage	Type	URL	Date	Pageviews (during reporting year)	Links	Community Partner	Survey Numbers	Survey Results	SWMP BMP	Appendix ref.
<b>February 2010</b>												
	Battery Recycling	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	2/18 to 3/18	stats not available	internal News Details; Recycling page; One Big Bin	WPWMA & One Big Bin	n/a	n/a		
<b>March 2010</b>												
	Recology Curbside Pick-up	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	3/16 to 11/1	stats not available	Recology	Recology	n/a	n/a		
	Rocklin Clean Up Day	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	3/17 to 4/18	stats not available	internal News Details	Parks & Facilities	n/a	n/a		
	Battery Recycling	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	see above entry	stats not available	internal News Details; Recycling page; One Big Bin	WPWMA & One Big Bin	n/a	n/a		
<b>April 2010</b>												
	Earth Day environmental priorities	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	4/06 to 4/30	19,810	One Big Bin Fun page; Stormwater Pollution Prevention; Creek Week 2010; PCWA's Water Efficiency Programs and Rebates	One Big Bin; Dry Creek Conservancy; PCWA		Energy-2%, Air Pollution-2%,3 R's-13%, Save H2O-4%, Watershed-8%, 46 AotA-71%		
	E-Waste Drop Off Events	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	4/3 to 5/2	282	internal News Item	Recology	n/a	n/a		
	Managed Grazing	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	3/23 to 4/16	504	internal News Item; Fife Department Grazing Permit page	Fire Department Economic Development Dept./City Hall	n/a	n/a		
	Business Stormwater Pollution Prevention	e-Biz Newsletter	e-Biz Newsletter	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	Winter/Spring 2010	stats not available	Stormwater Pollution Prevention page		n/a	n/a		
	Rocklin Clean Up Day	Home page	City News Item	<a href="http://www.rocklin.ca.us">www.rocklin.ca.us</a>	4/15 to 4/18	stats not available	internal News Details	Parks & Facilities	n/a	n/a		
<b>May 2010</b>												
<b>June 2010</b>												
	Children's World Ocean Day	Homepage	City News Item	<a href="http://www.rocklin.ca">www.rocklin.ca</a>	06/03 to 06/05	stats not available	internal News Details; event flyer; Gulf Oil spill clean up	STAR Eco Station	n/a	n/a		
	Grazing Survey	Homepage		<a href="http://www.rocklin.ca">www.rocklin.ca</a>	06/01 to 06/30	app. 19,800	internal News Details	Public Works Grazing Page	334	2%		Like-81%, No Like-17%, No op-
	Dry Season Info	Homepage	City News Item Reader	<a href="http://www.rocklin.ca">www.rocklin.ca</a>	6/14 to 11/1	stats not available	internal News Details; press release	n/a	n/a	n/a		
	Help the environment'	Placer Herald	Input/Online post Reader	<a href="http://www.placerherald.com">www.placerherald.com</a>	06/02	168 views as of 6/25		Rocklin Unified School District	n/a	n/a		
	Watch what goes in drain'	Placer Herald	Input/Online post Reader	<a href="http://www.placerherald.com">www.placerherald.com</a>	06/02	149 views as of 7/01		Rocklin Unified School District	n/a	n/a		
	Keep storm drains clean'	Placer Herald	Input/Online post	<a href="http://www.placerherald.com">www.placerherald.com</a>	06/02	131 views as of 7/01		Rocklin Unified School District	n/a	n/a		



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Online Guide for Businesses



Online Guide for Visitors



Online Guide to City Services

### Virtual Rocklin

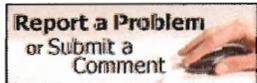


#### Current Agenda Packets

Alarm Program

Municipal Code

E-Payment | RecDirect



### City Survey

Which of the following is TRUE?

- All dogs in Rocklin must be licensed
- Pet waste contaminates ground water & creeks
- Owners should always pick up after their pets
- The City will help you Scoop the Poop!
- All of the above

Vote!

### City Council

### City News

#### Rocklin Measure A for Park Funding - Frequently Asked Questions



On August 25th, 2009, Rocklin voters will be asked in an all mail ballot Special Municipal Election to approve Measure A, which would extend the Park Maintenance and Development Act at the same amount citizens have already been paying. Following

are frequently asked questions about Measure A. [More...](#)

#### Country Line Dances Monthly on Friday Evenings



Do you know how to stomp, slide, kick and vine? Join Norm Gifford and Phyllis Finn in monthly Country Line Dances on Friday evenings (monthly) from 7:30 p.m. - 10:00 p.m.

[More...](#)

#### Rocklin Exceeds Waste Reduction Goals



In keeping with its commitment to being an environmental leader, Rocklin continues its efforts with waste reduction. The City of Rocklin exceeded state-mandated waste reduction goals before their deadlines in both 2007 and 2008.

[More...](#)

#### Vote in Rocklin's All Mail Ballot: Special Municipal Election, August 25, 2009



Make your voice heard in the August 25, 2009 All Mail Ballot Special Municipal Election in the City of Rocklin. Beginning July 27, 2009, registered Rocklin voters will automatically receive official ballots in the mail. There will not be any polling places for

this election. Ballots must be received **no later than 8:00 p.m. on Tuesday, August 25, 2009.**

### Calendar

August 2009						
Su	M	Tu	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
Today						

#### City Events

##### Fri., Aug 7, 2009

All Day Event  
 City Administrative Offices Closed  
 7:00 PM  
 Shakespeare-In-The-Park

##### Sat., Aug 8, 2009

7:00 PM  
 Shakespeare-In-The-Park

[More Events...](#)

### Cool Clicks



Want to Know More about Measure A for Park Funding? [Frequently Asked Questions](#)



[Economic Stimulus Sign](#)



**Peter Hill** *Mayor*  
**Scott Yuill** *Vice Mayor*  
**Kathy Lund** *Councilmember*  
**George Magnuson** *Councilmember*  
**Brett Storey** *Councilmember*

**Code of Ethics**

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[Recreation Guide](#)

[Maps and Directions](#)

[More...](#)

**Family Fun at Placer County's "Heritage Trail" Museums Tour August 8-9, Free Admission**



Travel Placer County's 2nd Annual "Heritage Trail" Museum Tour on Saturday and Sunday, August 8-9, 2009, from 10:00 - 4:00 p.m. There will be hands-on, family fun activities at 18 Placer County museum located from Lake Tahoe to Roseville, such as sack-racing, ice-cream making, and gold panning. Admission is free.

[More...](#)

**Stay Updated on City Issues with the City Manager's Column**



Do you want to keep updated about important issues in Rocklin? Read City Manager Carlos Urrutia's Column on current community issues. The column is updated regularly. **Current Column: Business Attraction, Retention a Priority in Economic Recovery** [July 2009]

**City Manager's COLUMN**

[Archives...](#)

**Program of 2009**  
[View Sign Program Details](#)

**At a Glance**

2009 Employment	24,400
2009 Labor Force	26,500
2009 Unemployment Rate	7.9%
2009 Population	54,754
2008 Median Age	35.2
2008 Median Household Income	\$84,508
2009 Median Home Price	\$280,000

**Rocklin Weather**

[5-Day Forecast](#) | [More Weather](#)



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### Most Visited



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Online Guide for Businesses



Online Guide for Visitors



Online Guide to City Services

### Virtual Rocklin

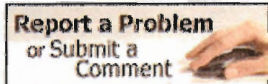


#### Current Agenda Packets

[Alarm Program](#)

[Municipal Code](#)

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### City Survey

What is top-of-mind for you this back to school season?

- Shopping
- Change of routine
- Sleeping (or lack thereof)
- New challenges & adventures
- Fear of the unknown
- I am not affected by the back to school season

[Vote!](#)

### City Council

### City News

Stay Updated on City Issues with the City Manager's Column



City Manager's COLUMN

Do you want to keep updated about important issues in Rocklin? Read City Manager Carlos Urrutia's Column on current community issues. The column is updated regularly. **Current Column: Rocklin's Popular Website Wins Nationwide Award [September 2009]**

[More...](#)

Treasure Island September 25-27 and October 2-4 at Finn Hall



City of Rocklin Theatre and Arts and Center Stage Productions proudly present "Treasure Island" at Finnish Temperance Hall September 25-27 and October 2-4, 2009, evenings at 7:30 p.m. on Fridays and Saturdays and matinees at 2:00 p.m. on Saturdays and Sundays. Don't miss this entertaining musical adaption of a favorite childhood adventure story.

[More...](#)

#### Rocklin Recreation Handbook for Activities & Fun



Check out the City of Rocklin Recreation Handbook for information on all City of Rocklin Parks and Recreation programs scheduled between August 2009 through May 2010. Now you and your family can plan ahead for the school year.

[More...](#)

Hot Chili & Cool Cars Saturday, September 19



You are invited to Rocklin's 16th annual

### Calendar

September 2009						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
Today						

#### City Events

**Fri., Sep 18, 2009**

All Day Event  
City Administrative Offices Closed  
7:30 PM  
TBA

**Sat., Sep 19, 2009**

2:00 PM  
TBA

[More Events...](#)

### Cool Clicks



**Economic Stimulus Sign Program of 2009**  
[View Sign Program Details](#)

### At a Glance

2009 Employment	24,500
2009 Labor Force	26,600



**Peter Hill** *Mayor*  
**Scott Yuill** *Vice Mayor*  
**Kathy Lund** *Councilmember*  
**George Magnuson** *Councilmember*  
**Brett Storey** *Councilmember*

**Code of Ethics**

- [Job Openings](#)
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- [Recreation Guide](#)
- [Maps and Directions](#)

"Hot Chili & Cool Cars" street faire for a day of entertainment, activities and fun for the entire family. The event will take place on Pacific Street between Rocklin Road and Midas Avenue on Saturday, September 19, 2009 from 10:00 a.m. to 4:00 p.m. Admission is free.

[More...](#)

**It's Acorn Time! Collection Volunteers Needed**



Each year from August to November the native oak trees in Rocklin produce an abundant crop of acorns. These acorns will become some of our future heritage oaks with the help of volunteers from the community.

[More...](#)

**Rocklin Voters Overwhelmingly Approve City Park Tax by Nearly 83%**



The All Mail Ballot Special Municipal Election in the City of Rocklin concluded on Tuesday, August 25, 2009. Ballots were due no later than 8:00 p.m. Election results are available on the [Placer County Elections](#) website.

[More...](#)

[Archives...](#)

2009 Unemployment Rate	7.9%
2009 Population	54,754
2008 Median Age	35.2
2008 Median Household Income	\$84,508
2009 Median Home Price	\$285,000

**Rocklin Weather**

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## News Details

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Online Guide to **City Services**

### It's Acorn Time! Collection Volunteers Needed



Each year from August to November the native oak trees in Rocklin produce an abundant crop of acorns. These acorns will become some of our future heritage oaks with the help of volunteers from the community.

Timing is important and there are only a few days that acorns can be collected for each tree. Keep checking this website for a collection date, time and location.

If you miss the collection day, do not feel bad, there will be scheduled dates in late summer and early fall where you can volunteer to plant the acorns in growing containers. You can also volunteer in the early spring to plant oak trees in different areas of the city.

---

*If you are interested in participating in an acorn collection or planting event, please contact Public Works at 916.625.5500 or check the [Public Works - Events](#) page for updates.*



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### Hot Chili & Cool Cars Saturday, September 19



You are invited to Rocklin's 16th annual **Hot Chili & Cool Cars** street faire, where automotive enthusiasts and chili lovers from all over the region come together to enjoy a day of entertainment, activities and fun for the entire family.

**Hot Chili & Cool Cars** will take place on Pacific Street between Rocklin Road and Midas Avenue on Saturday, September 19, 2009 from 10:00 a.m. to 4:00 p.m. Admission is free.

The one-day affair, hosted by the Rocklin Area Chamber of Commerce, combines the ever-popular classic car show with distinctive chili tasting, live entertainment and kids' activities.

Last year, thousands of residents from Northern California and surrounding regions came out to see more than 200 classic cars and get a taste of dozens of different types of chili.

Live entertainment by Dave Russell will fill the streets, as well as food, crafts and business booths. There will also be activities for the kids, such as a bounce house, climbing wall, face painting and games. The City of Rocklin Police Department will be on-site to provide Child Identification Kits.

**Know & Go**

**What:** "Hot Chili & Cool Cars" street faire

**When:** Saturday, September 19, 2009

**Time:** 10:00 a.m. to 4:00 p.m.

**Where:** Pacific Street between Rocklin Road and Midas Avenue

**Cost:** Free

*For more information on "Hot Chili & Cool Cars" contact the Rocklin Area Chamber of Commerce at 916.624.2548.*



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**Visitors**



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**City Services**

### Virtual Rocklin

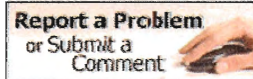


#### Current Agenda Packets

[Alarm Program](#)

[Municipal Code](#)

[E-Payment](#) | [RecDirect](#)



### City Survey

What is your favorite pie at Thanksgiving?

Apple [14%]

Berry [9%]

**Pumpkin [52%]**

Pecan [11%]

Rhubarb [2%]

Sweet Potato [4%]

Other [8%]

Total Votes: 99

Thank you for voting! Visit [USA.gov for healthy recipes](#) from and for Americans.

### City Council

### City News

#### Placer Recycles Day at Mountain Mandarin Festival



**Placer Recycles Day** will be celebrated at the Mountain Mandarin Festival this weekend (November 20-22) in Auburn. As a partner in the Wester Placer Waste Management Authority (WPWMA), the City of Rocklin is participating with the One Big Bin booth and the Recycle Train. [More...](#)

#### Stay Updated on City Issues with the City Manager's Column



City Manager's COLUMN

Do you want to keep updated about important issues in Rocklin? Read City Manager Carlos Urrutia's column on current community issues. The column is updated regularly. **Current Column: Emergency Preparedness is a City Priority** [November 2009] [More...](#)

#### Singing, Dancing Show at Winter Wonderland December 16



The City of Rocklin presents a spectacular singing and dancing Christmas celebration Wednesday, December 16, 2009, from 7:00 p.m. - 8:00 p.m. at the [Sunset Center](#). Advance tickets are \$8, available for purchase at the Sunset Center. Tickets are \$10 at the door. [More...](#)

#### City of Rocklin's Theatrical Production of Annie, December 11-20



Catch the City of Rocklin's Theatrical Production of *Annie*, December 11-20, 2009, at Finnish Temperance Hall. Tickets are \$12 per person and are available for purchase one month in advance at the Rocklin [Sunset Center](#), 2650 Sunset Blvd.

### Calendar

November 2009						
Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
Today						

#### City Events

##### Fri., Nov 20, 2009

- All Day Event
- City Administrative Offices Closed
- 7:00 AM - 8:00 AM
- Redevelopment Citizens Advisory Committee meeting CANCELLED
- 12:00 PM - 5:00 PM
- Placer Recycles Day at Mountain Mandarin Festival

[More Events...](#)

### Cool Clicks




**Economic Stimulus Sign Program of 2009**  
[View Sign Program Details](#)

### At a Glance

2009 Employment	24,200
2009 Labor Force	26,200
2009 Unemployment Rate	7.8%
2009 Population	54,754
2008 Median Age	35.2



**Peter Hill** *Mayor*  
**Scott Yuill** *Vice Mayor*  
**Kathy Lund** *Councilmember*  
**George Magnuson** *Councilmember*  
**Brett Storey** *Councilmember*

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[Maps and Directions](#)

[More...](#)

**Santa Claus to Visit Neighborhoods November 30 to December 10**



The Rocklin firefighters will escort Santa through the local, non-gated neighborhoods of Rocklin to visit children of all ages beginning November 30 – December 10, 2009, Monday through Thursday (weather permitting) from 6:00 – 9:00 p.m. Santa rides atop a fire engine while his helpers pass out candy to all the good boys and girls.

[More...](#)

**Country Line Dances Monthly on Friday Evenings**



Do you know how to stomp, slide, kick and vine? Join Norm Gifford and Phyllis Finn in monthly Country Line Dances on Friday evenings (monthly) from 7:30 p.m. - 10:00 p.m.

[More...](#)

[Archives...](#)

2008 Median Household Income \$84,508  
 2009 Median Home Price \$285,000

**Rocklin Weather**

[5-Day Forecast](#) | [More Weather](#)



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### Placer Recycles Day at Mountain Mandarin Festival



Placer Recycles Day will be celebrated at the Mountain Mandarin Festival this weekend (November 20-22) in Auburn. As a partner in the Western Placer Waste Management Authority (WPWMA), the City of Rocklin is participating with the One Big Bin booth and the Recycle Train.

Come out and learn how the Materials Recovery Facility (MRF) do all the recycling work for you. The kids can enjoy themselves by taking a train ride around the fairgrounds.

#### Know and Go

DATES: November 20-22, 2009

TIMES: Nov. 20th 12 PM - 5 PM  
Nov. 21st 9 AM - 5 PM  
Nov. 22nd 9 AM - 4 PM

LOCATION: Gold Country Fairgrounds  
1273 High Street, Auburn, CA 95604

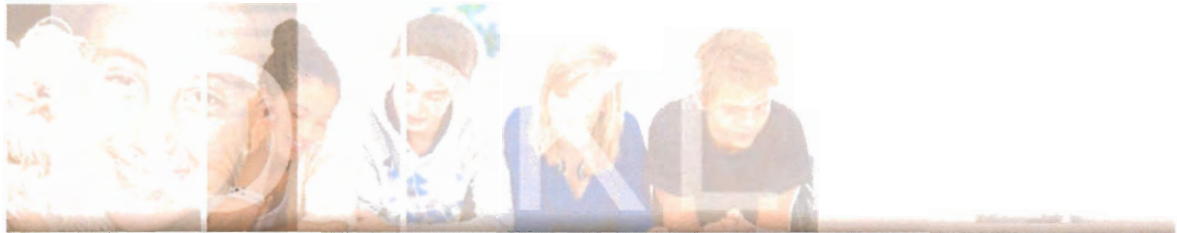
TICKETS: \$5 General Admission (\$2 Friday preview day)  
\$3 Seniors  
Free to kids under 12 years of age



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#### Current Agenda Packets

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### City Survey

What is your favorite City of Rocklin holiday event?

- Breakfast with Santa
- Santa Engine
- Santa Visits
- Theatre Productions
- Winter Wonderland

### City Council



**Scott Yuill** Mayor  
**George Magnuson** Vice Mayor  
**Kathy Lund** Councilmember  
**Peter Hill** Councilmember  
**Brett Storey** Councilmember

### City News

#### Christmas Tree Drop-Off Locations in Rocklin



Rocklin residents are invited to drop off undecorated Christmas trees at Twin Oaks Park and Johnson-Springview Park in Rocklin from December 26, 2009 through January 8, 2010.

[More...](#)

#### December 25, Christmas Day - City Offices Will Be Closed



Friday, December 25 is Christmas Day. City Offices will be closed. Emergency services (Fire & Police) will continue to be provided at full staffing levels.

[More...](#)

#### Get Off the Sidelines! Join Rocklin Adult Sports for Rocklin Basketball, Softball, Volleyball



Are you ready for some action? Get off the sidelines and join our team. The deadline for Adult Winter sports is Friday, January 1, 2010 for returning teams and Friday, January 8, 2010 for new teams.

[More...](#)

#### City of Rocklin Office Closures from December 24, 2009 through January 3, 2010



The City of Rocklin public offices will be closed from December 24, 2009 through January 3, 2010, as the City conducts its 13th annual holiday furlough. **Emergency services will continue to be provided at full staffing levels.**

[More...](#)

#### Renew City of Rocklin Business License Online



The City of Rocklin has launched a new web application that enables most businesses to renew an existing business license through the Internet. Businesses also have the opportunity to update business information

during this process.

### Calendar

December 2009						
Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
Today						

#### City Events

##### Thu., Dec 24, 2009

All Day Event  
[City Mandatory Furlough Day](#)

##### Fri., Dec 25, 2009

All Day Event  
[Christmas Day](#)  
 All Day Event  
[City Administrative Offices Closed](#)

[More Events...](#)

### Cool Clicks



**Economic Stimulus Sign Program of 2009**  
[View Sign Program Details](#)

### At a Glance

2009 Employment	24,000
2009 Labor Force	26,100
2009 Unemployment Rate	8.1%
2009 Population	54,754

 [Code of Ethics](#)

[More...](#)

**2008-2009 NPDES Annual Report Now Available**



Wondering what the City is doing to comply with its National Pollutant Discharge Elimination System (NPDES) stormwater permit? Curious about the status of the City's Stormwater Management Plan (SWMP)? Not sure what

either of these are?

[More...](#)

[Archives...](#)

2008 Median Age	35.2
2008 Median Household Income	\$84,508
2009 Median Home Price	\$295,000

**Rocklin Weather**

[5-Day Forecast](#) | [More Weather](#)

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#### Christmas Tree Drop-Off Locations in Rocklin



Rocklin residents are invited to drop off undecorated Christmas trees at one of two convenient locations in Rocklin from December 26, 2009 through January 8, 2010.

Trees will be accepted at the following locations:

- Twin Oaks Community Park** parking lot at 5500 Park Dr.
- Johnson-Springview Park** parking lot, located at 5480 Fifth St.

These locations will accept undecorated trees only; no flocked trees.

#### Other Options for Tree Disposal

The [Western Placer Waste Management Authority \(WPWMA\)](#) is a regional agency that provides recycling and waste disposal services for Lincoln, Rocklin, Roseville and Placer County. The Material Recovery Facility (MRF), pronounced 'murf', accepts most types of waste, including christmas trees.

The WPWMA Landfill and Materials Recovery Facility is located at [3195 Athens Avenue](#) near the corner of Fiddymont Road between Roseville and Lincoln. Visit their website at [www.wpwma.com](http://www.wpwma.com) for more information & hours of operation.

*The City of Rocklin's off-duty firefighters will **not** be providing Christmas tree Pickup/Recycling this year.*



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### Virtual Rocklin



#### Current Agenda Packets

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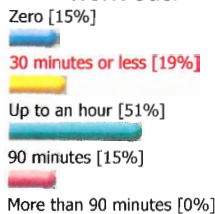
Municipal Code

E-Payment | RecDirect



### City Survey

How many minutes are in your average work out?



Total Votes: 57

Thank you for voting!

See the Rocklin [Recreation Guide](#) for ways to exercise and have fun in 2010.

### City Council

### City News

#### Residents, Businesses Can Help Improve Local Water Quality During the Wet Season



As the 2009-2010 rainy season approaches, Rocklin residents and businesses can make an impact to improve water quality in our local creeks and streams during the upcoming wet season.

[More...](#)

#### Are You a Renter in Rocklin or Roseville? Take the Housing Survey



The Roseville Housing Authority needs your help in maintaining current rental information. The City of Rocklin contracts with the Roseville Housing Authority for some of its housing services. If you are a renter in Rocklin or Roseville, please fill out

the Housing Survey. There are 12 short questions and the survey is confidential. **Take the [Housing Survey](#)**

[More...](#)

#### Renew City of Rocklin Business License Online



The City of Rocklin has launched a new web application that enables most businesses to renew an existing business license through the Internet. Businesses also have the opportunity to update business information

during this process.

[More...](#)

#### New Construction General Permit



Developers, Engineers, and Contractors: The new Construction General Permit was adopted September 1, 2009. The clock is ticking to get familiar with the new SWPPP and reporting requirements. Plus, there are some new acronyms to learn.

[More...](#)

#### Stay Updated on City Issues with the City Manager's Column



Do you want to keep updated about

### Calendar

January 2010						
Su	M	Tu	W	Th	F	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Today

#### City Events

**Fri., Jan 22, 2010**

All Day Event  
[City Administrative Offices Closed](#)

**Tue., Jan 26, 2010**

6:00 PM - 8:00 PM  
[City Council Meeting](#)

**Fri., Jan 29, 2010**

All Day Event  
[City Administrative Offices Closed](#)

[More Events...](#)

### Cool Clicks



**Economic Stimulus Sign Program of 2009**  
[View Sign Program Details](#)

### At a Glance

2009 Employment	23,900
2009 Labor Force	26,000
2009 Unemployment	



**Scott Yuill** Mayor  
**George Magnuson** Vice Mayor  
**Kathy Lund** Councilmember  
**Peter Hill** Councilmember  
**Brett Storey** Councilmember

[Code of Ethics](#)

[Job Openings](#)

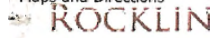
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important issues in Rocklin? Read City Manager Carlos Urrutia's column on current community issues. The column is updated regularly. **Current Column: Emergency Preparedness is a City Priority** [November 2009]

[More...](#)

**Country Line Dances Monthly on Friday Evenings**



Do you know how to stomp, slide, kick and vine? Join Norm Gifford and Phyllis Finn in monthly Country Line Dances on Friday evenings (monthly) from 7:30 p.m. - 10:00 p.m.

[More...](#)

[Archives...](#)

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Rate	8.0%
2009 Population	54,754
2008 Median Age	35.2
2008 Median Household Income	\$84,508
2009 Median Home Price	\$310,000

**Rocklin Weather**

[5-Day Forecast](#) | [More Weather](#)





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### City Survey

How often do you go to the movies?

Once a week [0%]

Every two weeks [11%]

Once a month [13%]

I rarely go to the movies [76%]

Total Votes: 45

Thank you for voting!

### City Council



**Scott Yuill** Mayor  
**George Magnuson** Vice-Mayor  
**Kathy Lund** Councilmember  
**Peter Hill** Councilmember  
**Brett Storey** Councilmember

### City News

#### Rocklin Firefighters Annual Easter Egg Hunt Sunday, April 4th



The Rocklin Firefighters will host their annual **Easter Egg Hunt** Sunday, April 4th, 2010. The event will take place at 1:00 p.m. at Johnson-Springview Park, 5480 Fifth St., Rocklin.  
[More...](#)

#### Rocklin Clean-up Day Saturday, April 17th



What should you do with your old junk? Get rid of it on Saturday, April 17, 2010 during Rocklin Clean-up Day, from 8:00 a.m. - 3:00 p.m. at convenient drop-off locations.  
[More...](#)

[More...](#)

#### Battery Recycling



Do you know where to drop off dead household batteries for recycling? Take them with you when you run errands, since they can not go in the garbage anymore!

Look for "battery tubes" at the following locations around town:  
[More...](#)

#### Placer County 2010 Bucks for Bikes Program



The Placer County Transportation Planning Agency (PCTPA) is currently accepting applications for the Bucks for Bikes incentive program. Interested applicants who are 18 years of age or older, live and work or attend school in Placer County may receive 50% up to \$200 towards the cost of a new commuter bike.  
[More...](#)

#### 2008-2013 Rocklin Final Housing Element Update - Public Hearing



A public hearing before the Planning Commission on the **Final Housing Element** and the **Initial Study/Negative**

### Calendar

March 2010						
Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

#### City Events

**Fri., Mar 19, 2010**  
 All Day Event  
[City Administrative Offices Closed](#)

**Tue., Mar 23, 2010**  
 6:00 PM - 8:00 PM  
[City Council Meeting](#)

**Fri., Mar 26, 2010**  
 All Day Event  
[City Administrative Offices Closed](#)

[More Events...](#)

### Cool Clicks



**Economic Stimulus Sign Program of 2009**  
[View Sign Program Details](#)

### At a Glance

2009 Employment	23,800
2009 Labor Force	25,800
2009 Unemployment Rate	7.8%



 **Code of Ethics**

**Declaration of Environmental Impacts** is scheduled for Tuesday, February 16, 2010, at 6:30 PM, in the City Council Chambers, 3970 Rocklin Road, Rocklin. The review period for the Initial Study/Negative Declaration is from January 14, 2010 to February 15, 2010.

[More...](#)

2009 Population	54,754
2008 Median Age	35.2
2008 Median Household Income	\$84,508
2010 Median Home Price	\$271,000

**Are You a Renter in Rocklin or Roseville? Take the Housing Survey**



The Roseville Housing Authority needs your help in maintaining current rental information. The City of Rocklin contracts with the Roseville Housing Authority for some of its housing services. If you are a renter in Rocklin or Roseville, please fill out the Housing Survey. There are 12 short questions and the survey is confidential. **Take the [Housing Survey](#)**

[More...](#)

[Archives...](#)

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#### Rocklin Clean-up Day Saturday, April 17th



What should you do with your old junk? Thinking about spring cleaning?

On April 17, 2010, Parks & Facilities crews, working in conjunction with Auburn Placer Disposal Services, will be at three locations collecting those items that the normal trash collections will not take, including electronic waste.

Rocklin Clean-Up Day is provided for **Rocklin residents**

**only.** I.D. is required.

Drop off locations:

- Sierra College overflow parking lot at Rocklin Rd. & El Don Drive
- City of Rocklin [Corporation Yard](#), 4081 Alvis Court
- [Lone Tree Park](#), West Oaks Blvd. & Lone Tree Blvd.

A pick-up service will be offered to elderly or disabled Rocklin residents. Call the Parks & Facilities Division at 916.625.5275 to make pick-up arrangements. There is a maximum of one pick-up load per resident.

What is not accepted:

- No refrigerators, freezers, or air conditioning units
- Nothing over 6 feet in length/width
- No hazardous materials such as paint, pesticides, etc.
- No U-Haul type trucks

#### Know & Go

**What:** Rocklin Clean-up Day

**When:** April 17, 2010

**Time:** 8:00 a.m. - 3:00 p.m.

**Where:** Drop-off locations, listed above

For more information contact the Parks & Facilities Division at 916.625.5275



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### City Survey

Earth Day is April 22. Which do you think is most important?

Conserving Energy [0%]

Reducing Air Pollution [0%]

The 3 R's—Reduce, Reuse, Recycle [0%]

Conserving Water [0%]

Watershed Protection & Healthy Creeks and Streams [0%]

All of the above [100%]

Total Votes: 2

Thank you for voting! To find out more about your favorite environmental topic or how to do more in other areas please check out the following:

- [OneBigBin's Fun page](#) with games & activities
- Rocklin's [Stormwater](#)

### City News

#### Free E-Waste Drop-Off, Paper-Shredding Events



Placer County residents are invited to drop off e-waste items on Saturday, April 24, 2010 and Saturday, May 1, 2010. Items may be dropped off from 9:00 a.m. - 2:00 p.m., rain or shine. Items accepted include TVs, VCRs, computers, exercise equipment, cell phones, etc. Paper-shredding will also be available at \$6.00 per file box.

[More...](#)

#### All Swim Registrations Monday, April 12



There will be no Priority Swim Registration in 2010. All registrations will be taken starting Monday, April 12, 2010 beginning at 8:00 a.m. both online at [RecDirect](#) and at the Sunset Center.

[More...](#)

#### 2010 Ruhkala Community Service Awards Winners



The City of Rocklin will make presentations to the winners of the annual Roy and Peggy Ruhkala Community Service Awards at a reception to be held on Thursday, April 15, 2010 at 7:00 p.m. at Finn Hall on Rocklin Road. The public is invited to this free

event.

[More...](#)

#### Grazing Comes to Rocklin



The City of Rocklin now allows permitted grazing. Please be advised that grazing will be occurring on certain vacant parcels in Rocklin **beginning Saturday, March 27, 2010.**

[More...](#)

#### Census 2010 Questionnaires Arriving in Placer County



The Census Bureau asks that residents answer the 10 questions on the form and return it in the postage-paid envelope. The

### Calendar

April 2010						
Su	M	Tu	W	Th	F	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
Today						

#### City Events

##### Wed., Apr 7, 2010

All Day Event

[New Preschool Registration](#)

##### Thu., Apr 8, 2010

All Day Event

[KJ Priority Registration Begins](#)

##### Fri., Apr 9, 2010

All Day Event

[City Administrative Offices Closed](#)

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### Cool Clicks



**Economic Stimulus Sign Program of 2009**  
[View Sign Program Details](#)

### At a Glance

2010 Employment	24,600
2010 Labor Force	26,800
2010 Unemployment Rate	8.4%

[Pollution Prevention](#) page  
 • [Regional Creek Week Activities](#) April 9-18, 2010  
 • [PCWA's Water Efficiency Programs and Rebates](#)

## City Council



[Scott Yuill](#) Mayor  
[Job Openings](#)  
[George Magnuson](#) Vice Mayor  
[Robby Bonnot](#) Councilmember  
[Peter Hill](#) Councilmember  
[Council Agenda / Minutes](#)  
[Brett Storey](#) Councilmember  
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[Civics](#)  
[Maps and Directions](#)



10 questions on the Census 2010 form only take a few minutes to answer.

[More...](#)

### 2010 State of the City Address Video, Audio Available



The State of the City Address is the official word from the City Manager on the status of Rocklin. Listen to the State of the City Address 2010 podcast, view the online presentation, or watch the video.

[More...](#)

[Archives...](#)

2009 Population	54,754
2009 Median Age	35.2
2009 Median Household Income	\$84,011
2010 Median Home Price	\$265,000

## Rocklin Weather

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### City Survey

### City Council



**Scott Yuill** Mayor  
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[Code of Ethics](#)

### City News

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
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All Day Event

[New Preschool Registration](#)

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[More Events...](#)

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[Economic Stimulus Sign Program of 2009](#)  
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