

CITY OF CITRUS HEIGHTS ⚙ **STRATEGIC OBJECTIVES**
June 2023 – March 2024

THREE-YEAR GOAL: MAINTAIN AND ENHANCE FISCAL STABILITY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
August 1, 2023	Economic Development & Community Engagement Director	Launch Comprehensive Grants Strategy and Grants Tracker tool (FAWP)				
March 1, 2024	Administrative Services Director	Complete implementation of the Financial Module component of the TylerMunis ERP system to include new project accounting functions and workflows				
March 1, 2024	Administrative Services Director	Initiate and develop a city-wide cost allocation plan to better utilize grant programs and maximize cost recovery				
September 28, 2023	Community Development Director	Present the Fiscal Impact Study associated with the Annexation Study and Outreach Initiative to the City Council for feedback and direction				
October 1, 2023	City Attorney	Evaluate feasibility and benefits of retaining a City lobbyist to advocate for City guiding principles and goals.				

*FAWP – Focus Area Work Plan Matrix Document

THREE-YEAR GOAL: MAINTAIN PUBLIC INFRASTRUCTURE AND ENHANCE ALTERNATIVE MODES OF TRANSPORTATION						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
November 9, 2023	General Services Director	Report to City Council three-year street resurfacing recommendations for major roadways in addition to the residential resurfacing program (FAWP)				
December 14, 2023	General Services Director	Finalize MOU with SRPD and Orangevale Park District for maintenance of Arcade Cripple Creek Trail, complete construction of trail project and plan for ribbon cutting/trail opening ceremony. (FAWP)				
January 11, 2024	General Services Director	Refurbish traffic delineation, crosswalks, and stop legends through restriping programs with a prioritization on areas that are most deteriorated, irrespective of pavement status Specific restriping locations shall be identified and restriped or addressed and reported to City Council. (FAWP)				
January 25, 2024	General Services Director	Advertise for bidding and award construction contract for Auburn Blvd Compete Streets Phase 2 – Rusch Park to North City Limits				

THREE-YEAR GOAL: DIVERSIFY FOR A RESILIENT ECONOMY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
December 20, 2023	City Manager, Economic Development & Community Engagement Director, Community Development Director	Present results of Sunrise Tomorrow Infrastructure Financing Strategy study and next steps to owners and stakeholders (FAWP)				
March 1, 2024	Economic Development & Community Engagement Director	Effectively market the Business Attraction Incentive Program to generate leads (FAWP)				
February 22, 2024	Community Development Director	Evaluate market challenges for Auburn Blvd development viability, assess Specific Plan relevancy in current and foreseeable market, and present options for consideration				

THREE-YEAR GOAL: PRESERVE & ENHANCE PUBLIC SAFETY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
September 14, 2023	City Manager, Police Chief, Community Development Director	Resolve Navigator contract issues and present report to City Council (FAWP)				
October 15, 2023	City Manager, Police Chief, General Services Director	Collaborate with area stakeholders to develop a coordinated plan to reduce crime, mitigate blight and increase vibrancy in the Sylvan Oaks Library vicinity (FAWP)				
January 25, 2024	Police Chief	Develop and present a plan to City Council to provide crime detection and prevention technology in commercial areas (Library of Things concept) (FAWP)				
September 21, 2023	Police Chief and City Attorney	Evaluate red light program and provide a report to City Council				

THREE-YEAR GOAL: ENHANCE COMMUNITY VIBRANCY AND ENGAGEMENT						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
March 1, 2024	Police Chief, General Services Director	Create a system of coordination to optimize GSD and PD efforts to increase efficiencies and advance community beautification and cleanliness priorities and provide quarterly reports to City Council and report out to the community (FAWP)				
November 30, 2023	Economic Development & Community Engagement Director	Implement the next phase of the “Citrus Heights Cares” multi-channel signage and marketing campaign (FAWP)				
June 22, 2023	General Services Director	Present to City Council program for the Stars and Stripes Celebration at a regular meeting (FAWP)	x			Presented to City Council on Thursday, June 22, 2023.
November 30, 2023	Economic Development & Community Engagement Director	Coordinate citywide mailer that promotes community connection goals and resources. (FAWP)				

Attachment 1
June 15, 2023

September 14, 2023	General Services Director	Report to City Council event scope for Sunday Funday at a regular meeting (event on Sept 24, 2023) (FAWP)				
November 9, 2023	General Services Director	Issue RFP and award contract for sound wall beautification at future City Council meetings (FAWP)				

*FAWP – Focus Area Work Plan Matrix Document