

**CITY OF CITRUS HEIGHTS    ⚙    STRATEGIC OBJECTIVES**

October 22, 2019 – March 15, 2020

THREE-YEAR GOAL: <b><i>MAINTAIN FISCAL STABILITY</i></b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the November 14, 2019 City Council meeting	City Manager	Present to the City Council for action updated fiscal policies.				
2. At the November 14, 2019 City Council meeting	City Manager and Assistant City Manager	Present to the City Council for review and direction the results of the City's Comprehensive Fee Study.				
3. By February 1, 2020	City Manager and Assistant City Manager	Present to the City Council audited FY 2018-2019 Financial Statements.				
4. At the February 27, 2020	City Manager and Assistant City Manager	Present to the City Council a mid-year FY 2019-2020 Budget Status Report.				
5. At the February 27, 2020 City Council meeting	City Manager and Assistant City Manager	Present to the City Council for review an updated 10-Year Budget Model.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the February 13, 2020 City Council meeting	City Engineer	Recommend to the City Council for action the award of a contract for final design services for Auburn Blvd Complete Streets Project, Phase II.				
2. At the February 27, 2020 City Council Study Session	City Engineer and General Services Operations Manager	Present to the City Council the findings of the Complete Pavement Management System update.				
3. At the March 12, 2020 City Council Study Session	City Engineer and Principal Engineer	Complete public outreach and engineering for the Old Auburn Road Complete Streets Plan and present the Plan to the City Council for direction.				
4. By March 15, 2020	City Engineer	Complete plans, specifications and estimates for the Bonita Way drainage improvements and advertise for construction bids.				
5. By March 15, 2020	City Engineer and Principal Engineer	Complete right-of-way acquisition and plans, specifications and estimates for the Mariposa Avenue Safe Routes to School Phase 4.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the February 13, 2020 City Council meeting	Community Development Director	Present the results of the Sylvan Property Market Feasibility Study and recommend to the City Council for consideration the planning principles for the property.				
2. At the February 27, 2020 City Council meeting	Community Development Director	Report to the City Council the Sunrise Mall Market Analysis.				
3. By March 15, 2020	Community Development Director	Conduct the first Sunrise Mall Community Workshop.				
4. By March 15, 2020	Economic Development and Communication Manager	Plan and host an Appreciation Event for each of our three business districts (i.e., Sunrise Marketplace, Auburn Boulevard Business Association and Antelope Crossing).				
5. By March 15, 2020	Economic Development and Communication Manager (lead), Mayor, City Manager and Police Chief	Visit at least two businesses as part of the Business Visitation Program.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 1, 2019 and weekly thereafter	Police Chief	Ensure deployment of Small Unmanned Aircraft Systems (SUAS) to improve community safety.				
2. At the January 9, 2020 City Council meeting	Police Chief	Present an intake and exit process of the "Winter Sanctuary" to prevent potential safety and blight impacts to neighborhoods.				
3. At the March 12, 2020 City Council meeting	Police Chief, working with the City Attorney and General Services Operations Manager	Present to the City Council for consideration a City ordinance to strengthen enforcements of shopping carts and private business responsibilities on cart retrieval.				
4. By March 15, 2020	Police Chief	Ensure continuation of a DUI checkpoint or DUI Saturation Detail (e.g., 3-5 officers conducting a moving DUI checkpoint) is conducted.				
5. By March 15, 2020	Police Chief, working with the San Juan Unified School District	Ensure Crime Prevention Through Environmental Design Evaluations are conducted on middle and high school campuses to proactively address potential school site security threats.				

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

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By November 1, 2019	General Services Operations Manager	Hold the first citywide community meeting to obtain feedback for the Multi Modal Transportation Safety Program.				
2. By March 15, 2020	Economic Development and Communications Manager	Create and begin implementation of a Communications Workplan.				
3. By March 15, 2020	City Manager	Expand and further localize a community outreach process to continue gauging community priorities and gathering community feedback for maintaining essential services, local control and fiscal stability, and present the results to the City Council.				
4. By March 15, 2020	City Manager	Develop a plan to educate residents on the new District Election Process.				