

2023-2025 Strategic Planning Framework





RESILIENT

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 2023
1.	Work towards constructing and staffing a 4 th Rocklin Fire Station south/east of Interstate 80	On December 12, 2023, the City Council authorized a Fire Station Design/Engineering services contract and approved the purchase of equipment for the 4 th station.
2.	Update the City's drainage infrastructure master plan and prioritize critical improvements	
3.	Update the City's ADA Transition Plan	Internal planning meetings underway for project roll out in 2024.
4.	Establish a 3-year Pavement Management Program	Awarded professional services contract.
5.	Create and Implement a Strategic Plan for Information Technology services	Facilitated internal SWOT analysis (staff & customers). Reviewed RFP from outside agencies. Candidate for IT Manager is in progress.
6.	Strengthen Interagency Relationships (FEMA, Caltrans, CalOES, Army Corps, CDFW, etc.)	On-going CDD regional meetings for CIP, monthly utility coordination meetings with SPMUD and PCWA, and PW and CDD regular meetings with PCTPA.
7.	Identify innovative solutions to infrastructure maintenance and enhancements	
8.	Implement programs to reduce fire loss and increase community preparedness	Interdepartmental review has continued and changes to RMC and implementation procedures will be proposed over next quarter.



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 2023
1.	Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain and expand local businesses	Participated in the Placer Valley 2023 Economic Development event.
2.	Invest in technology that supports economic development efforts	Solar App streamlined solar permitting software implemented; in final stages of test for implementation of Electronic Plan Review software.
3.	Nurture efforts to establish the Quarry District as a regional destination	Executed LOI for Big Gun property with G3 Concepts at the 11/14/2023 City Council meeting.
4.	Establish a small business outreach program with CDD to assist business owners with planning, permitting, and inspections of new and tenant improvement projects	Continued internal meeting group with CDD, Fire, and Finance to provide guidance on obtaining a business license.
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 ○ 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 	Arts commission established questions for their first community survey, which will launch in January 2024. Reviewed Art Master Plan.



LIVABLE

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 2023
1.	Update the City's Zoning Code	Released an RFP for consultant services for a comprehensive zoning code update on December 18, 2023.
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	SWRA Building demo completed. Master planning process on hold pending filling of Department Director position.
3.	Increase recreation programming to ensure programs are offered to all ages and abilities within the community	Added adult sports programming; confirmed partnership with Sierra College for 2024 Mini Maker Faire.
4.	Identify critical gaps in City Trails within the public Right Of Way	Trails master plan Reidentified priorities and potential partnerships.
5.	Complete the Oak & Pine affordable housing project and support efforts to increase the availability of affordable housing	On-going meetings, weekly project meetings with developer, project entitlement application anticipated in Q1 2024.
6.	Continue to work with regional partners to address homelessness in the City	Staff appointed as Co-Chair of LoGAC; continuing involvement in regional meetings to address homelessness.



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 2023
1.	Evaluate opportunities to create new sources of revenue to support critical City services	Multiple grant applications applied for and awarded P&R evaluating player fees and cell site leases
2.	Implement a new Records Management enterprise system that is user friendly for both City staff and the public	
3.	Implement a Section 115 Trust to better address CalPERS obligations	Section 115 Trust has been established.
4.	Implement a two-year operating budget	25/26 research ongoing.
5.	Update the City's Purchasing Code	Research ongoing.
6.	Update Infrastructure Reserve Studies	P&R and PS beginning coordination
7.	Implement comprehensive workforce development and succession planning programs	Program research and implementation filling of vacant position.
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 October – December 2023
1.	Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community	RPD worked with Probation/ Parole conducting compliance checks throughout the city. RPD COPPS has also partnered with the Roseville PD Special Services Unit to bring services to the homeless population in both jurisdictions on a regular basis.
2.	Continue public education efforts regarding prevention of crimes of opportunity	Lunch time outreach at middle schools. Multiple Rocklin Police Activities League (RockPAL) events held.
3.	Evaluate the creation of a Real Time Crime Center	Confirmed choice of RTCC software and began procurement process.
4.	Improve Interoperability between law enforcement, fire, and EMS agencies	Fire Department received funding in Q4 to outfit five emergency vehicles with dual band radios.
5.	Update antiquated Fire station alerting systems	Installation of new hardware at fire stations and dispatch center; underway, project completion in early 2024.
6.	Improve Cardiac Arrest Survivability by deploying citizen CPR public education and increasing AED distribution	Provided hands on training at Patriot Day, 10 AEDs purchased and to be placed in City buildings