

CITY OF CITRUS HEIGHTS STRATEGIC OBJECTIVES

April 2025 – March 2026

THREE-YEAR GOAL: MAINTAIN AND ENHANCE FISCAL STABILITY WHILE SUPPORTING OPERATIONAL EXCELLENCE						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
June 25, 2025	City Manager and General Services Director	To reduce sheltering costs and in response to the City's recent purchase of the Old Auburn Road properties, begin Phase 1 by commencing with architectural engineering services to allow for tenant improvement renovations of the westerly building to support relocation of animal services staff and provide for temporary housing of animals recovered in Citrus Heights.				
March 11, 2026	Administrative Services Director	To maintain a highly skilled workforce, develop and implement Employee Engagement and professional development efforts to promote operational excellence and provide opportunities for Succession Planning and Cross Training. Present a department report or memorandum on this effort to the City Council.				
September 10, 2025	Administrative Services Director and Economic Development & Community Engagement Director	Present a Request for Proposal (RFP) to the City Council for City banking services, which include provisions for community engagement, tools that support local businesses, and purchase card options.				

March 11, 2026	Administrative Services Director	Complete Tyler Munis implementation EnerGov Module, HR Advanced Scheduling & Finance Contracts, Fixed Assets components.				
February 11, 2026	Community Development Director and Economic Development & Community Engagement Director	Identify funding opportunities/grants to develop a Climate Adaptation Plan to increase eligibility and competitiveness for grant funding opportunities. Present successful grant awards to City Council.				
August 27, 2025	General Services Director and Events & Community Center Supervisor	Evaluate existing use and conduct market analysis for Sylvan Center and report back to City Council on recommendations to help increase revenues to cover operational and capital replacement expenses.				
September 24, 2025	General Services Director and Events & Community Center Supervisor	Evaluate Senior Center use and programming. Develop policy recommendations to ensure open access and meaningful programming opportunities for Citrus Heights seniors. Report back to City Council.				

THREE-YEAR GOAL: MAINTAIN PUBLIC INFRASTRUCTURE AND ENHANCE ALL MODES OF TRANSPORTATION						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
March 11, 2026	Community Development Director and City Engineer	Present the Gateway Activation Project (GAP) to the City Council with a summary of the Community Feedback received.				
October 22, 2025	General Services Director and Principal Engineer	Award Contracts for Construction and Construction Management for the Roseville Road/Butternut Drive and Safety Improvement Project.				
June 30, 2025	General Services Director and City Engineer	Issue a Request for Proposals for professional engineering services for the Arcade Cripple Creek Trail (ACCT) Sylvan to Stock Ranch Extension Project.				
June 25, 2025	General Services Director and City Engineer	Award Contract for Construction of the 2025 Pavement Restoration Project.				
August 27, 2025	General Services Director and City Engineer	Award Design Consultant Contracts for the 2026 and 2027 Pavement Restoration Projects.				
November 20, 2025	General Services Director and Operations Manager	Initiate Residential Garbage and Recycling Procurement and issue a Request for Proposals.				

THREE-YEAR GOAL: DIVERSIFY FOR A VIBRANT ECONOMY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
March 1, 2026	Economic Development & Community Engagement Director	Partner with a Sunrise Tomorrow property owner to secure a signed agreement with an authorized hotel operator or developer for a hotel within the Sunrise Tomorrow Specific Plan area by leveraging City resources, conducting targeted outreach.				
June 11, 2025	City Manager, City Attorney, Community Development Director and Economic Development & Community Engagement Director	Provide the City Council with a strategic plan detailing City-led actions to advance the implementation of the Sunrise Tomorrow Specific Plan. This should include infrastructure investments, policy incentives, funding mechanisms, legal considerations, and proactive stakeholder engagement strategies to catalyze development, address potential challenges, and ensure the plan's long-term success.				
October 8, 2025	Police Chief	Based on community feedback, enhance the cleanliness and appearance of commercial areas, increase property owner accountability, support business recruitment, community vitality, and the "shop local" experience. Increase the efficacy of proactive code enforcement efforts to best eliminate high visibility blight violations, support Economic Development & Community Engagement targeted areas, and bring problem properties into compliance. Present plan implementation update to City Council.				

September 24, 2025	Police Chief, and Economic Development & Community Engagement Director	To allow for cost recovery and mitigate risk from vacant buildings, present a Vacant Building Ordinance for the City Council's review and consideration.				
December 10, 2025	Community Development Director, Economic Development & Community Engagement Director and Chief Building Official	As part of the upcoming Code cycle for the International Building and Fire Codes, strongly advocate for flexibility and elimination of obstacles for the reuse of existing buildings. Present an updated Building and Fire Code for City Council's consideration.				

THREE-YEAR GOAL: PRESERVE & ENHANCE PUBLIC SAFETY						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
November 12, 2025	Community Development Director and Police Chief	To maintain consistency with regional and adjacent jurisdictions, present Zoning and Municipal Code updates. Consider regulations for high visibility or high impact uses including Massage Establishments, Vending/Food Trucks, and similar challenges facing the region.				
May 14, 2025	Police Chief and City Manager	Present the City Council with options to consider a Citrus Heights Community Prosecutor to advance accountability and rehabilitation measures for chronic nuisance offenders.				
March 6, 2026	Police Chief	Renew Emergency Operations Plan (EOC) and, conduct one emergency readiness exercise for EOC staff for Emergency Operations such as wildfire, flooding, earthquakes etc.				
April 9, 2025	Police Chief	Evaluate best practices and consider necessary updates to the Firework Ordinance review and update as appropriate.				
December 10, 2025	Police Chief	Evaluate amending the Municipal Code as needed to follow best practices related to mandatory licensing and microchipping ordinance for all pets in the City of Citrus Heights and report options to the City Council for consideration.				

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January 14, 2026	Police Chief and Economic Development & Community Engagement Director	Create a city-wide pet license campaign to promote reunification and pet identification.				
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THREE-YEAR GOAL: ENHANCE COMMUNITY VIBRANCY AND ENGAGEMENT						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
October 22, 2025	Community Development Director	Present the City Council with options to support the expansion of the City's urban forest utilizing the City's Tree Mitigation Fund and/or grant funds.				
October 8, 2025	City Clerk	Conduct a comprehensive assessment on the establishment of a Youth Advisory Council or a Youth Advisory Liaison to City Council and present the findings and recommendations to the City Council for consideration.				
March 1, 2026	Economic Development & Community Engagement Director	Enhance collaboration with the school district through co-branded communications, joint media efforts, and City channels to boost engagement and visibility. Regularly update the City Council on progress, milestones, and impact.				
November 12, 2025	General Services Director	Present the 2025 Events Calendar to the City Council and evaluate historical and new community event offerings to determine relevancy, local reach, cost/benefit, of events to meet the evolving desires of the community.				
October 8, 2025	General Services Director	Explore options and feasibility to replace existing Sunrise Boulevard (Sunrise Marketplace) palm tree rope and uplighting.				
January 28, 2026	Community Development Director	Evaluate opportunities for new residential developments such as cottage courts or similar housing types in the community and identify opportunities for increasing Accessory Dwelling Units (ADU) as a source of Affordable Housing. Present options to City Council for consideration				

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