

CITY OF CITRUS HEIGHTS ⚙ STRATEGIC OBJECTIVES

December 4, 2018 – May 15, 2019

THREE-YEAR GOAL: MAINTAIN FISCAL STABILITY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By the February 14, 2019 City Council meeting	Assistant City Manager and City Manager	Present a report to the City Council Finance Committee on the feasibility of adopting a 2-year budget cycle.				
2. At the February 28, 2019	Assistant City Manager	Present a mid-year budget review to the City Council.				
3. At the May 9, 2019 City Council meeting	Assistant City Manager	Present to the City Council for direction options for additional revenue generation including an analysis of existing City fees.				
FUTURE: At the May 23, 2019 City Council meeting	City Manager and Assistant City Manager, with input from the Finance Committee	Present to the City Council a proposed budget for FY 2019-2020 and possibly a FY 2020-2021 budget if a two year budget cycle is approved.				

THREE-YEAR GOAL: **IMPROVE STREETS AND INFRASTRUCTURE**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By the April 25, 2019 City Council meeting	Community Services Director	Issue a RFP for citywide landscape maintenance and/or replacement services and recommend to the City Council for action the award of a contract.				
2. By May 15, 2019	Community Services Director	Advertise and recommend to the City Council for action the award of a contract for design services for Auburn Blvd Complete Streets Project, Phase II.				
3. By May 15, 2019	Community Services Director	Advertise and recommend to the City Council for action the award of a contract for updates to the Pavement Management Program.				
4. By May 15, 2019	Community Service Director	Recommend to the City Council for action the award of a contract for the Highland Avenue Drainage Project.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By January 15, 2019	City Manager	Hire a new Economic Development Manager.				
2. By March 1, 2019	Community Service Director	Process entitlements and improvement plans for a Surgery Center at Sylvan and Stock Ranch Road.				
3. By May 15, 2019	Community Services Director (lead), Mayor, City Manager and Police Chief	Visit at least two (2) businesses as part of the Business Visitation Program.				
4. By May 15, 2019	City Manager (lead), Community Services Director and Mayor, working with medical service providers	Identify health-related businesses to pursue for establishment in Citrus Heights.				

THREE-YEAR GOAL: **ENHANCE AND EXPAND PUBLIC SAFETY**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Monthly	Police Chief	Ensure continuation of a DUI checkpoint or DUI Saturation Detail (e.g., 3-5 officers conducting a moving DUI checkpoint) is conducted.				
2. By March 15, 2019	Police Chief	Report to the City Council an update on the SUAV (drone) Program and possible partnerships with the Sacramento Metropolitan Fire District's Drone Program.				
3. By the April 25, 2019 City Council meeting	Police Chief	Report to the City Council an update on the regional cooperation with regional partners on homelessness case management.				
4. By May 15, 2019	Police Chief	Ensure that the Public Safety Elective Course at Mesa Verde High School has at least 7 student interns.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By March 1, 2019	City Clerk	Launch the City's redesigned website.				
2. By March 1, 2019	Community Services Director	Kick off the Electric Greenway Bicycle and Walking Path civic engagement process, including website postings, video unveilings and public workshops.				
3. By May 1, 2019	City Clerk (lead), City Manager and Community Services Director	Expand implementation of the City's Awareness Campaign, including components such as presentations to the Neighborhood Associations and publishing testimonials.				
4. By May 1, 2019	City Manager and Police Chief, working with an Education Task Force (with reps from the City, Police, Fire District, School District and American River College)	Determine steps to create a Public Safety School Academy.				
FUTURE: By July 1, 2019	Police Chief	Implement the Rental Housing Inspection Program. Including hiring personnel, training and creating policies.				