

Rocklin's Guiding Principles



A Strategic Framework for the City of Rocklin and the Community to ensure our vision to provide its citizens with exceptional quality of life, while maintaining its small town sense of community.

The City of Rocklin's Strategic Areas of Emphasis:

- Maintain and Enhance the Physical Environment
- Promote a Safe and Secure Community
- Promote Economic Vitality
- Promote a Sustainable Community
- Promote Efficient, Transparent and Customer Oriented Government



City of Rocklin's Vision Statement:

- To become a city that provides its citizens with exceptional quality of life while maintaining its small town sense of community.

City of Rocklin Vision Principles:

- Rocklin views the safety of its citizens as vital and places a priority on public safety and emergency response
- Rocklin values education and its benefits to the community and is an active partner and supporter of community schools
- Rocklin is a community of neighborhoods; each unique and essential in preserving and promoting a diverse and welcoming community
- Rocklin emphasizes citizen engagement and views it as the cornerstone for community decision making
- Rocklin strives to be a sustainable community, both economically and environmentally
- Rocklin celebrates and builds on its rich history by protecting natural and cultural resources
- Rocklin values community recreation programs and a park system serving all residents