



CITY OF CERRITOS

Strategic Planning Workshops and Survey Promotion Special Marketing Campaign

Help Shape the Future of Cerritos!

The City of Cerritos is developing a Strategic Plan to guide our priorities and efforts for the next three to five years. We need your input! Your voice matters in helping define our strategic goals.

How to Get Involved:

Fill out the Online Questionnaire

Fill out this short questionnaire to provide feedback on your priorities for the City. Estimated completion time: 5-10 minutes.



Visit cerritos.gov/strategy or scan this QR code to complete the questionnaire.

Attend a Community Workshop

Join us for one of two community workshops, where you can provide input to help shape the Strategic Plan.

All Cerritos residents and business owners are encouraged to attend.

Workshop #1

Saturday, October 19
9-11 a.m.

City Hall Council Chamber
18125 S. Bloomfield Avenue

Workshop #2

Wednesday, October 23
6-8 p.m.

Cerritos Park East Community Center
13234 E. 166th Street

Both workshops will cover the same content, so you can choose the time that best fits your schedule.



Your City. Your Future. Your Voice.
For more information, visit cerritos.gov/strategy

Poster display at all City facilities

Advertisements in the Los Cerritos Community News
Announcements at City Council meetings
Articles and calendar listings in the Cerritos News
Direct email and presentations to Cerritos community groups
Postcards at City events and City facilities
Poster displays in all City facilities
Promotional video
Social media posts and advertisements



Strategic Planning Workshops and Survey Promotion Special Marketing Campaign

Social media posts and advertisements

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[Learn How to Get Involved](#) →

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[View workshop schedule](#) →

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Platform and Media	Views/Impressions
Boosted Facebook and Instagram Video	9,006
Boosted LinkedIn Video	4,265
Facebook Carousel	899
Instagram Carousel	702
LinkedIn Carousel	607
X (formerly Twitter) Video	130

Instagram carousel



Strategic Planning Workshop

Monday, November 4, 2024

Agenda for Today

Monday, November 4

Overview of the Strategic Planning Process

Overview of Community and Staff Input

SWOT Analysis

Review Current Goals

Discuss New Goals

Next Steps



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Strategic Planning Process

Strategic Planning Process



Step in the Process	Date
Meetings with Executive Team	September – October
Staff Questionnaire	September 25 – October 22
Community Questionnaire	September 25 – October 30
1-on-1 Meetings with City Council	October
Community Workshop #1	Saturday, October 19
Community Workshop #2	Wednesday, October 23
Strategic Planning Workshop with City Council	Monday, November 4
City Council Meeting to Adopt Strategic Plan	Thursday, December 12



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Community and Staff Input

Community and Staff Input

Online Questionnaires

- 163 responses from the community
- 76 responses from staff

Community Workshops

- 25 participants across two workshops

The image shows two overlapping screenshots of online questionnaires. The top-left screenshot is titled "City of Cerritos Strategic Planning" and "City Staff Questionnaire". It includes an introduction, a list of two goals, and a question: "Question 1 - What are one to two things that the City Council and City staff should do to help achieve each goal?". The bottom-right screenshot is also titled "City of Cerritos Strategic Planning" and "Community Questionnaire". It includes an introduction, a list of two goals, and two questions: "Question 1 - What are one to two things that the City does well?" and "Question 2 - Are there any services or programs you feel the City should expand or improve?". Both screenshots show a "Saving disabled" message and a "Please note your answers are confidential and will not be shared publicly" disclaimer.

City of Cerritos Strategic Planning
Prepared by TRAPEZI SMITH

City Staff Questionnaire

The City of Cerritos has embarked on a Strategic Planning initiative to review and discuss priorities, celebrate recent successes and establish goals for 2025-26. There are two primary objectives we seek to achieve with this process:

1. Define and prioritize goals for the City Council and City staff to pursue in 2025-26.
2. Develop a work plan to help achieve each goal.

In preparation for the Strategic Planning Workshop with City staff, please provide answers to the following questions.

**Please note your answers are confidential and will not be shared publicly.*

Saving disabled

Question 1 - What are one to two things that the City Council and City staff should do to help achieve each goal?

Your answer

Question 2 - Are there any services or programs you feel the City should expand or improve?

Your answer

Question 3 - Are there any areas in which the City should allocate more resources?

Your answer

City of Cerritos Strategic Planning
Prepared by TRAPEZI SMITH

Community Questionnaire

The City of Cerritos has embarked on a Strategic Planning initiative to review and discuss priorities, celebrate recent successes and establish goals for 2025-26. There are two primary objectives we seek to achieve with this process:

1. Define and prioritize goals for the City Council and City staff to pursue in 2025-26.
2. Develop a work plan to help achieve each goal.

In preparation for the Strategic Planning Workshop with City Council, we are seeking input from the community. Please provide answers to the following questions.

**Please note your answers are confidential and will not be shared publicly.*

Saving disabled

** Indicates required question*

Question 1 - What are one to two things that the City does well?

Your answer

Question 2 - Are there any services or programs you feel the City should expand or improve?

Your answer

Community Workshop Themes

- Improve communications
- Recreation programs are impacted
- Expand library hours
- Clean up trash in medians and offramps
- Tree maintenance/remove pine trees
- Permit requirements are too stringent
- Property maintenance is faltering
- Aging deteriorating infrastructure (sidewalks, streets)
- Park equipment not being repaired

Community Questionnaire

Overall ranking of priorities:

Priority #1	Public safety
Priority #2	Infrastructure and maintenance
Priority #3	Economic development
Priority #4	Technology and innovation
Priority #5	Environmental sustainability
Priority #6	Recreation classes and programs
Priority #7	Library classes and programs
Priority #8	Housing
Priority #9	Senior Center classes and programs
Priority #10	Performing Arts programming

Staff Questionnaire

Overall ranking of priorities:

Priority #1	Public safety
Priority #2	Infrastructure and maintenance
Priority #3	Technology and innovation
Priority #4	Economic development
Priority #5	Community programming
Priority #6	Housing
Priority #7	Environmental sustainability



SWOT Analysis

SWOT

Strengths

- Highly desirable place to live
- Strong community pride
- Strong commercial assets
- High standards and expectations
- Highly-desirable recreation programs
- City aesthetics
- Quality of facilities

Weaknesses

- Staffing shortages, recruitment and retention
- Technology needs upgrading
- Communications, internal and external need improvement
- Information not digitized and accessible
- Antiquated procedures
- Culture tries to do everything, everything is a priority
- Recreation classes impacted

SWOT

Opportunities

- Promote tourism
- Digitize all records
- Infrastructure and facility needs assessments
- Comprehensive look at threats to financial stability
- Technology updates
- Focus on return to greatness
- Market the City
- Economic impact assessment of cultural assets
- Increase programming partnership opportunities
- Routine scientific community surveys
- Staff teambuilding

Threats

- Property crime increasing
- Fast-changing commercial dynamics
- Stagnant sales tax revenues
- Enterprise operations losing money
- Aging infrastructure/facilities costs
- Long-term employees retiring/institutional knowledge leaving
- State regulatory changes
- Recruitment challenges

Current Goals: FY 2024-25

On January 25, 2024, the City Council adopted the FY 2024-25 Strategic Plan which outlines five priority goals and their associated objectives.

Goal #1

Goal 1 - Enhance Public Infrastructure and Community Aesthetics

This goal focuses on the enhancement of streets, parks, and City facilities, combining structural upgrades with beautification efforts to enrich the community environment and preserve/enhance quality of life standards.

- G1-O1 Maintain accelerated rehabilitation of arterial streets that are in poor condition
- G1-O2 Maintain accelerated rehabilitation of residential streets that are in poor condition
- G1-O3 Rehabilitate arterial parkway landscaping
- G1-O4 Proactively inspect residential parkway trees/sidewalks for needed repairs before they are reported
- G1-O5 Maintain accelerated processing/ completion of Residential Pine Tree Reforestation Program Applications
- G1-O6 Proactively inspect and replace deteriorated street signs
- G1-O7 Revitalize Towne Center street signage
- G1-O8 Rehabilitate the Cerritos Sports Complex sports fields

Goal #2

Goal 2 - Boost Economic Growth and Prosperity

This goal focuses on driving economic growth through initiatives that boost sales tax revenue and attract investment, thereby strengthening the City's financial base and enhancing its appeal as an attractive destination for businesses and visitors alike.

- G2-O1 Retain and attract Cerritos-based sales tax generating uses
- G2-O2 Update the existing Cerritos Economic Development Strategic Plan
- G2-O3 Develop comprehensive vision and marketing strategy

Goal #3



Goal 3 - Enhance Effectiveness and Efficiencies of Public Safety Programs

This goal focuses on optimizing public safety programs and ensuring a safer, more secure community through innovative use of technology, enhanced personnel strategies, and streamlined resource allocation.

- G3-O1 Enhance/upgrade the City's Department Operations Center (DOC) at the City's Corporate Yard and continue EOC training for all City employees
- G3-O2 Enhance retail theft prevention and protection at commercial retail centers
- G3-O3 Evaluate Automated License Plate Reader (ALPR) technologies for use by City parking enforcement staff
- G3-O4 Continue expansion of the City's fixed ALPR camera program

Goal #4

Goal 4 - Increase Technology Infrastructure/Use

This goal focuses on expanding and modernizing the City's technology infrastructure, along with increasing the utilization of advanced technologies to boost connectivity, efficiency, and sustainability in City services and operations.

- G4-O1 Develop a business plan and initiate steps for high-speed broadband implementation
- G4-O2 Evaluate feasibility of installing a fiber optic network within City-owned traffic signal conduits
- G4-O3 Develop an artificial intelligence usage policy
- G4-O4 Implement artificial Intelligence training for staff
- G4-O5 Research and implement artificial intelligence within the City's enterprise application
- G4-O6 Research and implement artificial intelligence within the City's network security frameworks
- G4-O7 Increase and optimize the City's social media presence

Goal #5

Goal 5 - Increase Fiscal Transparency

This goal focuses on enhancing the openness and clarity of the City's financial operations, ensuring accessible, transparent financial information for improved public trust and informed community engagement.

- G5-O1 Modernize the City's financial systems for enhanced fiscal transparency
- G5-O2 Enhance public understanding of financial transparency tools



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Goals for Consideration

Goal #1

Enhance Public Safety

To ensure a safer, more secure community.

- Expand residential burglary abatement program.
- Enhance programs to foster relationships between police and residents.
- Enhance crime prevention communications through engagement in schools, businesses, and recreation programs.

Goal #2

Assess and Maintain Infrastructure

To ensure the community continues to receive vital services through a sustainable infrastructure strategy.

- Address comprehensive infrastructure and facilities needs.
- Identify additional financial resources to address these challenges.

Goal #3

Strengthen Economic Development

To continue driving economic growth.

- Invest staff and other resources in driving economic development in the City.
- Attract new services and businesses for younger families and young adults.
- Diversify the City's economic footprint.
- Adapt to evolving community expectations.

Goal #4

Improve Technology Resources

To improve staff performance and efficiency.

- Modernize business systems and processes.
- Improve online services for residents.
- Digitize processes and records management.

Goal #5

Attract and Retain a Highly Skilled Work Force

To continue providing excellent customer service to Cerritos residents.

- Look at non-financial incentives.
- Address staff capacity.
- Develop a comprehensive training and engagement program for staff.

Goal #6

Focus on Fiscal Transparency and Sustainability

To help preserve public resources and the community's confidence in the City's governance and operation by ensuring the City fulfills its legal obligations and makes well-informed decisions.

- Develop a fiscally sustainable capital improvement program and utility framework.
- Perform a comprehensive cost analysis of services and review current fee structures.
- Review and assess fiscal policies.

Goal #7

Improve Community Communications

To improve community transparency and engagement.

- Conduct a communications assessment to evaluate the effectiveness of current communications.
- Expand and modernize communication tools to broaden reach.
- Train and equip staff to be excellent ambassadors for the City.
- Maximize opportunities for online services.

Goal #8

Ensure Continued Excellence in Community Recreation and Cultural Programming

To provide high-quality programming and ensure the widest possible community access.

- Evaluate opportunities to increase programming through engagement with additional third-party providers.
- Assess staffing-to-participant ratios to ensure effectiveness.
- Expand efforts to seek grants and donations for cultural programming.



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Discussion

Goals for Consideration

Goals for Consideration	
Goal #1	Enhance Public Safety
Goal #2	Assess and Maintain Infrastructure
Goal #3	Strengthen Economic Development
Goal #4	Improve Technology Resources
Goal #5	Attract and Retain a Highly Skilled Work Force
Goal #6	Focus on Fiscal Transparency and Sustainability
Goal #7	Improve Community Communications
Goal #8	Ensure Continued Excellence in Community Recreation and Cultural Programming

Next Steps

Step in the Process	Date
City Staff and Tripepi Smith will meet to review the goals affirmed by the City Council and discuss programmatic objectives and metrics.	November
Tripepi Smith will assemble a report that includes goals, objectives and metrics.	November
City Council will review and consider adoption of a final report affirming goals, objectives and metrics.	November/December

Cerritos.gov/City-Government/Strategic-Plan

