



2023-2025 Strategic Planning Framework



<div>  </div>			<p><i>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.</i></p>
	Pillar Objective	Progress Update January – March 2025	
1.	Work towards constructing and staffing a 4 th Rocklin Fire Station south/east of Interstate 80	Received updated scope of work to include a training tower on station site. Working with Sierra College to minimize impact to running trails. Engaged a consultant to create a metes and bounds to create the fire station parcel.	
2.	Update the City's drainage infrastructure master plan and prioritize critical improvements	Consultant is continuing investigation of pipes larger than 42" in diameter as part of the next phase.	
3.	Update the City's ADA Transition Plan	Bluffs ADA Upgrade Project Awarded, construction to start in Summer 2025.	
4.	Establish a 3-year Pavement Management Program	Consultant has completed the update of the decision tree and pricing index based on recent bid results. An update to the selected scenarios is anticipated to be completed in May 2025 and 3-year Pavement Map in June 2025.	
5.	Create and Implement a Strategic Plan for Information Technology services	The project is currently underway and expected to be completed by June 30, 2025.	
6.	Strengthen Interagency Relationships (FEMA, Caltrans, CalOES, Army Corps, CDFW, etc.)	2025 Regional Caltrans/PCTPA Coordination Meeting was held 2/11/25. Est. South Placer County Public Works Director Quarterly Meetings. Participated with the Sacramento Area Pavement Management Working Group.	
7.	Identify innovative solutions to infrastructure maintenance and enhancements	Collaborating with UC Davis-Berkeley Pavement Research Center on asphalt additives (fiberized asphalt) and base treatment for large block cracking.	
8.	Implement programs to reduce fire loss and increase community preparedness	The Fire Department continues to evaluate methods to maintain public fire hydrant infrastructure in the city. Phase 1 is to conduct visual inspections of all hydrants; Phase 2 will seek to identify a process to paint and maintain hydrant threads and appliances; Phase 3 will identify opportunities to test waterflow hydrants to determine flows and pressures.	

<div>  <p><i>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.</i></p> </div>		
	Pillar Objective	Progress Update January – March 2025
1.	Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain and expand local businesses	Work is underway on key components of a new Economic Development Strategy, building on the progress and priorities established in the 2024 plan.
2.	Invest in technology that supports economic development efforts	The following progress has been made towards the City's IT economic development efforts for this reporting period: Development of new Trakit workflows to streamline engineering permit and encroachment permit processes. Ongoing work on a GIS Dashboard to display permit data for field inspectors.
3.	Nurture efforts to establish the Quarry District as a regional destination	A bid for remediation services at the Big Gun site was released in January 2025. City Council will be considering approving a contract in April 2025.
4.	Establish a small business outreach program with CDD to assist business owners with planning, permitting, and inspections of new and tenant improvement projects	Progress continues on enhancing support for small businesses through new outreach efforts and improved permitting and business license processes, in collaboration with CDD.
5.	Create and promote events and activities that will attract outside visitors and overnight stays	New Assistant City Manager was appointed as the City's representative on the Placer Valley Tourism board of directors.
6.	Support the newly created Arts Commission's efforts.	The Commission received an update on the draft Visioning Document and received the art for the first exhibition of student art in City Hall.



LIVABLE

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 January – March 2025
1.	Update the City's Zoning Code	A joint City Council/Planning Commission Public Workshop was held on February 4. Staff and the consultant continue to review proposed draft regulations in preparation for future public meetings on specific topics within the comprehensive update.
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	Selected firm for the Northwest Community Parks Master Plan met with City staff in February to discuss contract terms and project details, the contract with the firm was completed and routed through internal City channels. SWRA pickleball conceptual drawings were completed in February and City staff met with contractors to confirm new location and plans in early March. Contractors performed topographical studies at the new location in March.
3.	Increase recreation programming to ensure programs are offered to all ages and abilities within the community	Adult Women's volleyball for beginners was so successful in winter that an intermediate program was added in February and will continue through summer. Martin Luther King Jr. Holiday Basketball and Volleyball Camps were added and ran successfully in January as well as an indoor soccer camp for 2–5-year olds which ran each Saturday from January 11-February 22.
4.	Identify critical gaps in City Trails within the public Right Of Way	Surveying for the SWRA/JSP connector bridge has been completed. Consultants will provide an analysis of potential locations in April 2025.
5.	Complete the Oak & Pine affordable housing project and support efforts to increase the availability of affordable housing	City held a hearing to approve the CUP for the Pacific Street Apartments; City met with developer regularly to ensure progress on Pacific Street Apartments and submission for the 9% tax credit application. City selected a firm to complete an inclusionary housing ordinance and in-lieu fee. Staff drafted an affordable housing agreement for the Quarry Row and Estia projects.
6.	Continue to work with regional partners to address homelessness in the City	Staff continue to meet in the LoGAC on a quarterly basis to identify methods to reduce homelessness.



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 January – March 2025
1.	Evaluate opportunities to create new sources of revenue to support critical City services	Staff submitted earmarks to Congressman Kiley and Senators Schiff and Padilla for ROW acquisition for the Rocklin Road/I-80 Interchange.
2.	Implement a new Records Management enterprise system that is user friendly for both City staff and the public	Met with City departments to provide overview of project (Records Retention Schedule update) and requested completion of records inventory forms. Forms submitted to consultant who updated Citywide retention schedule (first draft). Currently reviewing each department section.
3.	Implement a Section 115 Trust to better address CalPERS obligations	Completed.
4.	Implement a two-year operating budget	Transition to two-year budget in progress.
5.	Update the City's Purchasing Code	Implemented the Procurement, Purchasing and Contracts code effective March 1, 2025.
6.	Update Infrastructure Reserve Studies	In progress
7.	Implement comprehensive workforce development and succession planning programs	Soliciting scope of work from vendors that provide succession planning services.
8.	Establish plans for reaching 100% funded for the City's facility and fleet replacement reserves	Updated in 2025-27 Workplan.



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 January – March 2025
1.	Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community	Conducted three Blitz Operations at retailers. Two members of the COPPS Unit attended Crime Prevention Through Environmental Design (CPTED) training at the National Institute of Crime Prevention.
2.	Continue public education efforts regarding prevention of crimes of opportunity	Participated in over 6 community events including Lunch with the Law at both middle schools. Finalized our partnership with Sierra College and RUSD to bring AJ50 to both Rocklin and Whitney High Schools next year.
3.	Evaluate the creation of a Real Time Crime Center	Additional RPD staff received training on the Fusus RTCC software. Staff from the Crime Analysis Unit also visited other local real time crime centers to observe their operational model.
4.	Improve Interoperability between law enforcement, fire, and EMS agencies	Funding set aside to implement CAD-to-CAD from FY 2023/24 Year End Fund Balance.
5.	Update antiquated Fire station alerting systems	Fire Station alerting completed.
6.	Improve Cardiac Arrest Survivability by deploying citizen CPR public education and increasing AED distribution	All AED's have been deployed. Hands Only CPR will continue as a normal activity during special events and/or requests.