



ROCKLIN
CALIFORNIA

Strategic Plan 2018-2020 Priorities

Our City's vision for our future, ensuring that Rocklin provides its citizens with exceptional quality of life while maintaining its small town sense of community.

Strategic Goals for 2018-2020



Goal I: Maintain and Enhance Rocklin's Physical Environment

The City's physical infrastructure meets best-practice standards and represents prudent fiscal management

January-June 2019 Priorities

- a. Complete construction of Johnson Springview Park Splash Pad
- b. Fire Station 23 remodel: offices, staff quarters
- c. Fire Station 24 remodel: complete design
- d. City Hall remodel: complete design
- e. Roundabout at Pacific Street & Rocklin Road: complete design and commence acquisition of right of ways
- f. Traffic enhancement and upgrades: Sunset Blvd Phase 1 and ITS Master Plan RFP
- g. Research long-term funding for parks

Goal I: Maintain and Enhance Rocklin's Physical Environment

The City's physical infrastructure meets best-practice standards and represents prudent fiscal management

July 2019-December 2019 Priorities

- a. Continue Implementation of ADA Transition Plan
- b. Develop & implement City Infrastructure Plan
- c. Parks: update the park reserve study
- d. Complete construction of Fire Station 24 remodel
- e. Complete construction of City Hall remodel
- f. Traffic enhancements and upgrades to include Sunset Boulevard Phase 2 and Sierra College Boulevard
- g. Present ITS Master Plan to City Council for adoption
- h. Prepare and submit SWRA Master Plan / Funding Plan

Goal I: Maintain and Enhance Rocklin's Physical Environment

The City's physical infrastructure meets best-practice standards and represents prudent fiscal management

2020 and Beyond Priorities

- a. Regulatory compliance to include updated storm water MS4 permit and streambed alteration plan submitted for renewal
- b. Review all City landscaping for beautification and sustainability opportunities

Goal II:

Ensure a Safe and Secure Community

Rocklin is a safe and secure community in which to live, recreate, raise a family and operate a business.

January-June 2019 Priorities

- a. Maintain safe and reliable parks, trails and recreational facilities
- b. Present updated city-wide vegetation management program to Council for consideration
- c. Increase public safety by exploring new or expanded services
- d. Evaluate the special event permitting program to ensure public safety impacts are properly addressed

Goal II:

Ensure a Safe and Secure Community

Rocklin is a safe and secure community in which to live, recreate, raise a family and operate a business.

July-December 2019 Priorities

- a. Increase safety of community by exploring new and expanded services with focus on Fire Department analysis of response time and coverage; strategic planning to ensure high quality delivery of services
- b. Determine current status of IT systems disaster recovery and business continuity plan
- c. Evaluate Police Department volunteer program and explore opportunities for growth

Goal II:

Ensure a Safe and Secure Community

Rocklin is a safe and secure community in which to live, recreate, raise a family and operate a business.

2020 and Beyond Priorities

- a. Full implementation of vegetation management plan, subject to Council direction

Goal III: Promote Economic Vitality

Opportunities in Rocklin result in a healthy economy.

January-June 2019 Priorities

- a. Amphitheater management and operations: solicit and review proposals for the 2020 season
- b. Downtown commercial revitalization including conceptual plan for revitalization efforts; public parking and future parking options along Pacific Street corridor; and future use of former fire station parcel on Pacific Street
- c. Evaluate options for electronic plan submittal and review, and provide recommendations to City Council
- d. Implement land use evaluation software
- e. Business retention and expansion program to include collaboration with Rocklin Chamber on potential joint business outreach efforts

Goal III: Promote Economic Vitality

Opportunities in Rocklin result in a healthy economy.

July-December 2019 Priorities

- a. Business retention and expansion program: partner with Rocklin Chamber for 2019 Business Walk

Goal IV: Promote a Sustainable Community

Strong neighborhoods require a sufficient mix of housing options, responsive police and fire services, and attention to Rocklin's quality of life.

January-June 2019 Priorities

- a. Maintain Housing Element available sites: RHNA Ad Hoc Committee to complete recommendations on available sites and balancing/zoning process
- b. Update City's current Capital Improvement Program and incorporate the former Capital Investment Plan
- c. Utilize parks, trails, recreational facilities, park programs and special events to promote and enhance civic life, including installation of public art in the Quarry District
- d. Report of development corridor status (NW Rocklin)

Goal IV: Promote a Sustainable Community

Strong neighborhoods require a sufficient mix of housing options, responsive police and fire services, and attention to Rocklin's quality of life.

July-December 2019 Priorities

- a. Implement strategies to address quality of life issues throughout the community
- b. Evaluate General Plan policies to maximize fiscal stability
- c. Explore grant opportunities, or other funding mechanisms, for regional public safety dispatch efficiencies
- d. Explore options for retaining a grant writing professional
- e. Present Development Impact Fee update to Council for consideration

Goal V: Enhanced and Informative City Communications

As a City that works for its residents, our communication must be helpful to those who live, work and visit Rocklin.

January-June 2019 Priorities

- a. Build general City email database and implement campaign to increase connectivity with residents
- b. Solicit consultant assistance with developing a communications strategy
- c. Streamline City's website to provide for ease of access to available information

Goal V: Enhanced and Informative City Communications

As a City that works for its residents, our communication must be helpful to those who live, work and visit Rocklin.

July-December 2019 Priorities

- a. Ensure consistent communications with residents and develop campaigns to inform public on topics such as budget, development and zoning, traffic mitigation and circulation
- b. Expand Geographic Information Systems (“GIS”) functionality
- c. Implement and communicate Risk Management policies to staff
- d. Develop methods for enhanced communication between HR and staff (e.g., launch intranet)