

WORK PLAN OBJECTIVES MATRIX

COMMUNITY IMAGE FOCUS AREA WORK PLAN RECCOMENDATIONS		
Strategic Goal Recommendation *Current goal if bolded*	Strategic Goal Progress Update May 2022 – November 2022	Staff Recommendation/Next steps November 2022 – May 2023 *Suggested goal if bolded*
<i>Community Image Subcategory: Programs and Partners</i>		
Present to the City Council quarterly reports on the Self Help Program that is coordinated through the City’s Navigator reporting out on program successes, challenges and local partner coordination effectiveness.		Ongoing statistics will be collected and distributed.
<i>Community Image Subcategory: Jurisdictional Relationship Challenges and Opportunities</i>		
Contact government agencies that have jurisdictional responsibilities for public areas within the City limits (Caltrans) or on the edge of the City where enforcement and cleanup challenges present problems for residents and businesses to discuss establishing a memorandum of agreement that would allow Citrus Heights greater clean up and enforcement ability.-	Major cleanup at Antelope and I-80 Interchange and Auburn Blvd eastbound off-ramp exit.	Caltrans reviewing a revised Designated Maintenance Agreement allowing Citrus Heights greater clean up and enforcement authority.
Should the revised designated maintenance agreement pursuit be successful, request other government agencies provide reimbursement funding to compensate the City for the costs associated with increased service demands.		
<i>Community Image Subcategory: Blighted Commercial Properties and Trespass Issues</i>		
Proactively contact commercial property owners where code violations create attractive nuisances and trespassing problems to inform them that the issues need to be abated in a timely manner with notice that inattention may result in code violation fines, penalties, clean up liens or other remedies as allowed by law.	Code is proactively scanning commercial properties for violations and sending notices when needed. Once identified, Code conducts spot checks for those locations. Patrol also conducts checks at vacant buildings with ongoing issues.	
Offer Crime Prevention Through Environmental Design (CPTED) surveys and recommendations to owners of	IMPACT Unit is actively doing CPTED evaluations upon request from	

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problematic properties where physical improvements may help address trespassing problems.	the property representatives or referrals for CHPD staff or city partners.	
Seek standing approval from property owners for officers to enter property and serve trespass notices enhancing a Police Officer's ability to remove unwelcome individuals from private property in an expeditious manner where trespass issues persist.	Trained patrol officers to actively asked property representatives if they'd like to give a standing trespass order for their properties. Partnering with Comms to have this documented in the CAD as a "flag" for the specific address. Communicated with DA's Office (head of Intake Dept.) for best practices for this.) Estimate, at least 30-40 properties have "opted in" to this..	
Notify store managers within the City that nuisance abatement supports a vibrant business ecosystem and compliance will fall back on the property owner if a business or store manager will not cooperate with code enforcement officers in addressing trespassing and nuisance abatement.	Code contacts store managers while on scene or prior to sending notice. Code informs store manager of fees/fines if compliance is not achieved. Code always offers 602 option for repeat offenders.	PD will coordinate a minimum of 30 business visits to build community relationships and share this information.
<i>Community Image Subcategory: Blight and Illegal Camps on Public Property</i>		
Bring a proposal to the City Council for a Beautification Crew that will be charged with actively maintaining the public right-of-way to be free and clear of debris and obstructions, both for public safety as well as for aesthetic benefit, contributing to the community's vibrancy and quality of life.	Equipment to support this effort has been procured, and a recruitment process for the two authorized positions was launched this past summer.	
With support from the Beautification Crew allowing for expeditious cleanup and response, active enforcement of encampments and nuisance situations that impede public right-of-ways and other public areas that are detrimental to the public enjoyment and safety.		Deploy Beautification Crew by early November
<i>Legal Tools to Support Proactive Enforcement, Prevention and Care</i>		
Evaluate the process and cost to support a Chronic Nuisance Offender Program which would involve collaboration with partner agencies and the District Attorney's Office to prosecute chronic offenders of codes and ordinances for individuals and/or property	PD and City Attorney collaboratively developed a chronic nuisance function utilizing our current firm and are working to develop test cases.	

<p>owners that continually drain public resources and commit quality of life crimes in the City.</p>		
<p>Evaluate the cost to participate in the Community Prosecutor Program operated out of the Sacramento County District Attorney’s Office and/or to seek support from their office for facilitation of prosecution for chronic nuisances through the City Attorney’s Office.</p>	<p>The Chronic Nuisance Offender program listed above was determined more appropriate and cost effective than a DA community prosecutor. This goal can be removed from future workload.</p>	
<p>Pursue a conservatorship legal process to help residents experiencing homelessness that are gravely disabled as a result of an untreated mental health disorder or impairment through chronic alcoholism or drug addiction that are incapacitated as a result of their condition.</p>	<p>Identified several conservator options</p>	<p>Identify a proper test case to evaluate these systems</p>
<p>In an effort to get treatment for suffering residents, engage with Sacramento County Behavioral Health as their department implements Laura’s Law which provides for court-ordered assisted outpatient treatment for individuals who meet strict legal criteria.</p>	<p>PD is monitoring the progress of Behavioral Health’s service enhancements, expected January 2023 at earliest.</p>	<p>Continue to monitor and stay in contact with the County.</p>
<p>Explore licensing opportunities or leasing arrangements with recognized community organizations in certain public spaces (i.e. plazas proximate to business districts) for increased involvement in activity planning and better enforcement of rules relative to undesirable activities that negatively affect business, their patrons and the general public.</p>		
<p><i>Campaign for Community Pride and Cleanliness</i></p>		
<p>Develop a Shopping Cart Ordinance and present it for City Council consideration that among other requirements, require that shopping cart fleets be retrofitted with lockable wheel devices to prevent shopping carts from leaving business premises thereby reducing long-term costs for businesses relative to shopping cart replacement and addressing the public nuisance created by stolen shopping carts that become community blight and litter.</p>	<p>The City Council will consider a Shopping Cart ordinance on October 27, 2022 The City Council will consider a Shopping Cart ordinance on October 27, 2022</p>	<p>If approved by Council on October 27, 2022, implement the ordinance and report back on the outcomes to Council on or about 1 year after implementation.</p>

Develop an authentic Citrus Heights signage and marketing campaign reinforcing shared goals of community cleanliness and pride themed around anti-littering and beautification of neighborhoods, commercial corridors and the local environment.	Citrus Heights Cares brand created for use on beautification crew truck	Implement “Citrus Heights Cares” multi-channel signage and marketing campaign
Create a comprehensive engagement strategy to ensure community stakeholder education and to foster support for efforts related to addressing blight, improving the community image and homelessness prevention.	Engagement stakeholders defined	Execute engagement strategy

ECONOMIC DEVELOPMENT FOCUS AREA WORKPLAN RECCOMENDATIONS		
Strategic Goal Recommendation *Current goal if bolded*	Strategic Goal Progress Update May – November 2022	Staff Recommendation/Next steps November 2022 – May 2023 *Suggested goal if bolded*
<i>Economic Development Subcategory: Sunrise Tomorrow Specific Plan</i>		
Explore public infrastructure financing and other economic development tools to incentivize Sunrise Tomorrow development.	At July 28 meeting, City Council authorized moving forward with the RFP	Task complete, move to next phase
Approach Sunrise Tomorrow property owners about securing right-of-way dedications that would allow them to access public financing tools and to meet grant eligibility requirements.	Executed MOU with Namdar Realty	Continue discussions and dialogue with ownership interests
Issue a Request for Proposals to conduct analysis of various public infrastructure financing scenarios and other economic development tools to inform future development agreement discussions.	RFP for Infrastructure Financing Strategies released Aug 8 and firm interviews completed. RFP will be awarded in early Nov once funding sources are finalized.	City Council authorize funding for the Infrastructure Financing Strategies RFP scope.
<i>Economic Development Subcategory: Business Attraction and Retention</i>		
Develop a grant program utilizing ARPA funding that advances economic development goals of effectively attracting and retaining target businesses and industries.		Develop a grant program utilizing ARPA funding that advances economic development goals of effectively attracting and retaining target businesses and industries.

Consider establishing a fund that would be designated for low-interest loans for existing businesses.		Consider establishing a fund that would be designated for low-interest loans for existing businesses.
<i>Economic Development Subcategory: Commercial Blight Abatement and Beautification</i>		
Utilize ARPA funding to create CPTED matching grant programs that advance homeless and blight abatement strategic objectives for commercial real estate and businesses.		
Create a Mural and Public Arts Program to increase community vibrancy, reduce graffiti, and create destinations and community discovery points.		
<i>Economic Development Subcategory: Comprehensive Grants Strategy</i>		
Create and implement a comprehensive grants strategy to advance city goals relative to economic development, infrastructure, public safety and community assets.	RFP for consultant support on the November 10 City Council agenda for consideration.	Pending City Council approval, select consultant to begin creation of a comprehensive grants strategy.
<i>Economic Development Subcategory: Legislative and Government Affairs</i>		
Increase active engagement in regional, state, and federal legislative on matters that advance or impact the City’s adopted strategic goals.	Plan to increase legislative and government affairs engagement sent to City Council via email Sept 1.	

COMMUNITY CONNECTION WORKPLAN FOCUS AREA RECCOMENDATIONS		
Strategic Goal Recommendation *Current goal if bolded*	Strategic Goal Progress Update May – November 2022	Staff Recommendation/Next steps November 2022 – May 2023 *Suggested goal if bolded*
<i>Community Connection subcategory: Events</i>		
Consider allocation of ARPA funding to help promote additional community building opportunities as residents recover from isolation associated with the pandemic.		
Plan one new event in addition to the two existing events currently in production.	25 th Anniversary Event being held on October 22:	Explore feasibility, costs and logistics and options for a patriotic event and present to City Council.

<i>Community Connection subcategory: Programs to Catalyze and Facilitate Connectivity</i>		
Create a Community Engagement Program designed to provide support and organization to neighborhood groups to strengthen the relationship between the City of Citrus Heights and its residents.	Created Economic Development & Community Engagement Department and hired Management Analyst II to increase organizational bandwidth toward community engagement	Create Community Engagement Program framework and consistent communications outreach.
Ensure that Sunday Funday has an opportunity for attendee exposure to Neighborhood Associations, Connect Citrus Heights and historical information.	Hosted successful Sunday Funday attended by 4,000 people with representation from Neighborhood Associations, Connect Citrus Heights and the Citrus Heights Historical Society.	Include event as part of 2-year budget cycle.
Present to the City Council for consideration a revised regular City Council meeting start time with an emphasis on promoting public participation through effective communications.	City Council meeting time changed to 6pm and supported with communications	n/a
<i>Community Connection subcategory: Community Grants and Incentives</i>		
Bring forward a proposal to City Council for purchase and outfitting of a Citrus Heights Block Party Trailer available or community organization and groups to rent stocked with essentials to host a neighborhood block party or neighborhood event.	Block Party Trailer purchased and outfitting.	Launch rental program before the end of the year.
Consider a proposal that would provide seed funding for community groups to host special events or festivals during the pandemic recovery period utilizing ARPA funding.	Community Projects Grant created and guidelines approved in September.	Launch first Community Projects Grant round in February.
Consider a proposal that would provide grants to community groups that desire to execute community project that engages citizens, improves the community, and promotes community involvement and pride.	Community Projects Grant created and guidelines approved in September.	Launch first Community Projects Grant round in February.
Develop a Good Neighbor Beautification program for consideration designed to assist homeowners with public facing home repairs and improvements to enhance neighborhood integrity, improve the quality of life in Citrus Heights, increases property values, and transforms neighborhoods into safer and healthier environments.		

INFRASTRUCTURE MAINTENANCE FOCUS AREA WORKPLAN RECCOMENDATIONS		
Strategic Goal Recommendation *Current goal if bolded*	Strategic Goal Progress Update May – November 2022	Staff Recommendation/Next steps November 2022 – May 2023 *Suggested goal if bolded*
<i>Infrastructure Maintenance Subcategory: Continued progress</i>		
Finalize necessary funding agreements for Arcade-Cripple Creek trail project and present an update to City Council on the overall project schedule.	Contract awarded in June, construction begins in October.	November 1 groundbreaking event and continue trail construction.
Advertise and award bids for Annual Residential Street Resurfacing Program.	Contract awarded in June.	Anticipate completion by November.
<i>Infrastructure Maintenance Subcategory: Maintenance and Modernization</i>		
Identify and present budgeting strategies that provide for funds that could be accessed for grant matching that would allow for Citrus Heights to be more competitive in pursuing funds to help facilitate capital improvement projects (CIPs).		
Expand pothole cut and fill (mill and fill) repair operations.	GSD revised approach with City’s pavement maintenance contractors to employ more permanent repair solutions along high traffic roadways.	
Develop a plan, program and budget for cleaning and uniform painting of older sound walls.	October 13 Council meeting authorized Request for Proposal to repaint older sound walls throughout the City.	Return to Council as part of the next budget cycle to make recommendations on funding source options to support this objective.
Develop a plan, program and budget for refreshing street light and traffic signal poles.		
Refurbish traffic delineation, crosswalks and stop legends through restriping programs with a prioritization on areas that are most deteriorated irrespective of pavement status.	GSD staff are working with a consultant to develop a citywide inventory to help prioritize locations citywide, and assist with developing defined cost estimates.	Continue to coordinate work under this objective along with pavement improvements to help achieve greater

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		results and maximize existing maintenance funds.
Assess, repair and/or reconstruct center median bricks within Sunrise MarketPlace medians.		
Coordinate with other partner utility agencies to ensure future replacement schedules are well understood to facilitate coordinated infrastructure modernization efforts.	GSD staff continue to facilitate regular communication with partner utility companies to coordinate improvements/prevent conflicts with projects.	
<i>Infrastructure Maintenance Subcategory: Beautification and Refurbishment</i>		
Develop a plan and proposal for consideration of gateway monument updating and/or refurbishment, as well as identifying key entry points of the City could support new monuments.	Two locations have been refurbished.	Staff to evaluate other key entry points as options for new monuments or other place making signage.
Develop a plan and proposal for refurbishment of medians where there are large segments bare of vegetation.		
Plan for a mulch/bark ground cover refresh to improve aesthetics, prevent irrigation system deterioration and reduce water use.		Incorporate locations into existing operating budget and review options
Assess and develop a plan and budget to replace faded and outdated signage.		Develop inventory data and costs estimates and incorporate funding into a multi-year replacement approach as part of budget preparation or as a separate presentation to City Council.
<i>Infrastructure Maintenance Subcategory: Comprehensive Grants Strategy</i>		
Participate in the development and implementation a comprehensive grants strategy to pursue infrastructure funds.	RFP for consultant support on the November 10 City Council agenda for consideration	Create Comprehensive Grant Strategy