

CITY OF CITRUS HEIGHTS    ✪    SIX-MONTH STRATEGIC OBJECTIVES  
**November 17, 2015 – May 1, 2016**

THREE-YEAR GOAL: <i>MAINTAIN LONG-TERM FINANCIAL STABILITY</i>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the January 28, 2016 City Council meeting	General Services Director and City Manager	Consider the long-term status of the City's residential garbage collection franchise agreement and make a recommendation to the City Council for action.				
2. By May 1, 2016	City Manager and Finance Director	Project revenue and expenditures using the City of Citrus Heights Ten-Year Budget Model as a part of the FY 2016-2017 budget process.				
3. By May 1, 2016	City Manager and Finance Director	Hold a Community Budget Workshop on the annual budget process and the long-term projection of the City's finances.				
FUTURE: At the May 26, 2016 City Council meeting as part of the annual budget process	City Manager and Finance Director	Present to the City Council for action a resolution that commits returning the revenue generated from the Medical Office Building lease to the City's General Fund Reserves.				

THREE-YEAR GOAL: *GROW THE LOCAL ECONOMY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 1, 2016	Community and Economic Development Director	Send the Chief Building Official to PASS (Prequalified Architectural Submittal System) training and begin implementing the PASS Program to streamline the issuance of building permits.				
2. By March 1, 2016	Community and Economic Development Director	Present to the City Council in a study session a draft proposal to assist Auburn Boulevard businesses with physical and marketing improvements.				
3. By March 1, 2016	Community and Economic Development Director	Report to the City Council in a study session a proposal for modifying certain sections of the Auburn Boulevard Specific Plan to help promote redevelopment of existing and new businesses.				
4. By April 1, 2016	City Manager	Ensure that the building permits to Panattoni for the Medical Office Building are issued.				
5. By May 1, 2016	Community and Economic Development Director	Complete the online building permit application process.				
6. By May 1, 2016	Mayor (lead), City Manager and Community and Economic Development Director	Meet with the new Mall owners to familiarize them with the City's Economic Development Programs and to open discussion about the owner's plans, and report the results to the City Council.				
7. By May 1, 2016	Mayor (lead), City Manager, Police Chief and Community and Economic Development Director	Complete 5 visits with key Citrus Heights businesses to obtain their feedback regarding doing business in the Citrus Heights and their plans as a business.				

THREE-YEAR GOAL: *ENHANCE QUALITY OF LIFE*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By April 1, 2016	Community and Economic Development Director and General Services Director	Recommend to the City Council for consideration adoption of the Pedestrian Master Plan.				
2. By April 15, 2016	City Councilmember Bruins (lead) and City Manager	Identify speakers and topics and launch the application process for Leadership Citrus Heights with the Chamber of Commerce.				
3. By April 15, 2016	HR/City Information Director	Clarify and recommend to the City Council for action the relationship of the REACH Board to the staff and an update of the funding guidelines for funds REACH receives from the City.				

THREE-YEAR GOAL: *ENHANCE PUBLIC SAFETY*

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. Beginning December 1, 2015 and at least monthly thereafter	Police Chief	Ensure that a DUI checkpoint or DUI saturation detail (i.e., 305 officers conducting a moving DUI checkpoint) is conducted.				
2. By March 1, 2016	Police Chief	Ensure holiday season crime (November and December 2015) committed against retail businesses and customers is reduced over November and December 2014 and report the results to the City Council.				
3. By May 1, 2016	Police Chief	Give a status report to the City Council on the Police Department's efforts to monitor illegal massage parlors.				
4. By May 1, 2016	Police Chief	Ensure that additional Domestic Violence Response Team Program training is provided to officers to improve reporting on involved children.				
5. By May 1, 2016	Police Chief	Increase membership in the Police Explorer Program by 50% (i.e., from 12 to 18).				

**THREE-YEAR GOAL: *IMPROVE OVERALL CITY INFRASTRUCTURE WITH EMPHASIS ON NEIGHBORHOOD REVITALIZATION***

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By December 15, 2015	General Services Director	Initiate design of Sunrise Boulevard Complete Streets Improvements Phase 2A (Sayonara Drive-Locher).				
2. At the February 11, 2016 City Council meeting	Community Economic Development Director (lead) and General Services Director	Present the Environmental Document of Auburn Boulevard Phase 2 to the City Council for action.				
3. At the February 11, 2016 City Council meeting	General Services Director	Present a bid to the City Council for action for the award of a construction contract for Park Oaks Creek Restoration Improvement Project.				
4. By April 1, 2016, contingent upon City Council approval of a bid	General Services Director	Begin construction of the Cripple Creek bank restoration.				
5. By April 15, 2016	General Services Director	Complete Sunrise Boulevard Complete Streets Phase 3 improvements.				