



City of Roseville Strategic Plan

Fiscal Years 2025–2028



City of Roseville City Council

Elected by district to serve all of Roseville



Krista Bernasconi
Mayor



Karen Alvord
Vice Mayor



Bruce Houdesheldt
Councilmember



Pauline Rocucci
Councilmember



Tracy Mendonsa
Councilmember

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Message from the City Manager



To the Roseville City Council and Community:

In February 2024, our City Council convened a public workshop to craft a four-year Strategic Plan, thoughtfully designed to guide Roseville through Fiscal Years 2024-2028. This plan represents a collaborative effort, grounded in community engagement, a shared vision, and purposeful decision making. At our annual

Council Priorities Workshop in February 2026, the Council reaffirmed the strategies for the third year of this plan, and our six priority areas remain the same. These priorities are focused on delivering exceptional public services and maintaining Roseville's high quality of life.

Each year, the City Council revisits and evaluates this plan through open public workshops to ensure it reflects the evolving needs and realities of our community. Updates are made as necessary, keeping our vision current and responsive.

We are proud of our commitment to thoughtful stewardship and prudent financial management. This dedication to sound financial principles positions us to respond effectively to changing circumstances, always prioritizing our community's best interests. Our city's reputation for stability and fairness attracts businesses and residents alike, making Roseville a place where people invest and thrive.

We recognize the hard work and dedication needed to keep Roseville among the best, safest, and healthiest cities in the country. I appreciate the ongoing partnership of the City Council and the steadfast support of our community as we pursue Roseville's vision to remain a thriving, vibrant place to live.

Respectfully,

Dominick Casey • February 2026



The City Council highlighted the following achievements from its FY25–26 strategic plan.

Recent accomplishments

- Placer Valley Soccer Complex completed
- Johnson Pool renovations completed
- Permit Center remodel completed
- New Roseville Transit app, TripShot, launched
- Know Your Boundaries community resource page launched
- Roseville trail system elevated to a Silver Bicycle Friendly Community
- Miner’s Ravine Trail designated a National Recreation Trail by Secretary of the Interior
- Parks, Recreation & Libraries earned national accreditation
- Parks, Recreation & Libraries a National Gold Medal Award finalist for fourth year in a row
- Roseville’s water system reached 100% metered
- Commercial Corridor incentive programs launched
- Roseville Police Department begins staffing Beat 8
- Union-Pacific’s “Big Boy” locomotive visit attracted 61,000 people to downtown Roseville over two-day visit
- Fiscal stability and balanced budget achieved
- Roseville Electric Utility Receives APPA Safety Award of Excellence
- Pleasant Grove Blvd. Widening Project completed



A mission is a statement of the purpose of the organization. It defines what the organization stands for and what it will do.

Mission

To provide exceptional services in a fiscally responsible manner that enhance the quality of life today and into the future.



Vision

Preserving our high quality of life as we prosper into the future.

We do this by ensuring:

- **A safe and healthy community.** People feel safe and secure in our community, working together to prevent problems and to protect those in need.
- **A fiscally sound city.** Living within our means and maintaining a responsible level of fiscal reserves means considering the long-term effects when weighing various options.
- **A well-planned city.** An appropriate balance of land uses including housing, employment sites, shopping areas, parks and open space is essential for a vibrant community. By requiring development to pay its fair share, the community will experience the positive effects of growth.
- **Well-managed infrastructure.** It is critical to ensure that City infrastructure—including roads, streetscapes, parks, utilities, facilities, and technology—is well maintained. Effectively planning infrastructure improvements includes anticipating future needs.
- **Outstanding recreational activities.** Diverse recreation and cultural opportunities are widely accessible. Ample open space allows for outdoor parks, bike trails and interactions with nature.
- **A transparent, accountable environment.** Information, services, and resources are readily available online and in person. Active engagement in dialogue promotes transparency and encourages a healthy exchange of ideas.

The vision statement is aspirational with a focus on the future. It is a statement of where the organization is going.

Core competencies speak to the unique capabilities, knowledge and skills that create a strong organization.

Core competencies

The City of Roseville is driven by seven core competencies:

- **Focus on people.** Develop and deliver service-oriented solutions that meet or exceed expectations. Honor each interaction and relationship with respect and consideration, even under difficult circumstances.
- **Build trust.** Ensure honesty and integrity to gain confidence and support of others. Treat people fairly and ethically.
- **Ensure accountability.** Take responsibility for the outcomes of one's own work and foster a sense of ownership in others.
- **Be adaptable/agile.** Change approach or methods to best fit the situation and effectively balance competing priorities.
- **Communicate effectively.** Deliver clear, concise messages and actively listen to ideas and questions. Tailor communication to diverse audiences to promote dialogue and mutual understanding.
- **Collaborate inclusively.** Build effective working partnerships, alliances, and teams. Develop and maintain productive relationships inside and outside the organization. Constructively seek and consider diverse input.
- **Make quality decisions.** Make sound, timely decisions and recommendations. Accept complexity and uncertainty. Assess risk appropriately. Understand how elements relate to each other.



Overarching priorities

Six priorities support the City’s mission and vision. These priorities have remained constant since the development of the initial strategic plan at a Council workshop in October 2019.

The City Council also adopted key strategies to achieve these priorities, which were reaffirmed at the February 2026 Council Strategic Plan workshop.

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Ensure a safe and healthy community
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Remain fiscally responsible in a changing world
- 

Enhance economic vitality
- 

Invest in well-planned infrastructure and growth
- 

Support community engagement and advocacy
- 

Deliver exceptional City services



Ensure a safe and healthy community

1. Maintain public safety service levels and response times as the City grows.
2. Maintain City efforts to reduce homelessness while collaborating and advocating regionally as appropriate.
3. Promote a safe community in which all feel welcome and included.

Priority description:

Roseville will remain a safe city through police, fire and other City services that are responsive to the community's needs.

This includes safe transportation corridors, a robust parks and trails system, vibrant recreational programs, and resilient utilities.





Remain fiscally responsible in a changing world

1. Balance City services and customer rates amid legislative mandates and rising costs.
2. Seek ways to reduce pension obligations.
3. Identify and pursue opportunities for new revenue streams.

Priority description:

Roseville is in a strong financial position and has well-established financial practices.

Achieving all of the City's priorities and strategies requires continued fiscal vigilance, especially in light of economic and regulatory conditions.



Enhance economic vitality

1. Advance sports tourism, including soccer complex.
2. Foster a business climate that supports small businesses and entrepreneurship while attracting and strengthening emerging technology and industry sectors.
3. Attract businesses that are mutually beneficial to regional interests (e.g., manufacturing).
4. Leverage opportunities for innovation and workforce development created by Bosch's investment in Roseville.
5. Accentuate arts and culture in creating a sense of place.



Priority description:

Programs that retain, attract, and help businesses thrive in Roseville are important to creating jobs and a vibrant local economy.

Recognition of the City's role as an economic engine for the region puts Roseville in a leadership position for innovation and collaboration initiatives.



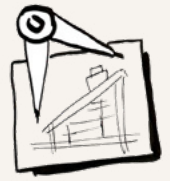
DEVELOPMENT TRENDS



● PERMIT REVENUE:
4½-5 MILLION per year



● HOTELS
any commercial zoned property



● OVER LANDFILL
● mostly organic content/not toxic
● environmental justice & affordable housing concerns

● VACANT RESTAURANTS and RETAIL



Continuing to market opportunities

Code enforcement monitors



has a negative connotation over time



Invest in well-planned infrastructure and growth

1. Reinvest in core neighborhoods.
2. Increase funding for CIP rehabilitation to prevent erosion of infrastructure.
3. Implement technology solutions to mitigate traffic concerns along crucial corridors.
4. Maintain investment in water resiliency and increase capacity of the electric utility.
5. Seek increased regional and local transportation funding and revenues.
6. Improve Roseville's gateway and entryway corridors.
7. Focus on cybersecurity to ensure continuity of operations and operational resiliency.

Priority description:

Recognizing Roseville's long-term land-use and infrastructure planning efforts, the community is increasingly affected by regional traffic and congestion, aging infrastructure, and issues in infill development and older neighborhoods that warrant the investment of resources to mitigate and offset these issues to preserve Roseville's quality of life.



Support community engagement and advocacy

1. Remain focused on community engagement and education about City services, planning, and the budget.
2. Explore opportunities to engage all community members in relevant ways.
3. Inform county, state, and federal policymakers on key City issues and the importance of local decision-making.

Priority description:

Roseville is recognized nationally for excellence in its community engagement and public information programs.

An ongoing focus in these areas will help ensure that those in positions of influence to determine public policy have the necessary context to make informed, collaborative decisions.



LANDSCAPE CORRIDORS



Deliver exceptional City services

1. Remain an employer of choice through expanded recruitment and attraction efforts, a focus on retention, and a positive culture.
2. Anticipate and implement succession planning strategies, including training and development.
3. Maintain a strong focus on code enforcement efforts, including graffiti and blight abatement.
4. Invest in technology that contributes to the effective delivery of services.

Priority description:

Continuing to provide exceptional City services will require the use of new digital tools as well as structural changes to reflect the evolving needs and operations of the City.



Strategic Plan communication

City staff will report on progress of the strategic initiatives throughout the year.

In addition to the annual Council Strategic Plan workshops, staff will highlight the plan's implementation throughout the year by linking operational actions to the strategic plan using communication tools such as council agenda items, newsletters and social media, speeches, presentations, and community meetings.

Providing timely information to stakeholders is critical to the success of the City.

Stay engaged

The City of Roseville Strategic Plan establishes strategies for a four-year period to drive the City's six overarching priorities. The plan articulates the organizational mission and vision of the City and establishes a set of values and goals as a guide for decision-making.

The City offers a variety of ways to keep updated with City activities and news, to volunteer, and to let your voice be heard:

- Sign up for news and alerts at roseville.ca.gov/connect
- Read agendas and participate in Council, board, and commission meetings at roseville.ca.gov/agenda
- Submit service requests, report issues, or get information about the City through myRSVL at roseville.ca.gov/myrsvl or download the app
- Sign up to participate in FlashVote surveys at flashvote.com/rsvl
- Volunteer to help provide city services at roseville.ca.gov/volunteer

Get involved in your neighborhood association through the Roseville Coalition of Neighborhood Associations at rcona.org.



Recent Accolades

A Silver Bicycle Friendly Community

(League of American Bicyclists, 2026)

Best City to move to in California

(Consumer Affairs, 2025)

Best City to Retire to in California

(Travel + Leisure, 2026)

2nd Best City for Military Retirees

(SmartAsset.com, 2022)

3rd Happiest County in California

(California State Assembly Select Committee on Happiness and Public Policy Outcomes, 2024)

4th Healthiest County in California

(U.S. News and World Report, 2024)

7th Best Small Real Estate Market

(Wallethub, 2023)

7th Best County in California to Raise a Family

(Stacker, 2023)

11th Best Small City for First Time Home Buyers in U.S.

(Wallethub.com, 2024)

11th Best County for Outdoor Activities in America

(Niche.com, 2026)

roseville.ca.gov/StrategicPlan

