

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 July 2023 – September 2023
1.	Work towards constructing and staffing a 4 th Rocklin Fire Station south/east of Interstate 80	Fire Station RFP received for architecture and design and land transfer approved by CC
2.	Update the City's drainage infrastructure master plan and prioritize critical improvements	RFP in progress/out
3.	Update the City's ADA Transition Plan	
4.	Establish a 3-year Pavement Management Program	RFP in progress/out
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.)	LoGAC (homelessness) PS has worked with outside agencies. CDD regional meetings for CIP, CDD monthly utility coordination meetings with SPMUD and PCWA, and PS and CDD regular meetings with PCTPA
7.	Identify innovative solutions to infrastructure maintenance and enhancements	Utilize fiber mech asphalt paving. Drainage & updated fencing @ SWRA
8.	Implement programs to reduce fire loss and increase community preparedness	Additional inspector position allocated. Interdepartmental evaluation of weed abatement program. ERZ improve response times revised



VIBRANT

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 July 2023 – September 2023
1.	Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain and expand local businesses	Launched CHOOSE Rocklin Economic Development website. Established Economic Development newsletter, BRE visits, monthly coordination meetings between Economic Development, Building, Fire and Code Enforcement.
2.	Invest in technology that supports economic development efforts	Costar & ERSI tools acquired. Micro-website Evaluation of fiber internet/ tech upgrades in City rentals & bldgs.
3.	Nurture efforts to establish the Quarry District as a regional destination	Retain broker for Big Gun site. Received proposal for development.
4.	Establish a small business outreach program with CDD to assist business owners with planning, permitting, and inspections of new and tenant improvement projects	On site meetings with Fire, CDD, Econ Dev to assist businesses T.I checklist created
5.	Create and promote events and activities that will attract outside visitors and overnight stays	Awarded \$400K grant from PVT for pickleball summer concert series Approved 5k cross country track Hosted endurance run SRWA RFP developed and released for Amphitheater
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 	Master Plan launched Working on updating existing Strategic Plan



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 July 2023 – September 2023
1.	Update the City's Zoning Code	Initiated draft RFP
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	Building demo and addition of restrooms @ pickleball
3.	Increase recreation programming to ensure programs are offered to all ages and abilities within the community	New rec app for Johnson-Springview tennis court rental Start softball tournaments
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
6.	Continue to work with regional partners to address homelessness in the City	Continued to meet with regional partners in LoGAC. Staff appointed to CoC board. Regional task force has wound down.



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 July 2023 – September 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	CC awarded a contract on Sept. 26
4.	Implement a two-year operating budget	25/26 research underway
5.	Update the City's Purchasing Code	Research pending full Admin Services staffing
6.	Update Infrastructure Reserve Studies	P&R and PS beginning coordination
7.	Implement comprehensive workforce development and succession planning programs	Applied for and received \$5,000 workforce health grant Hired Deputy Director/City Engineer for CDD Evaluation of Performance Management
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 July 2023 – September 2023
1.	Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community	Neighborhood Watch program expanded SRO – RUSD, COPPS Program Fentanyl Response with Placer County DA
2.	Continue public education efforts regarding prevention of crimes of opportunity	One Pill Can Kill at high schools Lunch time outreach at middle schools Social Media outreach ongoing
3.	Evaluate the creation of a Real Time Crime Center	Six-month pilot program completed – software identified
4.	Improve Interoperability between law enforcement, fire, and EMS agencies	Dual band radios in process to purchase Working towards CAD, five PSAPs Coordination of Western Placer Fire Chiefs
5.	Update antiquated Fire station alerting systems	Installation of new hardware at fire stations and dispatch center
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