

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 October – December 2024
1.	Work towards constructing and staffing a 4 th Rocklin Fire Station south/east of Interstate 80	Design development documents were completed, which includes preliminary design and conceptual design documents; design development documents completed the pre-review phase from internal and external stakeholders; an amendment to the land transfer agreement was executed granting the City more room for the station.
2.	Update the City’s drainage infrastructure master plan and prioritize critical improvements	Consultant has inspected City bridges and major pipe crossings and completed this portion of the review. Consultant is investigating pipes larger than 42" in diameter as part of the next phase which is expected to continue over the spring and fall of 2025.
3.	Update the City’s ADA Transition Plan	ADA Community survey was published through Survey Monkey and added to the City website in December. The survey will remain open until June 2025 to allow for resident feedback. A refresh to the information on the City ADA webpage was also completed.
4.	Establish a 3-year Pavement Management Program	Consultant (NCE) has completed pavement inspections and importing data into StreetSaver. Consultant is reviewing City projects to update budgeting tool and decision tree.
5.	Create and Implement a Strategic Plan for Information Technology services	The IT Strategic Plan contract was awarded in October 2024, and the project is now underway.
6.	Strengthen Interagency Relationships (FEMA, Caltrans, CalOES, Army Corps, CDFW, etc.)	Regular coordination meetings are on-going.

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7.	Identify innovative solutions to infrastructure maintenance and enhancements	On-going. IT Strategic Plan will identify work order management needs with Public Works and Parks
8.	Implement programs to reduce fire loss and increase community preparedness	Completed. Rocklin Fire completed the Insurance Services Office review and maintained a Public Protection Classification of 2. The department continues to provide ongoing public safety education to reduce fire loss.



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 October – December 2024
1.	Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain and expand local businesses	Staff had a booth at the Placer Valley 2024 event. Attended Growth Factory GFX event at The Grounds. Held a joint Stakeholders Summit event with GSEC at SMA, America to discuss strategic industries with local brokers and stakeholders. Presented Econ Dev Strategy update at the December 10 City Council meeting.
2.	Invest in technology that supports economic development efforts	The following progress has been made towards the City’s IT economic development efforts for this reporting period: <ul style="list-style-type: none"> - Electronic Plan Review (Bluebeam) solution implementation completed. - SolarApp solution implementation completed. - Continued use of Comcate for Code Enforcement management. - Increased the number of permit types available for online applications and payment processing. - New Trakit workflows under development to streamline engineering permit processes. - Ongoing work on GIS Dashboard to display permit data for field inspectors.
3.	Nurture efforts to establish the Quarry District as a regional destination	Executed the second amendment for the Purchase and Sale Agreement with G3 Concepts for development of the Big Gun site.

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4.	Establish a small business outreach program with CDD to assist business owners with planning, permitting, and inspections of new and tenant improvement projects	Created a development permit guide to provide to clarity on the process.
5.	Create and promote events and activities that will attract outside visitors and overnight stays	Participated in the Placer Valley Tourism (PVT) Master Planning event to discuss the city's needs and collaborated with stakeholders to develop and promote events and activities that will attract outside visitors and encourage overnight stays.
6.	Support the newly created Arts Commission's efforts: <ul style="list-style-type: none"> ○ To review, update, and implement elements of the 2016 Rocklin Public Art Master Plan ○ To advise the city council on all matters affecting arts and culture of the city ○ To encourage programs in the arts and to promote the cultural enrichment of the community; ○ To establish an effective liaison between the city, county, and local cultural and artistic groups 	Staff presented the Commission with a "Student Art in City Hall" program to promote the arts with Rocklin students. A draft "Visioning Document" was presented to the Arts Commission that outlines initiatives that align with the City Council's charge to encourage and promote the arts, which include a student art in City Hall program, engaging in existing City events to promote the arts, serve as liaisons for local arts groups, and more.



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 October – December 2024
1.	Update the City’s Zoning Code	An initial Recommendations Memo was prepared by the consultant identifying key areas of focus for the Zone Rocklin project.
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	RFP was released and a firm was selected to complete a master plan for the Northwest Rocklin community parks. Pickleball, shop building and restrooms at SWRA are in the planning process.
3.	Increase recreation programming to ensure programs are offered to all ages and abilities within the community	<p>The Parks and Recreation Department continues to expand its offerings to ensure recreational programming is available for all ages and abilities within the community. A new American Sign Language (ASL) Sports program ran from October 3-October 24, 2024 and will be offered again next Fall.</p> <p>Enrollment for the Shining Starts Soccer program designed for school age children with a variety for special needs was. The first session will be held from January 11 - February 22, 2025 and is already at capacity. The second session will be held on May 2 – May 20, 2025.</p> <p>Enrollment for a new 5 vs. 5 adult basketball program was also added. The first session will begin February 16.</p>
4.	Identify critical gaps in City Trails within the public Right Of Way	Purchase order for the consultant working on the connector bridge between SWRA and JSP has been issued.

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5.	Complete the Oak & Pine affordable housing project and support efforts to increase the availability of affordable housing	City executed extension letter for Affordable Housing Agreement. City released an RFP and selected a firm to complete the analysis for an inclusionary housing ordinance and in-lieu fee.
6.	Continue to work with regional partners to address homelessness in the City	Local Government Advisory Committee (LoGAC) completed first year and presented a Year One summary to the Continuum of Care (CoC). A potential site has been identified for a navigation center in South Placer and is being vetted.



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 October – December 2024
1.	Evaluate opportunities to create new sources of revenue to support critical City services	Research is ongoing.
2.	Implement a new Records Management enterprise system that is user friendly for both City staff and the public	Entered into consultant agreement with DRB Consulting Services, and began developing project timeline. Phase I of project will be updating Citywide Records Retention Schedule.
3.	Implement a Section 115 Trust to better address CalPERS obligations	Item was completed in 2023.
4.	Implement a two-year operating budget	Kicked off internal budget development process for the two-year budget cycle (Fiscal Years 2025-27).
5.	Update the City’s Purchasing Code	Draft update to the Code prepared for Council consideration in January 2025.
6.	Update Infrastructure Reserve Studies	Project is ongoing.
7.	Implement comprehensive workforce development and succession planning programs	Continue working toward implementing the revised 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	Began evaluating comprehensive fleet replacement needs and the associated replacement cost required to reach the reserve target.



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 October – December 2024
1.	Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community	Worked with many of Rocklin's larger retail entities to conduct Retail Theft Blitz Operations throughout the city. A total of five operations were conducted this quarter resulting in five arrests.
2.	Continue public education efforts regarding prevention of crimes of opportunity	RPD participated in over 15 community events including Coffee with a Cop, Fentanyl Awareness Panel and a Drug Take Back operation. RPD continues planning work with RUSD and Sierra College to teach an AJ50 (Intro to Criminal Justice) dual enrollment class at Rocklin HS and Whitney HS in the upcoming school year.
3.	Evaluate the creation of a Real Time Crime Center	The Rocklin Intelligence Center (RIC) added six more Automatic License Plate Readers (ALPRs) this quarter near the Sierra College Blvd. and I-80 interchange
4.	Improve Interoperability between law enforcement, fire, and EMS agencies	The Fire Department received all portable dual band radios in December 2024. RPD began planning an update to eight towers to maintain quality radio communications and bring better coverage for both RPD and RFD.
5.	Update antiquated Fire station alerting systems	Completed.
6.	Improve Cardiac Arrest Survivability by deploying citizen CPR public education and increasing AED distribution	The department continued to provide hands only CPR training at community events.