

CITY OF CITRUS HEIGHTS ⚙ STRATEGIC OBJECTIVES

November 1, 2022 – May 1, 2023

THREE-YEAR GOAL: MAINTAIN AND ENHANCE FISCAL STABILITY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
At the January 26, 2023 City Council Meeting	City Attorney and Community Development Director	Present to the City Council an update of the 44- housing related bills passed in 2022 and anticipated impacts to Planning/Housing processes/regulations required to comply with additional unfunded mandates.				
At the February 23, 2023 City Council Meeting	Economic Development & Community Engagement Director	Pending City Council approval, select consultant to begin creation of a comprehensive grants strategy.				Focus Area Work Plan (FAWP) goal
At the March 9, 2023 City Council Meeting	Community Development Director and Housing and Human Services Program Coordinator	Present to the City Council a Purchase and Sale Agreement and Funding Plan for the redevelopment of the Sayonara properties.				

THREE-YEAR GOAL: **MAINTAIN AND ENHANCE FISCAL STABILITY (cont.)**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
Q1 and Q2 2023 Present to CC in May 2023	Administrative Services Director	Prepare and develop the City's 2 – Year Budget FY23-24 & FY24-25 to present to City Council in forms of a workshop and 2x2's with final presentation in May 2023.				
Q1 and Q2 2023	Administrative Services Director	Begin implementation of the Financial module for the TylerMunis Enterprise Resource Planning system.				
By May 1, 2023	Administrative Services Director	Continue to support an environment that makes Citrus Heights a great place to work. Develop a series of approaches that encourages retention and staffing satisfaction as well as enhancing recruitment. Deliver a report to the City Manager with identified opportunities to expand staff bandwidth by leveraging innovative programs such as internships, work-study, and similar approaches.				

**THREE-YEAR GOAL: MAINTAIN PUBLIC INFRASTRUCTURE AND ENHANCE
ALTERNATIVE MODES OF TRANSPORTATION**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
At the March 23, 2023 City Council Meeting	General Services Director and City Engineer	Develop a long-term pavement restoration plan to include 3-5 year schedule of streets proposed for resurfacing consistent with City Council direction for prioritized focus on streets with higher traffic volumes.				FAWP goal
At the April 27, 2023 City Council Meeting	General Services Director	Present to City Council for consideration soundwall locations recommended for repainting; make recommendations on funding source and seek authorization to release an RFP.				FAWP goal
At the April 27, 2023 City Council Meeting	General Services Director and City Engineer	Present to City Council an inventory, cost estimates and replacement cycle of faded signs, including street name and place making signs for discussion and future budget consideration.				FAWP goal
By May 1, 2023	General Services Director	Present to City Manager for budget consideration cost estimates and strategies for refurbishment of traffic delineation, crosswalks and stop legends with prioritization on areas that are most deteriorated irrespective of pavement status.				FAWP goal

THREE-YEAR GOAL: **DIVERSIFY FOR A RESILIENT ECONOMY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
At the December 8, 2022 City Council Meeting	Community Development Director, General Services Director, Economic Development & Community Engagement Director	Present a Professional Services Contract for Sunrise Tomorrow Plan Infrastructure Financing Strategies support for the Council's consideration.				FAWP goal
At the February 23, 2023 City Council Meeting	Economic Development & Community Engagement Director	Present to City Council program guidelines and recommendations Develop a grant program utilizing ARPA funding that advances economic development goals of effectively attracting and retaining target businesses and industries.				FAWP goal
At the February 23, 2023 City Council Meeting	Economic Development & Community Engagement Director	Present to City Council program guidelines and recommendations to establish a fund that would be designated for low-interest loans for existing businesses.				FAWP goal

THREE-YEAR GOAL: PRESERVE & ENHANCE PUBLIC SAFETY

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
By January 19, 2023	Police Chief	Conduct a retention study with current Police Department staff and staff that have voluntarily left the organization and will present a minimum of two recommendations for enhanced recruitment and retention to the City Manager				
At the January 26, 2023 City Council Meeting	Police Chief and City Attorney	Present to City Council for discussion and direction on issues related to commercial vehicle parking on city streets.				
By February 16, 2023	Police Chief	Analyze community needs related to youth enrichment and safety and present a minimum of three options to the City Manager for consideration of a presentation to City Council.				
By March 30, 2023	Police Chief	Staff to visit a minimum of 30 business to educate managers on best practices related to business safety and nuisance abatement consistent with the Focused Area Work Plan.				FAWP goal

THREE-YEAR GOAL: PRESERVE & ENHANCE PUBLIC SAFETY (cont.)

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
By March 30, 2023	Police Chief	The Traffic Team will coordinate a minimum of one special traffic enforcement operation per month and will host at least one regional traffic enforcement operation with allied traffic teams within the City.				
By March 30, 2023	Police Chief	The IMPACT team will coordinate a minimum of one special enforcement operation per month. These operations will focus on the apprehension of chronic criminal offenders or to mitigate a specific criminal issue impacting the City.				

THREE-YEAR GOAL: **ENHANCE COMMUNITY VIBRANCY AND ENGAGEMENT**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
At the January 26, 2023 City Council Meeting	Community Development Director	Present a scope of work for a Request for Proposals for professional services to evaluate the fiscal impact or benefits and community support for four potential annexation areas.				
At the February 23, 2023 City Council Meeting	Economic Development & Community Engagement Director	Bring a funding request to City Council for implementation of "Citrus Heights Cares" multi-channel signage and marketing campaign				FAWP goal
At the March 9, 2023 City Council Meeting	Community Development Director	Present the findings and outcomes of the Retail to Rooftops program to the City Council and adoption of associated Zoning/Specific Plan changes necessary to comply with State law.				
At the April 13, 2023 City Council Meeting	Community Development Director & General Services Director	Present Park naming approaches and options for the Greenback Lane Open Space for City Council consideration.				
At the April 13, 2023 City Council Meeting	General Services Director & Economic Development & Community Engagement Director	Explore feasibility, costs, logistics and options for a patriotic event and present to City Council.				FAWP goal