CITY OF CITRUS HEIGHTS ☼ STRATEGIC OBJECTIVES

April 2026 – June 2027

THREE-YEAR GOAL: **MAINTAIN AND ENHANCE FISCAL STABILITY WHILE SUPPORTING OPERATIONAL EXCELLENCE**

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REVISED	
1	May 30, 2027	• Administrative Services Director	Transition the City's official web presence from a *.net* domain to a *.gov* domain to enhance credibility, security, and compliance with federal standards. Complete domain migration and update all associated digital assets by the end of the fiscal year, ensuring uninterrupted access for residents and stakeholders.				
2	June 30, 2027	• 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. (Objective moved from 2025/2026 due to staffing constraints.)				
3	September 9, 2026	• Administrative Services Director	Develop and issue a Request for Proposals (RFP) for independent audit services to ensure compliance with regulatory requirements and maintain transparency in financial reporting. The RFP will outline scope, evaluation criteria, and timelines, with the goal of selecting a qualified auditor.				
4	June 30, 2027	• Administrative Services Director	Continue Tyler Munis implementation and system enhancements such as Encroachment Permits, Finance Contracts, Fixed Assets components and improved reporting.				
5	January 27, 2027	• Administrative Services Director	Develop and issue Request for Proposals (RFP) on City Government phone system replacement due to				

			end of life of current system by 2026/27.				
6	October 28, 2026	• General Services Director	Issue Request for Proposals (RFP), award construction contract and complete tenant improvements on the Old Auburn Road Animal Services building renovation.				
7	June 10, 2026	• Administrative Services Director	Conduct and complete negotiations with both bargaining units to reach agreements that support the City's operational goals.				

THREE-YEAR GOAL: **MAINTAIN PUBLIC INFRASTRUCTURE AND ENHANCE ALL MODES OF TRANSPORTATION**

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REVISED	
8	August 12, 2026	• General Services Director	Complete construction of the Roseville Road / Butternut Drive Systematic Signalized Intersection Improvement Project.				
9	July 8, 2026	• General Services Director	Complete construction of the 2025 Roadway Resurfacing Project.				
10	August 12, 2026	• General Services Director	Award construction contract for the 2026/2027 Accessibility & Drainage Project.				
11	April 30, 2027	• General Services Director	Complete environmental documentation for the Arcade Cripple Creek Trail-Mariposa Extension Project.				
12	February 10, 2027	• General Services Director	Develop the next 3-year pavement preservation program for Council review and approval (2028-2030 streets).				
13	March 10, 2027	• General Services Director	Award construction contract for the San Juan Avenue Complete Streets Phase 1B Project.				
14	June 10, 2026	• General Services Director	Issue Request for Proposal (RFP) and award new contracts for multi-year Pavement and Concrete Maintenance Services.				

THREE-YEAR GOAL: **DIVERSIFY FOR A VIBRANT ECONOMY**							
#	**WHEN**	**WHO**	**WHAT**	**STATUS**			**COMMENTS**
				DONE	ON TARGET	REVISED	
15	June 24, 2026	• Economic Development and Community Engagement Director	Develop a recruitment strategy to advance investment attraction and tenant recruitment efforts to secure complementary hospitality, entertainment, dining, housing and retail uses that support the sports center and position the Sunrise district as a regional destination.				
16	January 1, 2027	• City Manager • Community Development Director • Economic Development and Community Engagement Director	Negotiate and bring forward for City Council consideration a Development Agreement with project partners consistent with the Economic Development and Participation Agreement (EDPA) establishing the roles, responsibilities, performance benchmarks, and implementation framework necessary to advance the Sunrise Sports Center project.				
17	January 1, 2027	• Community Development Director	Complete required CEQA environmental review and secure necessary planning approvals for the Sunrise Sports Center project, including any Specific Plan amendments, use permits, design review approvals, and related entitlements required to enable development.				
18	January 1, 2027	• City Manager • City Attorney	Advance site acquisition or other land control mechanisms necessary to secure the project site and enable redevelopment consistent with the Sunrise Tomorrow Specific Plan, including negotiation and execution of site control agreements.				
19	January 1, 2027	• City Manager • Community Development Director • Economic Development and	Establish the financing structure necessary to support project development and related infrastructure improvements, including development of a bonding framework and presentation of financing options for City Council consideration.				

		Community Engagement Director • Administrative Services Director					
20	May 27, 2027	• Economic Development and Community Engagement Director	Explore workforce development opportunities, including potential partnerships with post-secondary schools.				

THREE-YEAR GOAL: **PRESERVE & ENHANCE PUBLIC SAFETY**							
#	**WHEN**	**WHO**	**WHAT**	**STATUS**			**COMMENTS**
				DONE	ON TARGET	REVISED	
21	August 13, 2026	• Police Chief	Create and implement an E-bike education and enforcement program to curb unsafe behavior.				
22	October 14, 2026	• Police Chief	Review and adjust, as appropriate, the pedestrian safety ordinance to further the beautification efforts and increase driver and pedestrian safety near intersections.				
23	February 24, 2027	• Police Chief • Community Development Director • Economic Development and Community Engagement Director	Create a process and procedure for monitoring vacant buildings consistent with the Commercial Property Re-occupancy (CPR) ordinance.				
24	October 1, 2026	• Police Chief	Transition the digital evidence platform (officer supporting camera technologies) to a new vendor to align with best practices and requirements for evidence retention.				
25	January 18, 2027	• Police Chief	Evaluate the public safety impact of recent grant funded technology enhancements to determine best platforms to retain for future operations including a review of possible future funding sources.				
26	November 30, 2026	• Police Chief	Utilize public safety grant funding to acquire a new armored rescue vehicle to replace the current outdated platform.				
27	May 13, 2026	• Police Chief	Evaluate the efficacy of current red-light photo enforcement program and work with City Council to determine the future of the program.				

28	August 17, 2026	• Police Chief	Develop and implement a Business Watch program in partnership with the local Chamber of Commerce to enhance communication between businesses, promote crime prevention strategies, and enhance collaboration among local enterprises.				

THREE-YEAR GOAL: **ENHANCE COMMUNITY VIBRANCY AND ENGAGEMENT**							
#	**WHEN**	**WHO**	**WHAT**	**STATUS**			**COMMENTS**
				DONE	ON TARGET	REVISED	
29	March 24, 2027	• City Manager • General Services Director • City Attorney	Evaluate and develop opportunities for the Coronado property to support recreation, culture, and nature-based uses that enhance community identity and public space offerings. Present to the City Council for feedback and direction.				
30	June 24, 2027	• City Clerk • Economic Development and Community Engagement Director	Present the City Council with a plan to expand and formalize engagement with community members for whom English is a second language by increasing outreach efforts, fostering partnerships with community leaders and organizations, and improving access to City services and civic participation.				
31	August 19, 2026	• General Services Director	Commemorate the completion of the Auburn Boulevard Complete Streets revitalization by hosting a ribbon cutting event to recognize the contributions and efforts of the community, City Council, staff, stake holders and construction team.				
32	August 26, 2026	• General Services Director • City Clerk	Create policy guidelines for displaying or installing art on public property for Council review and consideration.				
33	February 10, 2027	• City Manager • City Clerk	Identify and pursue partnership opportunities that will continue to foster vibrant, accessible, and community-inspired public facing art installations inviting community stakeholders to engage, connect, and celebrate local creativity together.				