



ROCKLIN
CALIFORNIA

Strategic Plan 2019-2020 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 2019-2020



Goal I: Maintain and Enhance Rocklin's Physical Environment

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

Completed 2019 Priorities

- a. Sunset Blvd Signal Coordination Phase I
- b. Intelligent Transportation System Master Plan Adopted
- c. Capital Investment Plan Adopted
- d. Fire Station 23 Remodel Design and Bid Solicitation
- e. ADA Transition Plan Adopted

Goal I: Maintain and Enhance Rocklin's Physical Environment

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

2019 Priorities Underway

Beautification (Public Areas and Physical Environment)

- a. Johnson-Springview Park Splash Pad Design
- b. Sunset Whitney Recreation Area Trails Restoration
- c. Trails Master Plan Schedule and Priorities
- d. Quarry Park Amphitheater Green Room and Equipment Lift Installation
- e. Landscape Maintenance Efficiency Improvements

Modernization of City Facilities

- a. Fire Station 23 and Fire Station 24 modernization
- b. City Hall Modernization Design

Traffic/Infrastructure

- a. Roundabout at Pacific Street & Rocklin Road Land Acquisition
- b. Traffic Signal Coordination with WAVE

Goal I: Maintain and Enhance Rocklin's Physical Environment

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

2020 Priorities

Beautification (Public Areas and Physical Environment)

- a. Construction of Johnson-Springview Park Splash Pad
- b. Development of an SWRA Eastern Trail Restoration Plan

Modernization of City Facilities

- a. Begin City Hall Modernization Construction

Traffic/Infrastructure

- a. Begin Construction of Roundabout at Pacific Street & Rocklin Road
- b. Evaluate Park Drive Reconfiguration
- c. Traffic Signal Coordination Bid Solicitation – Sunset Blvd. and Sierra College Blvd.

2021 Priorities

- a. Explore Options for Whitney Park Phase II Development

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.

Completed Priorities

- a. City-wide Vegetation Management Ordinance Adopted
- b. Police Department Volunteer Program Evaluated
- c. Special Event Permit Program Evaluated

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.

2019 Priorities Underway

- a. Standards of Response Time Analysis & Fire Service Strategic Planning Analysis
- b. Drone Program Development
- c. Intersection Cameras & License Plate Reader Development
- d. Vegetation Management Plan Enactment
- e. Business Inspection Program Report, Community Outreach and Program Initiation
- f. Public Safety Dispatch Integration with Neighboring Jurisdictions
- g. Emergency Management Program Evaluation and Update

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.

2020-2021 Priorities

- a. Standards of Response Time Analysis & Fire Service Strategic Planning Report
- b. Drone Program Deployment
- c. Intersection Cameras & License Reader Deployment
- d. Adopt Policy & Procedure for PD Use of Force Simulators
- e. Complete Standards of Response Time Analysis & Fire Service Strategic Planning
- f. Emergency Management Program Evaluation and Update
- g. Park and Trail Law Enforcement
- h. IT Systems Disaster Recovery and Business Continuity Status

Goal III: Promote Economic Vitality and a Sustainable Community

A strong economy and sustainable community depends on creating opportunities for business to thrive, strong residential and revenue-generating land use policy, and attention to Rocklin overall quality of life.

Completed 2019 Priorities

- a. Amphitheater Management and Operations RFP
- b. RHNA Available Sites Inventory Recommendations
- c. Capital Improvement Program Adopted
- d. Public Art Projects Phase 1 Installed
- e. Land Use Balance Assessment
- f. Circulation Element
- g. Whitney Ranch Parkway Development Agreement

Goal III: Promote Economic Vitality and a Sustainable Community

A strong economy and sustainable community depends on creating opportunities for business to thrive, strong residential and revenue-generating land use policy, and attention to Rocklin overall quality of life.

2019 Priorities Underway

- a. Quarry Park Management & Operations Agreement
- b. Electronic Plan Submittal Recommendations
- c. Ensure compliance with California housing policies
- d. Traffic Circulation Element Update
- e. Impact Fees Study and Project List
- f. Install Phase 2 of Public Art in the Quarry District
- g. EMS First Responder Fees Program
- h. Fiscal Sustainability - Five Year Budget Forecast
- i. Economic Development Program
- j. Park Funding Options

Goal III: Promote Economic Vitality and a Sustainable Community

A strong economy and sustainable community depends on creating opportunities for business to thrive, strong residential and revenue-generating land use policy, and attention to Rocklin overall quality of life.

2020 Priorities

- a. Quarry Park Amphitheater Programming Enhancement
- b. Traffic Circulation Element Update Adoption
- c. SWRA Cross Country Course: Form Community Task Force
- d. Public Safety Dispatch Software/Interface
- e. Fiscal Sustainability – Key Performance Indicators Report
- f. Quarry District Parking Options

2021 Priorities

- a. Update Traffic Impact Fees
- b. Pacific St. Streetscape Evaluation
- c. Storm Water Facilities Fee Feasibility Study

Goal IV: Enhance Community and Employee Engagement

Engaging those who live, work and visit Rocklin is a vital aspect of accomplishing City goals related to the physical environment, safety, economic vitality, and quality of life.

Completed 2019 Priorities

- a. Safe Workplace Practices Training Matrix Implemented
- b. Website Update Analysis

Goal IV: Enhance Community and Employee Engagement

Engaging those who live, work and visit Rocklin is a vital aspect of accomplishing City goals related to the physical environment, safety, economic vitality, and quality of life.

2019 Priorities Underway

Community Engagement

- a. Strategic Communications Plan Development
- b. Website Homepage Redesign
- c. IT Customer Service Solutions
- d. Traffic/Streets Communications – Traffic Alerts & Paving Map
- e. Investigate Methods for Customer Feedback

Employee Engagement

- a. Launch Employee Intranet
- b. Electronic Orientation Process for New Employees
- c. Deferred Compensation Plan Analysis
- d. Customer Service Survey Launch

Goal IV: Enhance Community and Employee Engagement

Engaging those who live, work and visit Rocklin is a vital aspect of accomplishing City goals related to the physical environment, safety, economic vitality, and quality of life.

2020 Priorities

Community Engagement

- a. Strategic Communications Plan Implementation
- b. Emergency Management Program – Safety and Readiness Campaigns
- c. Access Rocklin Enhancements – Options for Information Dissemination Through App
- d. IT Customer Service Solutions
- e. Traffic/Streets Communications – Traffic Alerts & Paving Map
- f. Investigate Methods for Customer Feedback

Employee Engagement

- a. Improve Services to Employees – Streamline Benefits Administration