

**CITY OF CITRUS HEIGHTS** ⚙️ **STRATEGIC OBJECTIVES**

April 2024 – March 2025

THREE-YEAR GOAL: <b>MAINTAIN AND ENHANCE FISCAL STABILITY</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
December 12, 2024	Administrative Services Director	Initiate and develop a city-wide cost allocation plan to better utilize grant programs and maximize cost recovery providing City Council an update when complete.				
June 13, 2024	Community Development Director	Develop and present a cannabis regulatory program for the City Council’s consideration and include revenue approaches to fund critical City needs.				
November 22, 2024	Administrative Services Director	Complete implementation of the Human Resources Module component of the TylerMunis Enterprise Resource Planning system.				
March 15, 2025	Administrative Services Director (lead), Police Chief	Develop an Open Data portal for the City of Citrus Heights to increase citizen participation, reduce redundancy, and increase efficiency for customer access and agency transparency.				
February 26, 2025	City Manager	Develop and maintain a development/land use financial model to evaluate and understand the fiscal impacts for new development or redevelopment opportunities.				

THREE-YEAR GOAL: <b>MAINTAIN PUBLIC INFRASTRUCTURE AND ENHANCE ALL MODES OF TRANSPORTATION</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
October 10, 2024	Economic Development & Community Engagement Director	Explore opportunities to activate and encourage community ownership and community pride by allowing community groups to adopt portions of the Arcade Cripple Creek Trail and Old Auburn Multi-Use Trail. Report out progress to City Council as a Department Report.				
May 23, 2024	General Services Director	Award contracts for construction and construction management/engineering support for the Auburn Boulevard Complete Streets Phase 2 project.				
June 27, 2024	General Services Director	Award a construction contract for Dewey Drive and Van Maren Lane Resurfacing and Safety Improvements Project.				
June 27, 2024	General Services Director	Award contract for Crack Seal Project in preparation of 2025 Street Resurfacing Project.				
September 26, 2024	General Services Director	In response to neighborhood feedback, develop a proposal for improving safety of the crosswalk on Old Auburn Road between Tiara Way and Holy Family Church with Rectangular Rapid Flashing Beacons and lighting for evening walkers. Present to City Council for consideration.				

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February 13, 2025	General Services Director	Develop a plan, budget, and timeline to address deferred facility maintenance; complete at least three priority tasks.				
September 12, 2024	General Services Director	Issue Requests for Proposals (RFPs) for professional engineering services for the Gateway Activation Plan (GAP) and the Arcade Cripple Creek Trail (ACCT) Mariposa Extension Project.				

THREE-YEAR GOAL: <b>DIVERSIFY FOR A VIBRANT ECONOMY</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
August 22, 2024	Community Development Director (lead), Economic Development & Community Engagement Director	Present results of Infrastructure Financing Strategy for Sunrise Tomorrow and next steps to City Council, owners, and stakeholders				
August 8, 2024	Economic Development & Community Engagement Director	Prepare and present an Economic Development Work Plan to City Council, as well as establish a suite of incentives to attract sit-down dining and entertainment options.				
February 27, 2025	Community Development Director	In response AB2097, which has eliminated the City's ability to require parking within ½ mile of Sunrise Boulevard (designated 2040 High Frequency Transit Route), consider modifying or eliminating minimum parking requirements along all fixed transit routes along commercial corridors (Auburn Boulevard, Antelope Road, Greenback Lane).				

THREE-YEAR GOAL: <b>PRESERVE &amp; ENHANCE PUBLIC SAFETY</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
March 13, 2025	Police Chief	Implement the Retail Theft Grant and provide quarterly updates to the City Council on the outcomes achieved.				
November 14, 2024	Police Chief	In response to community feedback, research and present animal services enhancements to City Council for service delivery including enhanced microchipping, feasibility of increased local sheltering and reunification options of lost pets. Include Trap Neuter Release program.				
August 22, 2024	General Services Director	In response to neighborhood feedback, create a program that provides a selection of lamp post options to support private streetlighting to improve public safety and community identity.				
August 22, 2024	Police Chief	Develop, and present to the City Manager, a communication plan to help educate citizens on their rights, responsibilities, and resources available for common criminal and civil issues such as landlord/tenant, civil custody orders, traffic laws, and blight.				
March 13, 2025	Police Chief	Implement/enhance a minimum of two specific programs to target youth safety and engagement with the Police Department.				

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August 8, 2024	Police Chief	Explore and present ordinance options to the City Council that require property owners to provide written permission to individuals that are on private properties for non-commercial activities, individuals without written permission would be subject to citation.				
January 23, 2025	Community Development Director and Police Chief	Scope and Explore mediation programs to assist in resolving neighbor conflicts. Present to City Council.				
June 13, 2024	Community Development Director	Provide an annual update to the City Council on the Community Health Workers (CHWs) support services to unsheltered individuals living in Citrus Heights.				

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THREE-YEAR GOAL: <b>ENHANCE COMMUNITY VIBRANCY AND ENGAGEMENT</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
August 22, 2024	Community Development Director	Provide an update of the City's various Housing Rehabilitation Programs in a Department Report and seek direction from City Council as necessary.				
September 26, 2024	General Services Director and Police Chief	Provide an analysis of the outcomes of the Beautification Crew and efforts related to blight abatement. Present to City Council success/metrics/reporting on program results.				
September 12, 2024	Economic Development & Community Engagement Director	Develop training and outreach toolbox to assist Neighborhood Areas with promotion and awareness.				
November 11, 2024	Economic Development & Community Engagement Director	Design, coordinate, and send citywide mailer promoting Neighborhood Areas.				
February 27, 2025	City Clerk	In partnership with San Juan Unified School District, consider establishing a Youth in Government program to engage Citrus Heights youth.				

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October 24, 2024	City Clerk	As follow up to Education Committee recommendation, partner with San Juan Unified School District to explore opportunities or incentive programs that support student and parent investment into Citrus Heights schools.				
October 24, 2024	General Services Director	Present to City Council recommended modifications to the Neighborhood Clean Up program to address associated blight issues.				
September 26, 2024	Community Development Director (lead), Police Chief	In response to ongoing blight and illicit behavior associated with recycling centers, assess regulatory options to address negative impacts. Present options to City Council.				
July 11, 2024	General Services Director (lead), Community Development Director	Based upon community feedback, in partnership with Neighborhood Areas, identify locations for placemaking assets promoting historic Lincoln 40 or similar areas of interest. Provide an update to City Council through a Department Report.				
March 13, 2025	Economic Development & Community Engagement Director	Utilizing the Citrus Heights Volunteer Hub, plan and organize a citywide Citrus Heights Cares Volunteer Day.				
January 23, 2025	General Services Director	In response to community feedback, develop a program and budget to wrap traffic control boxes to increase art in public spaces, present recommendations to City Council.				
January 9, 2025	City Clerk	Explore Art and Culture program and bring back to City Council for consideration.				

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July 11, 2024	City Manager	Explore partnerships to support opportunities to bring a permanent Vietnam Veterans Memorial into the city.				
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