

2025 – 2027 STRATEGIC PLAN





RESILIENT

PILLAR OBJECTIVES

Foundational Pillar Objectives:

- Work towards constructing and staffing a 4th Rocklin Fire Station south/east of Interstate 80 to maintain optimal response times across Rocklin
- Update the City's drainage infrastructure master plan and prioritize critical improvements
- Enhance customer service by expanding the Online Permit Guide to cover commercial building plan and other types of submissions
- Update City standard design specifications to streamline project planning and construction
- Update the General Plan Circulation Element, associated EIR, and update the Traffic Impact Fee

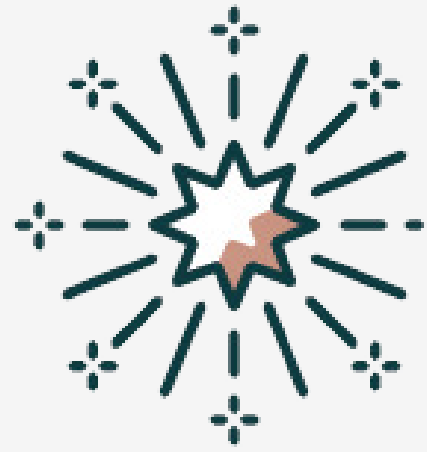
Strategic Pillar Objectives:

- Establish a 3-year Pavement Management Program
- Implement programs to reduce fire loss and increase community preparedness

Visionary Pillar Objectives:

- Conduct a comprehensive Public Works Organization Assessment to enhance long-term efficiency, innovation, and service delivery





VIBRANT

PILLAR OBJECTIVES

Foundational Pillar Objectives:

- Create and promote events and activities that will attract outside visitors and overnight stays
- Enhance business retention efforts through establishing a more robust business outreach and education program

Strategic Pillar Objectives:

- Invest in technology that supports economic development efforts
- Support the Arts Commission to work towards achieving objectives outlined in the Arts Commission's Visioning Document
- Implement a Strategic Plan for Information Technology Services

Visionary Pillar Objectives:

- Continue implementation of the adopted Economic Development Strategy and support efforts to recruit, retain, and expand local businesses
- Nurture efforts to establish the Quarry District as a regional destination and catalyst for the development of Downtown Rocklin





LIVABLE

PILLAR OBJECTIVES

Foundational Pillar Objectives:

- Modernize and update the City's Zoning Code to support sustainable growth and meet the needs of an evolving community
- Continue to develop recreation programming ensuring programs are offered to all ages and abilities within the community
- Identify critical gaps in City Trails within the public Right Of Way
- Continue to support development of the Oak & Pine affordable housing project
- Make City Parks facilities more appealing and responsive to community needs
- Update and implement ADA Transition Plan

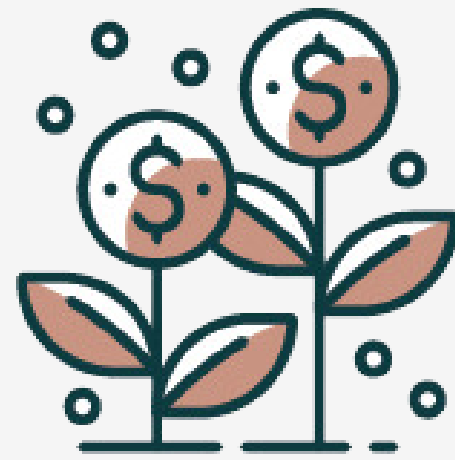
Strategic Pillar Objectives:

- 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
- Support balanced land-use including a mix of housing options and local employment opportunities to sustain economic vitality and meet the needs of an evolving workforce

Visionary Pillar Objectives:

- Continue to work with regional partners to address homelessness in the City
- Support efforts to increase the availability of affordable housing





SUSTAINABLE

PILLAR OBJECTIVES

Foundational Pillar Objectives:

- Implement a new Records Management enterprise system that is user friendly for both City staff and the public
- Complete and annually update infrastructure and facility reserve studies, including Parks, and establish dedicated replacement funding mechanisms to ensure long-term sustainability

Strategic Pillar Objectives:

- Evaluate opportunities to create new sources of revenue to support critical City services
- Implement comprehensive workforce development and succession planning programs
- Partner with regional agencies to improve City amenities
- Advocate for the City on a state and national level to reduce unfunded mandates and retain local control
- Finance or refinance Community Facilities Districts No. 10 Special Tax Bonds
- Complete a comprehensive fee study update for all fees for service City-wide
- Implement initiative that support employee growth and well-being

Visionary Pillar Objectives:

- Achieve 100% fully funded status on all City Council adopted reserve targets





SAFE

PILLAR OBJECTIVES

Foundational Pillar Objectives:

- Maintain, improve, and expand City partnerships that aid in crime prevention and creating a safe community
- Continue public education efforts regarding prevention of crimes of opportunity
- Improve Fire Safety In the Community Through Code Adoption
- Improve Firefighter Safety By Providing Pre-Plans of Critical Facilities

Strategic Pillar Objectives:

- Improve interoperability between public safety answering points (PSAP's)
- Enhance and expand capabilities of the Real Time Crime Center

Visionary Pillar Objectives:

- Enhance regional Fire EMS capabilities through collective partnerships in South Placer to improve service delivery and emergency response
- Invest in innovative technology, professional enforcement, and collaborative partnerships that enhance public safety, expand outreach, and ensure the long-term sustainability of essential safety services

