

Background: It is the City of Rocklin's responsibility to provide public services and facilities that 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; 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. And, it's also true that Rocklin's population has doubled over the last 25 years while city service levels have remained relatively flat, so many essential city services have been stretched thin in recent years. To protect the local quality of life, we have been proactive in planning and controlling costs, and the City continues to be strategic to ensure continuity of the most critical services and programs valued by our community.

Current Status: The City is **not** facing an **immediate** financial threat today. However, our reality is that the strain on vital city services is growing as ongoing expenses continue to outpace available resources. Without additional revenue, Rocklin's high quality of life will at some point be at risk. Accordingly, it is time now 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. As always, our goals at the City are to plan proactively and navigate strategically to address community needs responsibly and with your support.

The City's top service priorities include:

- **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:** Clearing 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.

To protect Rocklin's high quality of life, one option currently being discussed is a modest increase to Rocklin's City sales tax, a step that would require local voter support to go into effect. By law, the State could not take these funds away or use them for other purposes. This particular option would also ensure that visitors pay their fair share for use of Rocklin services while not impacting certain essential purchases like groceries, prescription medications, and medical appointments. Sales tax revenues would go to the City's General Fund and give City leaders the ability to fund vital city services and repair or upgrade facilities that support these services. Local governments across the state rely on sales tax revenue to fund vital local public services.

All funds raised by the potential ballot measure we're exploring would go to the City's General Fund to be used for Rocklin city services and facilities. **Taxpayer protections would be required by the measure.** Any funds generated would stay locally controlled in the City of Rocklin. Annual financial audits and regular public reporting would ensure spending as voters intended.

2026 TIMELINE: 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.** For more information, visit <https://www.rocklin.ca.us/communitysurvey> or contact citymanager@rocklin.ca.us.