

# 2023-2025 Strategic Planning Framework





*Rocklin is resilient and seeks ways to assist the community, businesses and citizens to be adaptable in the face of a changing world. The community is connected through a network of roadways, trails, and sidewalks that allow people and goods to move safely and efficiently throughout the City. Rocklin’s infrastructure is designed, built, and maintained to withstand and quickly recover from disasters and disruptions.*

	Pillar Objective	Progress Update January – March 2024
1.	Work towards constructing and staffing a 4 <sup>th</sup> Rocklin Fire Station south/east of Interstate 80	Staff met with the station design consultant to establish basic design needs for new Fire Station as they work towards conceptual plan drawings.
2.	Update the City’s drainage infrastructure master plan and prioritize critical improvements	Consultant was retained and is working to identify creek crossing areas for maintenance and CIP work.
3.	Update the City’s ADA Transition Plan	
4.	Establish a 3-year Pavement Management Program	
5.	Create and Implement a Strategic Plan for Information Technology services	RFP document creation completed.
6.	Strengthen Interagency Relationships (FEMA, Caltrans, CalOES, Army Corps, CDFW, etc.)	Regular coordination meetings are on-going.  Staff worked with PCWA to help them lower their repair costs by including their pavement repairs into our larger resurfacing project. This provided PCWA access to a larger economy of scale project which will directly benefit homeowners and businesses who are connecting water service or upgrading water service.
7.	Identify innovative solutions to infrastructure maintenance and enhancements	
8.	Implement programs to reduce fire loss and increase community preparedness	Staff reviewed fire hydrant infrastructure and ways to maintain and improve visibility and access for fire hydrants.



# VIBRANT

*Rocklin stimulates a vibrant and diverse community through technology and efficient planning that is flexible and responsive. Rocklin’s business friendly environment promotes economic vitality, welcoming new and supporting existing businesses through excellent customer service.*

	Pillar Objective	Progress Update January – March 2024
1.	Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain and expand local businesses	Attended the GSEC trip to Germany to strengthen local workforce development relationships with larger corporations.
2.	Invest in technology that supports economic development efforts	Completed initial testing and launched electronic plan review. Launched Solar App.
3.	Nurture efforts to establish the Quarry District as a regional destination	Executed Purchase & Sale Agreement with G3 Concepts for Big Gun Property.
4.	Establish a small business outreach program with CDD to assist business owners with planning, permitting, and inspections of new and tenant improvement projects	
5.	Create and promote events and activities that will attract outside visitors and overnight stays	
6.	Support the newly created Arts Commission’s efforts: <ul style="list-style-type: none"> <li>○ To review, update, and implement elements of the 2016 Rocklin Public Art Master Plan</li> <li>○ To advise the city council on all matters affecting arts and culture of the city</li> <li>○ To encourage programs in the arts and to promote the cultural enrichment of the community;</li> <li>○ To establish an effective liaison between the city, county, and local cultural and artistic groups</li> </ul>	Launched Arts Commission Community Survey on January 16. Data collected will be used to encourage and promote arts and cultural programs in the community.



*Rocklin responsive to the unique and emerging needs of the community and offers a quality of life that supports health, happiness and prosperity to all. This results in a community where residents have access to diverse parks, unique amenities, inviting gathering spaces, quality events, and exceptional educational opportunities.*

	Pillar Objective	Progress Update January – March 2024
1.	Update the City’s Zoning Code	Received proposals February 23 and conducted interviews week of March 18.
2.	Use master planning processes to guide future development of parks that provide the community with amenities that currently are not offered within Rocklin’s park system	City Council awarded a design contract for the SWRA improvements for pickleball and the restroom. Building Demolition Completed February 1. Pickleball, restrooms and maintenance facility are in plan process.
3.	Increase recreation programming to ensure programs are offered to all ages and abilities within the community	Rec Technologies app for court rentals and tournaments has been a successful partnership and will be expanding to offer youth programming in the Fall. XOSO is an adult sports contractor and has been successfully running Adult Volleyball, Pickleball, Kickball, and Softball.
4.	Identify critical gaps in City Trails within the public Right Of Way	Engineering issued a purchase order and the work is underway for creating Rocklin’s Active Transportation Plan (ATP).
5.	Complete the Oak & Pine affordable housing project and support efforts to increase the availability of affordable housing	Provided feedback on project special studies and coordinated steps for NEPA compliance.
6.	Continue to work with regional partners to address homelessness in the City	PIT Count was conducted on January 24. Staff continue ongoing discussions at CoC about PIT Count data



**SUSTAINABLE**

*Rocklin seeks opportunities to diversify its funding sources to ensure a strong fiscal foundation. Intentional long-term financial planning ensures community success and supports the City's quality of life.*

	Pillar Objective	Progress Update January – March 2024
1.	Evaluate opportunities to create new sources of revenue to support critical City services	Adding new cellular site at Whitney Park and Dish colocation at Twin Oaks Park.
2.	Implement a new Records Management enterprise system that is user friendly for both City staff and the public	
3.	Implement a Section 115 Trust to better address CalPERS obligations	
4.	Implement a two-year operating budget	Exploring vendors that provide an electronic budget software.
5.	Update the City's Purchasing Code	Drafting updates to procurement code for presentation to City Council in 2024.
6.	Update Infrastructure Reserve Studies	
7.	Implement comprehensive workforce development and succession planning programs	Developed a draft engagement plan and have regular meetings with the Workforce Health consultant to finalize and start implementing the engagement plan. Focus shifted back to completing the performance management process, which will help with the development of a succession planning program.
8.	Establish plans for reaching 100% funded for the City's facility and fleet replacement reserves	



**SAFE**

*Rocklin residents feel comfortable walking and biking throughout the community, enjoying parks and public spaces, and know that the City is prioritizing the safety, health, and wellbeing of its community. Rocklin invests in public safety by providing resources and technology to consistently reduce crime and ensure the City remains safe. The City partners with nonprofits, social service agencies, and the community to address the Root causes of crime and social instability.*

	Pillar Objective	Progress Update January – March 2024
1.	Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community	Continue to build upon the relationships staff have with major retailers in an effort to further reduce the amount of retail theft that occurs in the City.
2.	Continue public education efforts regarding prevention of crimes of opportunity	Plans to hold an “Every 15 minutes” training at Whitney High School.  Hosted a RockPAL Boxing clinic during spring break.
3.	Evaluate the creation of a Real Time Crime Center	RTCC Software vendor was identified and brought to Council for approval in January 2024. RPD currently transitioning out of the pilot and into full implementation.
4.	Improve Interoperability between law enforcement, fire, and EMS agencies	City Manager and Fire Chief working on funding to provide dual band radios for every emergency fire vehicle and firefighter position.
5.	Update antiquated Fire station alerting systems	Fire Station Alerting System went live on January 31, 2024; reducing workload of dispatchers and improving response times for firefighters.
6.	Improve Cardiac Arrest Survivability by deploying citizen CPR public education and increasing AED distribution	AEDs and training for all City employees to occur during the 1st and 2nd quarter of 2024. Each City facility will receive a minimum of one new AED.