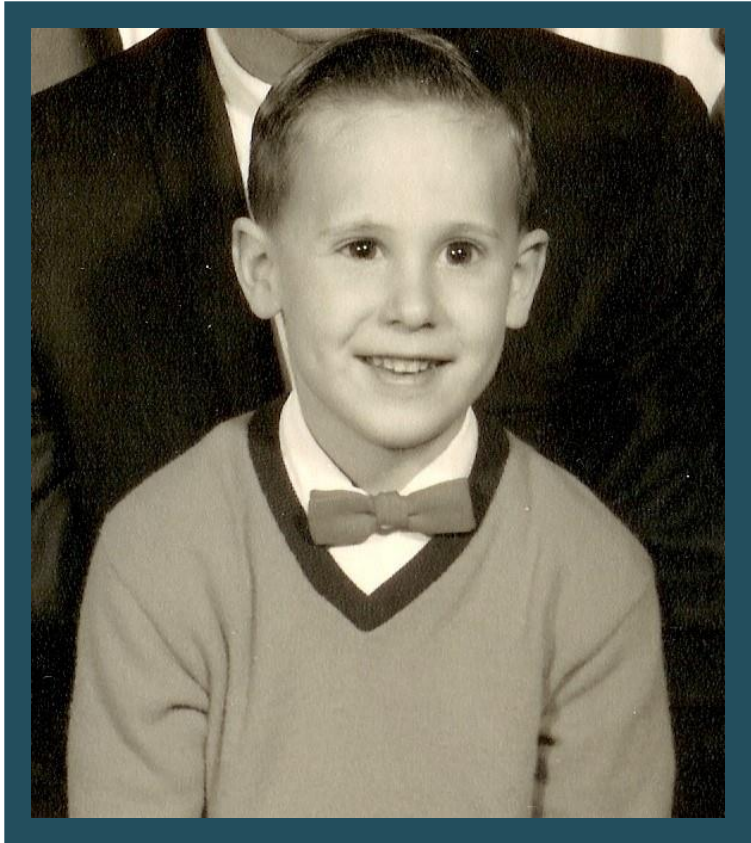


STATE OF THE CITY

CITY OF ROCKLIN



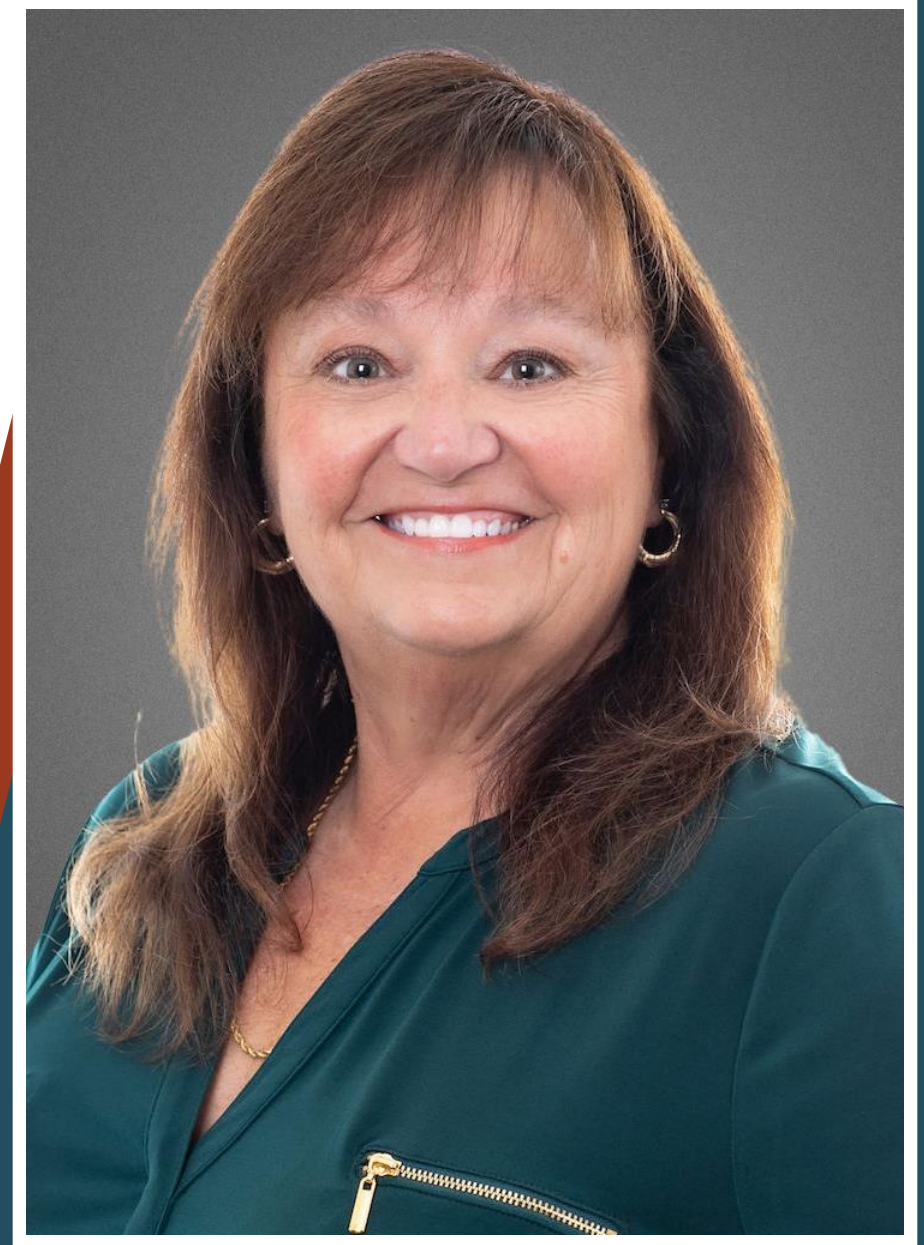
Mayor
GREG JANDA



Rocklin City Council



Vice-Mayor
JILL GAYALDO



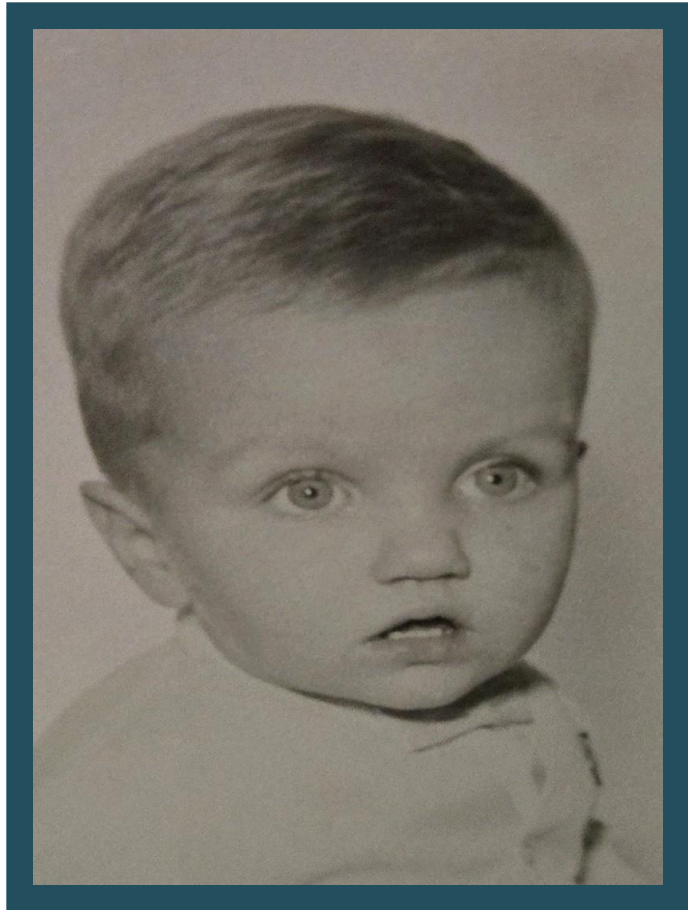
Councilmember **DAVE BASS**



Councilmember **KEN BROADWAY**



Councilmember **BILL HALLDIN**



City Manager

ALY ZIMMERMANN



ROCKLIN CHAMBER OF COMMERCE



FIVE PILLARS



A photograph of Rocklin Fire Station 23. A red fire truck is parked in front of the station. The station's name and number are visible on the building. The image is overlaid with a semi-transparent dark teal box containing the word 'RESILIENT' in white. Below this, the text 'Fire Chief' and 'REGINALD WILLIAMS' is displayed in a dark red color. The entire image is framed by a dark teal border with a diagonal split.

RESILIENT

Fire Chief
REGINALD WILLIAMS

NEW FIRE STATION



NEW FIRE STATION

- City of Rocklin is constructing a 4th Rocklin Fire Station on Sierra College's campus.
- This is such a vital project as this station will improve response times to meet the life safety needs of our residents and businesses.
- This year staff has made significant headway on this project by selecting an architecture firm, working towards the land transfer for 4th station, and we also purchased the Fire Engine that will service this station.

STRENGTHENING INTERAGENCY RELATIONSHIPS

- Strengthening Rocklin's interagency relationships with partners such as FEMA, Caltrans, CalOES, SPMUD, and others is imperative for not only our residents, but our business owners as well.
- As we saw with major storm events this past winter, having a streamline communication with our partners is vital for the safety of our community.
- By strengthening these relationships, we can work collectively to address issues that arise in Rocklin.
- Staff have established on-going regional coordination meetings to increase communication and partnerships. From these meetings, staff have worked with the Placer County Water Agency to lower cost repairs and coordinate resurfacing projects to have less of an impact on the community as projects are being completed.

LEADERSHIP ROCKKLIN



LEADERSHIP ROCKLIN

- An important priority for the Fire Department has been to implement programs to reduce fire loss and increase community preparedness. This year we have made changes to the Rocklin Municipal Code to mitigate risk during the fire season.
- This year's Leadership Rocklin cohort volunteered to paint a number of fire hydrants in the City, which was such a welcomed effort as staff have been evaluating ways to maintain and improve the visibility and access for fire hydrants.
- I would like to thank our 2024 Leadership Rocklin class for the work they did repainting fire hydrants. One of the things that makes Rocklin great that spirit of volunteerism and dedication to the betterment of our community.

The background of the image shows three women performing a hula dance. They are wearing traditional Hawaiian dresses (muhumu) with vibrant floral patterns in shades of blue, green, and yellow. Each woman has a large, colorful flower tucked into her hair and is wearing a white lei. They are captured in various dance poses, with some arms raised and hands in traditional hula positions. The setting appears to be an outdoor event, possibly a festival or a community gathering, with a bright sky and some blurred structures in the background.

VIBRANT

Councilmember
KEN BROADWAY

CHOOSE ROCKLIN

- In 2022, the City Council adopted an Economic Development Strategy, which serves as a guiding tool to support efforts to recruit, retain, and expand local businesses.
- Through our Choose Rocklin economic development campaign, staff have created a dedicated business webpage with key Rocklin data and demographics, a free site selection tool, and economic factors to support our business community.
- We have also launched an Economic Development newsletter to provide our business and development community with important updates and information.

BIG GUN PROPERTY

- Building up our downtown Rocklin area along Rocklin Road and Pacific Street is an important component of our economic vitality.
- Earlier this year, we executed a purchase and sale agreement with G3 Concepts for the development of the Big Gun property, located next to Quarry Park Amphitheater and City Hall.
- The development of this site is vital to promoting activity along this corridor and creating opportunities for business growth in the future.

GSEC GERMANY MARKETING TRIP



GSEC GERMANY MARKETING TRIP

- In February, Vice Mayor Gayaldo and Assistant City Manager Sherri Conway joined the Greater Sacramento Economic Council and a delegation of regional leaders on a trip to Germany to encourage investment in our region.
- They collaborated with leadership from Placer County, the City of Roseville, Sacramento State, and Sierra College to discuss ways to strengthen the workforce development pipeline here in Rocklin and support major industry partners like SMA Solar Technology.
- While in Germany, they met with SMA executives, who opened their North American Headquarters here in Rocklin in 2022.
- SMA Solar Technology, a German solar energy equipment supplier that manufactures solar inverters, has quickly become one of the top 25 sales tax revenue producers for the City.
- Strengthening our relationship with partners like SMA is imperative to keeping Rocklin competitive for the future.

ARTS COMMISSION

- Last year, the City Council established the Arts Commission to encourage and promote the cultural enrichment of the community.
- The newly created Arts Commission aims to review, update, and implement elements of the Rocklin Public Art Master Plan, advise the City Council on all matters affecting arts and culture in the city, encourage arts programs, promote cultural enrichment, and serve as a liaison between the city, county, and local artistic groups.
- Commissioners launched a Community Survey in January to hear from residents about their engagement with arts and culture in Rocklin. The survey ran for 12 weeks and received over 160 responses.
- Our Arts Commission also held a workshop on May 6 to identify opportunities to foster and promote arts and culture.

NEW TECHNOLOGY

- We are dedicated to investing in technology that supports economic development efforts in Rocklin.
- This year, staff launched a new electronic plan review program called ETrakit.
- This powerful tool gives users access to the most commonly requested permit and project information for Building, Planning, Fire, and Public Works.
- In addition to ETrakit, staff also launched SolarAPP+, which allows licensed contractors to complete an application prior to building permit submittal.
- These efforts streamline and improve our processes, ensuring we provide top-notch customer service at City Hall.

ENVISION GENESIS COMING TO TOY ROW



GENESIS



A woman with long brown hair, wearing a black sleeveless top and a red patterned skirt, is clapping her hands. She is looking towards the right. In the background, there are other people, including a woman with blonde hair seen from behind, and a woman in a red cap and black top also clapping. The scene is outdoors with trees and a bright sky.

LIVABLE

Councilmember
DAVE BASS

SUNSET WHITNEY RECREATION AREA

- Creating and maintaining a livable community means being able to provide residents with access to diverse parks, unique amenities, inviting gathering spaces, quality events, and exceptional educational opportunities.
- The City is continually improving our parks and recreation spaces. Our Sunset Whitney Recreation Area has seen exciting growth over the past few years.
- Last year we adopted our Master Plan which details the planned improvements to the recreation area.
- This year, we awarded a design contract for the SWRA improvements, including pickleball and restrooms.
- Building demolition was completed in February and we anticipate having the complete conceptual design of the SWRA improvements very soon.

ROCKLIN RECREATION

- Recently, the City hired a new Parks & Recreation Director, Veronica Tracy, who brings with her a wealth of recreation knowledge.
- One of our goals outlined in the City's strategic plan is to increase recreation programming to ensure programs are offered to all ages and abilities within the community.
- We have recently launched a new recreation app for court rentals and tournaments and have partnered with XOSO to offer adult sports recreation teams for volleyball, pickleball, kickball, and softball.

- City staff have made a tremendous push to updating the City's antiquated Zoning Code.
- Appropriate zoning is vital to creating a community that provides amenities, businesses, and spaces for us to thrive now and well into the future.
- The City is working with a consultant to update the current Zoning Code and review the strengths and weaknesses of current regulations.
- As this process moves forward, the community will have an opportunity to provide feedback during joint Planning Commission and City Council workshops. As the City nears build-out, we need to guarantee the zoning on available property continues to promote our top-notch quality of life.



ZONE
ROCKLIN

The background is a faded photograph of a residential street. In the foreground, there's a road with white lane markings and a crosswalk. A blue pickup truck is partially visible on the left. In the middle ground, there are several cars and a yellow pedestrian crossing sign. In the background, there are two-story houses with grey roofs and green trees. The entire image is framed by a dark teal border with a brown diagonal stripe on the left and right sides.

Sustainable

Councilmember
BILL HALLDIN

ROCKLIN FINANCES

- The City recently received an upgrade to our Fitch Bond rating from AA+ to AAA. Fitch is an independent bond rating agency that evaluates our budgets, financial statements, operating performance, and more. This bond rating upgrade indicates that Rocklin has a stable financial outlook and places our City at the top of the bond rating scale.
- Our “Sustainable” strategic pillar identifies the ways Rocklin seeks to diversify funding sources to ensure a strong fiscal foundation and the positive implementations of intentional long-term financial planning to ensure community success and support for our Quality of Life.
- We have worked hard to diversify the City’s financial portfolio, which includes the implementation of a Section 115 pension investment strategy, and next fiscal year we will implement a two-year operating budget.

ROCKLIN BUSINESSES

- This year Rocklin welcomed numerous new businesses and even saw some long-awaited businesses open their doors.
- We've mentioned Lucid Motors, a luxury car company started by former lead Tesla Designers. Lucid recently opened their service and show room on Rocklin's Toy Row on Granite Drive. Lucid Motors offers a luxury electric vehicle focused on setting new standards with long range, fast charging electric vehicles.
- We are excited to have their innovation open and ready for business right here in Rocklin!

NUGGET MARKET



ROCKLIN ROAD & I-80 PROJECT

- With the continued development in the Sierra College area, it's important everyone is aware of the major improvements planned at the Rocklin Road/I-80 Interchange over the next few years.
- As the Rocklin community grows, improving the flow of traffic in this area has become more and more important.
- This project will include a variety of enhancements to benefit residents and visitors with improved connections between Sierra College and the Quarry District, relief of car congestion on Rocklin Road, additional pedestrian and biking connections, and more.
- The improvement project is scheduled to begin construction in 2026.
- The City has conducted a series of community meetings regarding the multimodal enhancements and is in the design phase which should take us through 2025, followed by construction.



Safe

**Police Chief
Rustin Banks**

ROCKLIN SAFETY

- Rocklin was ranked the 9th safest city in California, which I think comes as no surprise to most of us in this room.
- Our tremendous team work hard to make sure Rocklin residents feel safe walking and biking throughout the community, and are able to enjoy our many parks and vast open spaces.
- Rocklin continues to prioritize the safety, health, and wellbeing of our residents and is committed to investing in public safety by providing resources and technology to consistently reduce crime and ensure the safety of our community members.
- Our team partners with nonprofits, social service agencies, and the community to address the root causes of crime and social instability.

PD SUBSTATION



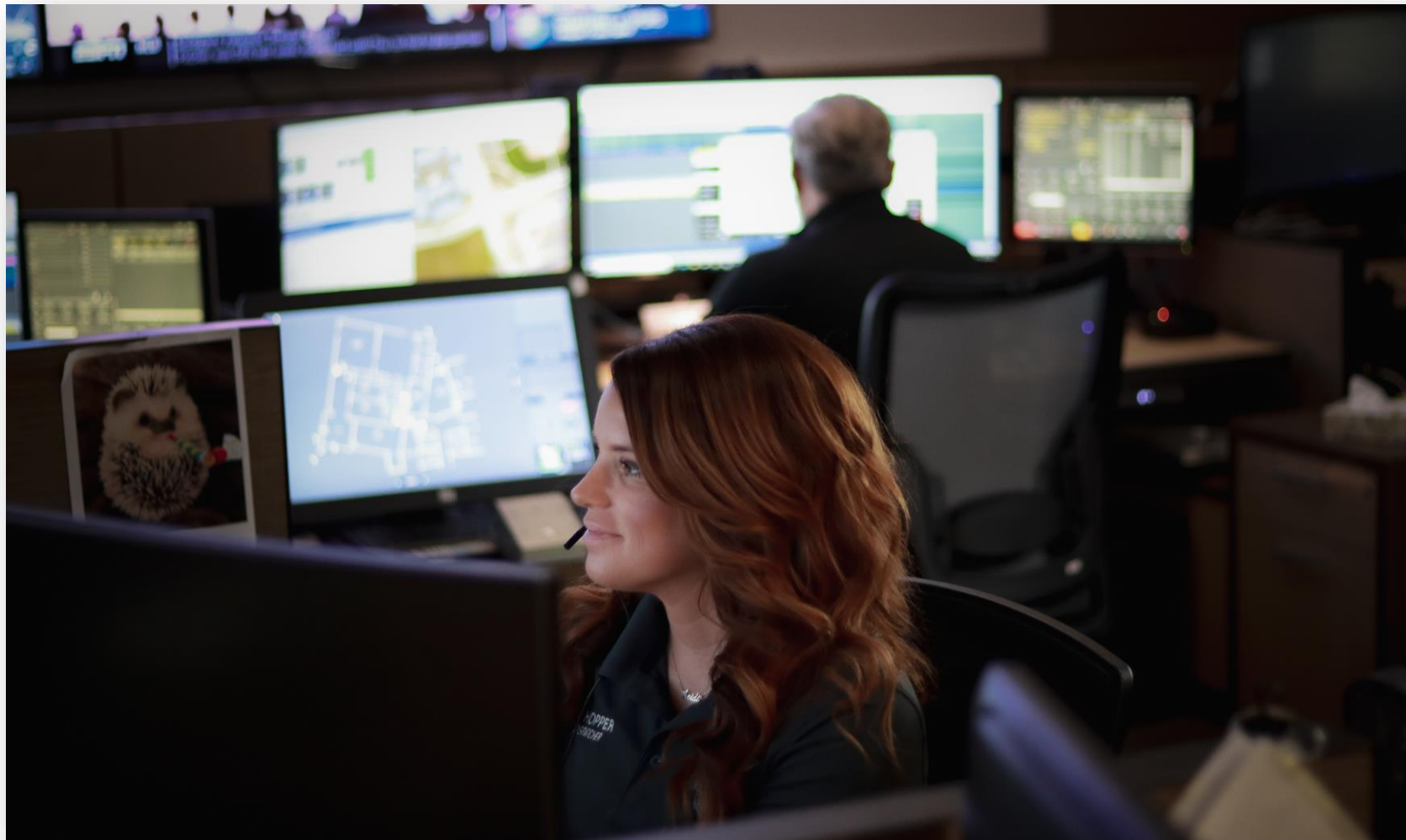
PD SUBSTATION

- Having the ability to respond quickly and effectively to those community members in need remains a top priority for our City Council.
- This year we have made great strides in order to ensure continued top-rated public safety.
- Last year, we ran a pilot program for a new Police Department Substation in the Rocklin West shopping center on Lonetree.
- I am happy to share that following a successful pilot program, we have made the substation a permanent staple for Rocklin PD.
- This new substation serves the west side of Rocklin and allows officers to better serve our residents and businesses in the area.
- In the first six months of the new substation becoming operational, response times in that area decreased an average of 40 seconds.

RETAIL THEFT

- In an effort to reduce the amount of retail theft that occurs in the City, we have worked diligently to build upon relationships we have with our major retailers, which has been largely successful.
- Additionally, we have worked with the Rocklin Unified School District and businesses near our high schools to address juvenile misconduct in retail centers.
- It is important that our businesses are supported and Rocklin shoppers feel safe when out in the community.
- Staff continue public education efforts regarding preventions of crimes of opportunity through social media outreach, various Rocklin Police Activity League events, and our annual Junior Police Academy each summer.

REAL TIME CRIME CENTER



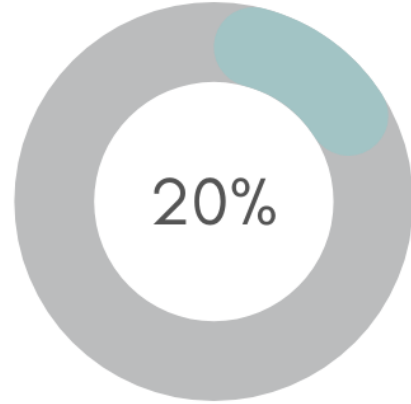
REAL TIME CRIME CENTER

- Recently, we evaluated the creation of a Real Time Crime Center and completed a six-month pilot program.
- This is a state-of-the-art centralized location where staff accumulate and analyze information from several law enforcement databases in real time.
- I am happy to share that this software is now live already benefitting a variety of investigations including retail theft.
- We have made tremendous strides to updating interoperability between law enforcement, fire, and EMS agencies with the purchase of dual band radios, updating antiquated fire alerting systems, and installing AED devices in all City facilities.

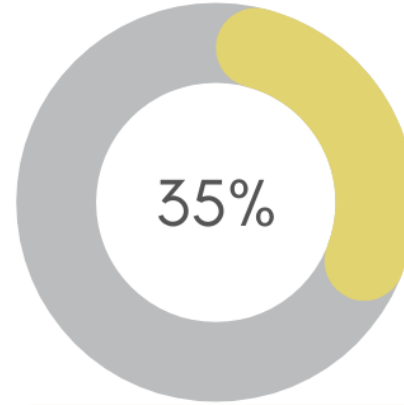


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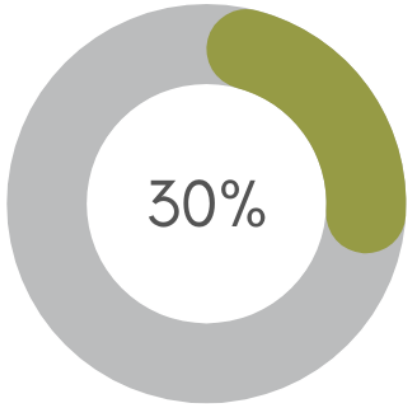
STRATEGIC PLAN QUARTERLY UPDATES



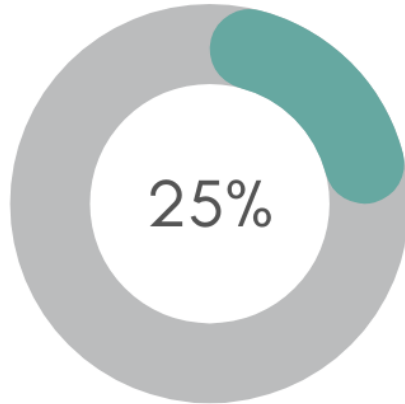
RESILIENT



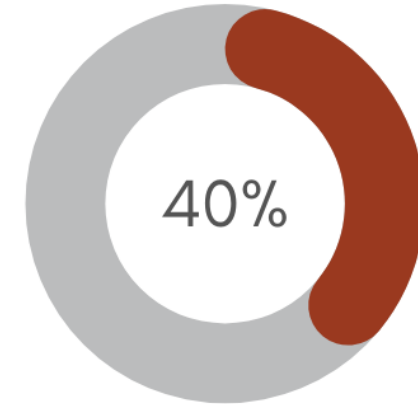
VIBRANT



LIVABLE



SUSTAINABLE



SAFE

CHOOSE  **ROCKLIN**



 **SCAN ME**

ROCKKLIN EVENTS

QUARRY PARK AMPHITHEATER 4000 ROCKLIN RD. ROCKLIN · CALIFORNIA
— 2024 CONCERT SERIES —

J BOOG LAB SUNDAY MAY 19	XAVIER RUDD ROBBY ALLI THURSDAY MAY 23	WHITEY MORGAN AND THE 78's WEDNESDAY JUNE 12
BUCKETHEAD SUNDAY JUNE 16	FLEETWOOD MAC'S RUMOURS SATURDAY AUG 17	STEEL PULSE SUNDAY AUG 18
CHRISTOPHER CROSS THURSDAY AUG 29	RODNEY ATKINS SATURDAY SEPT 14	THREE DOG NIGHT MCKINLEY JAMES SUNDAY SEPT 29

TICKETS AVAILABLE AT [TIXR.COM](https://www.tixr.com)

2024 >>> **ROCKKLIN CALIFORNIA**

9-12 MAY COMMUNITY FESTIVAL JOHNSON-SPRINGVIEW 12PM-10PM	17 MAY EVENINGS IN THE PARK JOHNSON-SPRINGVIEW 6PM-10PM
6-8 JUN SHAKESPEARE IN THE PARK QUARRY PARK 7PM-10PM	19 JUL EVENINGS IN THE PARK JOHNSON-SPRINGVIEW 6PM-10PM
15 SEP PATRIOT DAY JOHNSON-SPRINGVIEW 9AM - 1PM	21 SEP HOT CHILI & COOL CARS QUARRY PARK 10AM - 3PM
5 OCT BARKTOBER-FEST JOHNSON-SPRINGVIEW 10AM - 2PM	12 OCT MAKER FAIRE SIERRA COLLEGE 10AM - 3PM
18 OCT EVENINGS IN THE PARK QUARRY PARK 6PM - 10PM	7 DEC TREE LIGHTING QUARRY PARK 4PM - 8PM



Thank You!



ROCKLIN
CALIFORNIA