



City Council Staff Report

Subject: City of Rocklin 2025-2027 Strategic Plan

Date: August 12, 2025

Submitted By: Andrew Keys, Assistant City Manager

Department: City Manager's Office

Recommendation:

Affirm the Outcomes of the 2025-2027 Strategic Planning Process and Provide Direction to Staff on the Proposed Two-Year Work Plan Items.

Background:

On March 18, 2025, the City Council conducted a Strategic Planning Workshop to establish goals and priorities for the 2025/26 and 2026/27 fiscal years. Building on the 2023-2025 Strategic Plan, the session included participation from City staff and community members and focused on refining the City's strategic direction.

The City's five foundational Strategic Pillars -- Resilient, Vibrant, Livable, Sustainable, Safe -- were reaffirmed with one minor edit to the definitions to better reflect evolving community needs and priorities. The Strategic Plan and underlying workplan are long term aspirational documents. Due to this nature, some workplan objectives are developed that are ongoing or will take longer than one two-year planning period to approve. During the workshop, the City Council and staff identified key initiatives from the current (2023-2025) Work Plan that remain ongoing or incomplete. Given the City Council's reaffirmation of the same Strategic Pillars, these ongoing and/or incomplete 2023-2025 items are recommended for continued inclusion in the upcoming 2025 – 2027 Strategic Plan (Attachment 1). In addition, new Work Plan items were introduced, reflecting both emerging priorities and strategic opportunities.

The 2025 - 2027 Work Plan also introduces a tiered structure to better categorize City initiatives. Work Plan items are grouped into one of the following categories:

- **Foundational** – Core services and ongoing operations.
- **Strategic** – Focused improvements, policy updates, or mid-term initiatives.
- **Visionary** – Long-term, ambitious, or transformational goals.

This updated 2025-2027 Work Plan will serve as a guiding tool to inform the strategic use of human and fiscal resources during the upcoming two-year budget cycle. Staff will continue to provide updates to the Work Plan as projects come forward, as well as during quarterly budget updates presented to the City Council.

Fiscal Impact:

There is no direct fiscal impact associated with the 2025-2027 Strategic Plan; however, funding to achieve specific workplan projects has been included in the City's Operating Budget over the next two fiscal years.

ATTACHMENTS:

1. [Rocklin 2025-2027 Strategic Goals Workplan](#)