



City of Rocklin
2025-26 City Budget Community Conversation
Frequently Asked Questions (FAQ)

Why is the City reaching out to me? What is this City project all about?

It is the City of Rocklin's responsibility to provide public services and facilities that help maintain and protect our community's high quality of life. City employees work hard every day to provide the services that residents tell us they value most — rapid response in 911 emergencies; safe places for children to play, keeping parks and open spaces healthy, safe and clean; maintaining adequate fire protection and response; cleaning storm drains and preventing storm drain failures, maintaining safe streets and roads; youth and community programs; and much more.

The City makes every effort to plan for and use resources wisely. We are committed to serving our community in a fiscally responsible manner. However, Rocklin's population has doubled over the last 25 years while city service levels have remained relatively flat. Many essential city services have been stretched thin in recent years. Looking forward, we anticipate that ongoing expenses will continue to outpace available resources.

The good news is that the City is not facing an immediate financial threat today. We continue to be strategic to ensure continuity of the most critical services and programs valued by our community. However, despite our proactive cost control efforts, the strain on vital city services is growing as expenses are now increasing faster than available resources. Without additional revenue, Rocklin's high quality of life will at some point be at risk.

All things considered, it is time to elevate the conversation with our community before important decisions are made for the future. Engaging our community and LISTENING are essential to reaching community consensus on the best way forward to protect Rocklin's high quality of life and strong community well-being. **No decisions have been made**, and none are expected until well into 2026. As always, our goals at the City are to plan proactively and navigate strategically to address community needs responsibly and with your support.

What are the City's top priorities?

- **911 MEDICAL & FIRE RESPONSE:** Maintaining 911 rapid response times for emergency medical and fire services.
- **PUBLIC SAFETY POLICE SERVICES:** Maintaining a safe community with sufficient police personnel, public safety technology, crime prevention programs, and adequate neighborhood police patrols.
- **PARKS & OPEN SPACE:** Maintaining and preserving city parks and open space, and keeping public spaces healthy, safe, and clean for children and families.
- **STREETS & ROADS:** Cleaning storm drains and preventing storm drain failures to keep roads open and clear, preserving safe routes to school, reducing traffic congestion on local roads, and repairing streets and potholes.
- **PROGRAMS & FACILITIES:** Providing valued youth programs and maintaining facilities and infrastructure.
- **ACCOUNTABILITY & TRANSPARENCY:** Maintaining the City's financial stability & transparency in city operations.

What is the City doing to manage its finances responsibly?

Our City has a proud history of financial prudence. Every day, we focus City resources on providing **direct** services to Rocklin residents and community members in a sensible and responsible manner. The City currently enjoys the highest possible bond rating of AAA, demonstrating a long-standing commitment to fiscal sustainability and responsible spending. Rocklin also prides itself on a robust investment policy including independent investment committee oversight to safely maximize the rate of return on investments and generate more passive revenue for City operations.

Why does the City need more funding?

The City's General Fund Budget provides funding for City services, programs, and facilities. Due to our growing population, corresponding service needs, and rising operational costs – and despite our proactive cost control efforts – City expenses are growing faster than available resources. Additional funding is essential to sustain our current City services – ensuring rapid 911 response times, adequate public safety staffing and technology, maintaining safe public spaces, and more for a population that has doubled in size since 2000.

How has the City involved the community in this effort?

To help protect vital City services and Rocklin's quality of life, City leaders have been evaluating all possible options for generating the additional revenue needed to address identified needs. No decisions have been made yet – and none are expected until well into 2026. The City is currently elevating the public conversation by conducting a Community Listening Initiative (including community meetings, mailers to local residents and public engagement via online digital platforms) to actively seek input that can inform community consensus and future City decision-making.

What possible solutions have been identified?

City leaders have been proactive in employing all available funding solutions to help the City stay ahead of the changing budget curve. The City has invested heavily in technology to make operations more efficient particularly for the police and public works departments. A strong track record of financial management has led to numerous grant awards to help offset local costs for capital projects and provided seed funding for new initiatives. The City also actively recruits tax revenue generating businesses to locate in Rocklin to ensure the City's opportunity to generate revenue for services is maximized. As we explore funding solutions for the future, highest priority is going to options that result in the least impact possible to Rocklin residents while also protecting the local quality of life.

One option currently being discussed is placing a possible local revenue measure proposing a modest increase (for example, ½ cent) to Rocklin's city sales tax on the November 2026 ballot. Any such proposal would require local voter approval in order to go into effect.

How much additional funding would a ½ cent sales tax generate for the City?

A ½ cent sales tax would raise about \$9 million per year for City services. This revenue is dependent on the economy and the amount of sales tax generated in Rocklin. ALL funds generated by a local sales tax would be locally controlled, subject to annual public review, and would stay in Rocklin to provide essential city services, programming, and facility improvements. By law, the State could not take this funding away.

What would a sales tax apply to? What's taxed and what isn't?

A local sales tax would apply to the same goods and services and be subject to the existing state sales tax on tangible personal property. For example: furniture, cars, giftware, toys, antiques, clothing and gasoline are subject to local sales taxes. Items that are exempt from sales tax include sales of certain food products for human consumption (groceries), sales to the U.S. government, sales of prescription medicine and certain medical devices, and sales of items paid for with food stamps.

How does Rocklin compare with nearby cities on sales tax rates?

Rocklin's **current** sales tax rate is 7.25%, the same as the sales tax rate for Placer County and the City of Lincoln. The Town of Loomis's sales tax rate is 7.50% and Roseville's city sales tax rate is 7.75%. If a ½ cent sales tax measure went to the ballot and our voters approved it, Rocklin would join Roseville with a 7.75% sales tax rate.

What would funds raised by a possible sales tax measure go towards?

Funds generated by the proposal now being considered would go directly into the City's General Fund to help fund essential services, including:

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If no decisions have been made yet, when will the important discussion and decisions happen?

Currently, the City of Rocklin is taking deliberate steps to reach out and LISTEN to our community. **No decisions have been made yet on this issue – and none are expected until well into 2026.** The City is committed to full transparency here including proactively keeping our community informed

Who makes the final decision?

The locally elected Rocklin City Council is the legal entity that is responsible for taking action to place a city measure on the ballot. Ultimately, Rocklin REGISTERED VOTERS will have the final say when they vote for or against the measure.

Where can I go for more information?

For more information, please visit <https://www.rocklin.ca.us/communitysurvey> or contact via email: citymanager@rocklin.ca.us.