



Rocklin Community Investment Plan

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Introduction

The City of Rocklin Community Investment Plan is a roadmap to guide both the short- and long-term economic growth of Rocklin and ensure a sustainable and fiscally healthy city.

The plan includes a long-term vision – a view of what Rocklin will look like in the future. To achieve that vision, goals, objectives, strategies and a work program must be defined that will move us closer to that vision. As the vision is long-term in nature and will change little, if at all over the course of many years, the work plan is at the other end of the spectrum. The work program, or action items, define specific projects and tasks and are constantly being updated as items are completed, modified as performance measures are reviewed and new actions created to respond to new opportunities and changes.

Goals

Goal 1 – Civic Investment

Use existing City assets in creative and new ways as a tool for economic growth, including infrastructure projects, land assembly, land swap, partnerships with private investment and leverage of City's financial contributions.

Goal 2 - Organizational Investment

Develop a culture of partnership/collaboration with community and identify City staff's role in achieving community investment goals.

Goal 3 - Business Climate Investment

Create the conditions for economic growth and opportunity for existing businesses, those considering expansion or relocation and entrepreneurs starting new businesses in Rocklin.

Objectives & Action Steps

Goal 1 Civic Investment

Objective 1.1 Identify dedicated revenues for the implementation of the Community Investment Plan.

Action Step 1.1.1 Propose funding strategies to Council.

Objective 1.2 Use infrastructure to fulfill City goals and leverage desired private investment.

Action Step 1.2.1 Pursue phasing of Whitney Ranch interchange project and funding of first phase.

Objective 1.3 Leverage surplus City properties for desired development or funding opportunities.

Action Step 1.3.1 Identify surplus City properties, market value & potential investors.

Action Step 1.3.2 Complete Property Management Plan for former RDA properties.

Action Step 1.3.3 Identify potential investors interested in acquiring former RDA properties for development.

Objective 1.4 Keep the public informed of community investment and infrastructure projects and the role specific projects play in the City's overall economic health.

Action Step 1.4.1 Use public meetings and notifications as opportunities to inform and educate the public about the City's investment, including short- and long-term benefits.

Objective 1.5 Encourage reinvestment in downtown Rocklin by implementing physical and process improvements and encouraging creativity and flexibility. Consider new realities and feasibility of downtown development with dissolution of RDA.

- Action Step 1.5.1** Review regulations currently affecting development in downtown/old town and modify, eliminate or develop new programs that encourage investment and allow greater flexibility.
- Action Step 1.5.2** Look at ways to incorporate arts and cultural events as a draw to the downtown/old town area.
- Action Step 1.5.3** Identify potential partners for Quarry Village development.
- Action Step 1.5.4** Encourage small scale improvements in downtown/old town by combining and leveraging existing programs and scheduled maintenance. Partner with property owners and tenants to leverage investment and clean up blighted properties.
- Action Step 1.5.5** Further refine and streamline the BARRO Zone process, clarify internal policies and increase marketing and promotion.

Goal 2 Organizational Investment

- Objective 2.1** Promote a “culture of collaboration” for internal staff that work with businesses and the development community.
- Action Step 2.1.1** Identify development process improvements and improve communication with project applicants and developers.
- Action Step 2.1.2** Consider new and flexible staffing models as development activity picks up.
- Action Step 2.1.3** Identify ways to improve customer service through systematic feedback from customers.
- Objective 2.2** Integrate economic growth goals into the City’s Community Development and Planning processes to maximize development opportunities.
- Objective 2.3** Provide an ongoing forum of communication with the development and business community and establish methods for using feedback to improve City processes, programs and services.
- Action Step 2.3.1** Host stakeholder roundtables/updates with brokers, property owners and developers.
- Objective 2.4** Identify a core team of staff with multi-disciplinary expertise to initiate and implement Community Investment projects critical to fulfilling established goals.

Goal 3 Business Climate Investment

Objective 3.1 Increase the number of new businesses in Rocklin over the previous fiscal year.

Action Step 3.1.1 Provide fiscally responsible incentives that targets high-value businesses.

Action Step 3.1.2 Facilitate internal sharing of information and data for early identification and contact of project developers

Objective 3.2 Develop and implement a business retention program that encourages open communication with the City, identifies existing businesses that are growing or considering relocation and reduces the cost of doing business.

Action Step 3.2.1 Host a roundtable of executives from existing Rocklin based businesses to gather feedback on their needs.

Action Step 3.2.2 Determine business license structure; promote and market new business license program and benefits.

Action Step 3.2.3 Develop business visitation program. Intended for staff/council to share information on projects or programs that may be relevant to the business but also to gather feedback on how to improve business opportunities in Rocklin. Track information so that an aggregate report can be developed annually that gives an overview of the Rocklin Business Climate.

Objective 3.3 Promote Rocklin as a center for higher education and build upon existing higher education assets.

Action Step 3.3.1 Work with Sierra College & William Jessup University on growth plans.

Action Step 3.3.2 Explore potential for a “town/gown” event or forum that would bring together officials, city staff, school district and College board members and staff together to update, discuss and partner on common issues and needs.

Objective 3.4 Establish Rocklin as a place that welcomes and supports entrepreneurs and start-up businesses.

- Action Step 3.4.1** Partner with service providers including Sacramento Area Regional Technology Alliance (SARTA), SCORE and the Small Business Development Center (SBDC) to encourage entrepreneurial activity and business start-ups.
- Objective 3.5** Determine ideal balance of land uses citywide to ensure long term sustainability of City's economic health.
- Action Step 3.5.1** Retain consultant to review City's long term sustainability needs and development potential.
- Objective 3.6** Promote Rocklin as a premier City for investment and development through an integrated branding and marketing campaign.
- Action Step 3.6.1** Coordinate economic and development related marketing opportunities with citywide branding campaign.
- Action Step 3.6.2** Ensure Community Development and Economic Growth web pages are up-to-date and provide valued and timely information.
- Action Step 3.6.3** Continue monthly business and development e-newsletter and expand subscriber base.
- Objective 3.7** Maximize tourism opportunities that provide a financial or other benefit to the City.
- Action Step 3.7.1** Update City regulations related to film permits to encourage film related activities in Rocklin.