



ROCKLIN
CALIFORNIA

Rocklin Residents:

We want your input!



CITY SURVEY INSIDE



September 29, 2025

Dear Rocklin Resident:

As one of many ways we listen to and learn from our community, I am reaching out to you today with a request to help us shape the City of Rocklin's future. **We want your input about how to protect Rocklin's high quality of life.**

I want to start with some good news: The City continues to be in solid financial condition. Despite nearly doubling in size over the last 25 years, the City has made smart investments and strategic decisions to maintain a balanced budget and continuity of the most critical services valued by our community. Over the years we have continuously improved efficiency and prioritized delivery of vital city services in a fiscally sound manner.

As we maintain this focus and plan for the future, we see that many essential City services have been stretched thin in recent years, and the strain on those services is growing. Looking forward, ongoing expenses are growing faster than available resources. Without additional revenue, Rocklin's high quality of life will at some point be at risk.

Accordingly, we want to elevate the conversation with our community before important decisions are made for the future. One option being discussed is the potential for a modest increase to Rocklin's city sales tax, a step that would require local voter support to go into effect. I want to stress that **no decisions have been made** and we are currently only exploring options.

What do YOU think? We want to hear from you before the City Council considers important decisions impacting Rocklin's future. Please complete our survey via tear-off response card attached here, use the QR Code, visit our website, or email us at: CityManager@rocklin.ca.us.

Please respond by November 21st. Your opinions matter. **We are listening!** Thank you.

Sincerely,

Aly Zimmermann
Rocklin City Manager



Essential City Services



- **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.



What Do You Think?



ROCKLIN RESIDENTS: Your feedback is important. **Please respond by November 21, 2025.**

For more information or to take the survey online, please visit: www.rocklin.ca.us/communitysurvey

or contact City Manager Aly Zimmermann:
CityManager@rocklin.ca.us.

CITY SURVEY

Your input is important to us.

Take this survey online. Scan the QR code or go to: www.rocklin.ca.us/communitysurvey

Please rank these City of Rocklin priorities in order of their importance to you (1 = most important, 6 = least important).



► **MAINTAINING** 911 rapid response times for emergency medical and fire services. ☐

► **ENSURING** a safe community with sufficient police personnel, public safety technology, crime prevention programs, and adequate neighborhood police patrols. ☐

► **PRESERVING** city parks and open space, and keeping public spaces healthy, safe, and clean for children and families. ☐

► **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. ☐

► **PROVIDING** valued youth programs and maintaining facilities and infrastructure. ☐

► **SAFEGUARDING** the City’s financial stability and prioritizing transparency in city operations. ☐

Comments/questions:

Contact information is optional:

NAME

ADDRESS

CITY STATE ZIP

PHONE E-MAIL

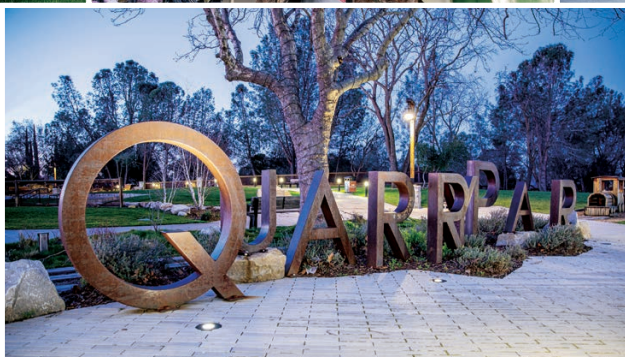


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