



CITY OF
CERRITOS

For Immediate Release

Contact: Scott Harvey
(562) 916-1320
cerritos.gov

City of Cerritos
Communications Division
18125 Bloomfield Avenue
Cerritos, CA 90703

Cerritos Focuses on Several Goals in New Strategic Plan

CERRITOS, CA – January 30, 2025 – Enhancements to public safety, economic development, and investments in personnel and technology resources are among the long-term initiatives in the City of Cerritos' new Strategic Plan.

Approved by the Cerritos City Council on December 12, the Strategic Plan includes eight overarching goals and implementing objectives to guide the City's efforts in elevating services for residents, businesses and staff.

"The City of Cerritos extends its appreciation to our public affairs consultancy firm Tripepi Smith in facilitating the Strategic Planning process and to the community and staff for its participation," said Mayor Naresh Solanki. "This plan represents the City's commitment to ensuring a strong community in which to live, work and grow for years to come."

Feedback received from a series of engagement sessions played an important role in the plan's development. Tripepi Smith conducted meetings with City Council, staff and community stakeholders, including two in-person community sessions. Cerritos residents and staff were also invited to share their feedback through an online questionnaire.

"We're excited to begin implementing the goals of our new Strategic Plan, and are thankful for the engagement we received during this process from our residents, staff and business community," said Robert A. Lopez, Cerritos City Manager. "With the City Council's approval of this plan, we have prioritized strategies to enhance our local economy, infrastructure, and workforce while maintaining our high standards and service to our community."

Upon analysis of staff and community feedback, in consultation with City Council and executive leadership, the following Strategic Plan goals were established for Cerritos:

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

For additional information on the Strategic Plan, the planning process, and to follow updates throughout its implementation, visit www.cerritos.gov/strategy.