


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 April – September 2024
1.	Work towards constructing and staffing a 4 th Rocklin Fire Station south/east of Interstate 80	Staff narrowed the basic design of the facility interior and exterior. The fire department established a committee of stakeholders to provide input. City shared design plans with Sierra College team
2.	Update the City’s drainage infrastructure master plan and prioritize critical improvements	Issue purchase order to the consultant team
3.	Update the City’s ADA Transition Plan	Launch ADA Community survey and update webpage
4.	Establish a 3-year Pavement Management Program	Staff met with our consultant in April to request scope and fee to perform an update to our management plan. Work will be considered next FY as funding becomes available. Kickoff meeting with consultant held June 19, survey field work began September 9, consultant entering data into StreetSaver
5.	Create and Implement a Strategic Plan for Information Technology services	The RFP was released on May 24 th .
6.	Strengthen Interagency Relationships (FEMA, Caltrans, CalOES, Army Corps, CDFW, etc.)	Regular coordination meetings are on-going Regular coordination meetings are on-going
7.	Identify innovative solutions to infrastructure maintenance and enhancements	
8.	Implement programs to reduce fire loss and increase community preparedness	The fire department is working with PCWA to improve hydrant maintenance and inspections. The fire department provided information to update the City’s Insurance Services Office (ISO) rating. Results expected at end of calendar year.

		<i>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.</i>
	Pillar Objective	Progress Update April – September 2024
1.	Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain and expand local businesses	Publish business guide infographics
2.	Invest in technology that supports economic development efforts	Implement electronic plan review and Solar App, conduct outreach with stakeholders. Continue to review list of technology needs to support economic development efforts. Evaluate Trakit for code enforcement management and to ensure tighter integration with rest of department Continuing outreach to stakeholders regarding electronic plan review and identifying additional methods to get messaging out. Determined Trakit code enforcement module is too limited for use
3.	Nurture efforts to establish the Quarry District as a regional destination	
4.	Establish a small business outreach program with CDD to assist business owners with planning, permitting, and inspections of new and tenant improvement projects	Create and publish steps on starting a business in Rocklin and obtaining a business license Internal meeting group with CDD, Fire and Finance received demonstrations on two business license software programs.
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"> ○ 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 	Conduct Arts Commission Workshop to identify areas of opportunity.

City of Rocklin
Strategic Pillars 2023-25

	<ul style="list-style-type: none">○ 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	
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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 April – September 2024
1.	Update the City’s Zoning Code	Consultant contract award approved at April 23 City Council meeting, execute contract and have kick-off meeting with consultant. On-going monthly meetings with consultant, consultant made presentations to City Council on 8/27 and Planning Commission on 10/1
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	Complete conceptual design of the SWRA improvements and commence CEQA studies Received draft noise study evaluating proposed and alternative pickleball court locations
3.	Increase recreation programming to ensure programs are offered to all ages and abilities within the community	Planning to increase court access for Pickleball Leagues by two days per week before this Fall.
4.	Identify critical gaps in City Trails within the public Right Of Way	Host regular meetings with the City’s consultant. The master plan won’t be complete for about 18 months. City solicited citizen input at Hot Chili and Cool Cars event \$1.2 million from ARPA funding dedicated to construction of connector bridge between SWRA and JSP
5.	Complete the Oak & Pine affordable housing project and support efforts to increase the availability of affordable housing	Issue Administrative Determination for Conditional Use Permit. CHW to submit application for joint tax credit and tax-exempt bonds. Developer submitted site plans and staff provided comments.
6.	Continue to work with regional partners to address homelessness in the City	LoGAC continues to meet on a quarterly basis. A potential site for a navigation center in South Placer has been identified and is being vetted



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 April – September 2024
1.	Evaluate opportunities to create new sources of revenue to support critical City services	
2.	Implement a new Records Management enterprise system that is user friendly for both City staff and the public	Retain consultants (DRB Consulting, LLC) to assist with RFP process and vendor selection Entered into agreement with vendor DRB Consulting LLC with project commencing October 2024.
3.	Implement a Section 115 Trust to better address CalPERS obligations	
4.	Implement a two-year operating budget	Drafting a two-year budget development plan for City staff. Executed contract with a vendor. Working to fully implement the electronic budget software to facilitate the two-year budget process.
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	Continue working toward implementing the revised performance management process, which will help with the development of a succession planning program. In addition, developed an outline of job descriptions updates City wide and methodology
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 April – September 2024
1.	Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community	Work with RUSD and businesses in the RHS area to evaluate the program that was recently implemented to address juvenile misconduct in the retail centers. Worked closely with RUSD to address juvenile misconduct in the retail centers and to promote safe E-Bike operation
2.	Continue public education efforts regarding prevention of crimes of opportunity	Planning for upcoming Junior Police Academy (JPA) to be held in July. Completed two fully attended Junior Police Academies (JPA) in July. Completed Back to School Shop with a Cop
3.	Evaluate the creation of a Real Time Crime Center	RPD is live with the new technology immediately seeing the value. Investigations of all sorts are benefitting, but none more than ones involving retail theft.
4.	Improve Interoperability between law enforcement, fire, and EMS agencies	The fire department has purchased 15 additional mobile dual band radios to outfit every fire department emergency vehicle. The Department is actively evaluating two portable radio solutions to meet dual band need.
5.	Update antiquated Fire station alerting systems	Station Alerting System is working as designed and has improved dispatching of firefighters.
6.	Improve Cardiac Arrest Survivability by deploying citizen CPR public education and increasing AED distribution	AED's have been provided for every City facility. The Department continues to provide hands only CPR training to residents and visitors.