



CITY OF CERRITOS



**Cerritos**  
**in PROGRESS**  
STRATEGIC PLAN



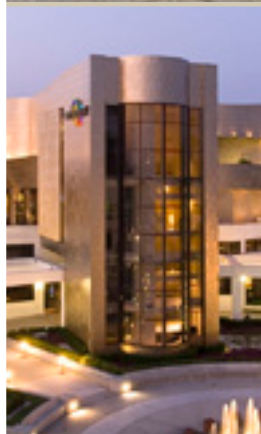
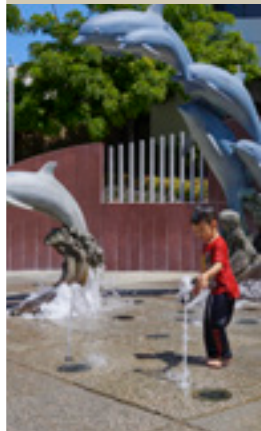
**2025-2027**

# Witness Cerritos in Progress.

The City of Cerritos is pleased to present its Strategic Plan, which guides the City's continuing progression and commitment to quality service through a series of goals and implementing objectives. This work enhances what it means to live, work, and do business in our vibrant City, and truly experience **Cerritos in Progress**.

Thank you to the Cerritos City Council, residents, business partners, and City staff for your help in shaping this plan, which offers a shared vision for the future of Cerritos. The Strategic Plan was developed in 2024 through community and staff input sessions, in consultation with public affairs consultancy firm Tripepi Smith. The City Council's approval of the Strategic Plan represents a commitment to ensuring a strong community now and into the future.

The Strategic Plan's eight goals help enhance public safety, grow our local economy, reinforce infrastructure, ensure a robust workforce, and provide quality community programs. Through this plan, we invite you to witness **Cerritos in Progress**.





# Guided by Eight Goals

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We will achieve our Strategic Goals with thoughtful planning, public engagement, and responsible implementation that meets the expectations of our community.



# Enhance Public Safety

## To ensure a safer, more secure community

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We are unwavering in our commitment to the safety and well-being of our people through extensive prevention and response measures, adoption of new crime-fighting technology, and strong community engagement.



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# **Attract and Retain a Highly Skilled Workforce**

**To continue to provide excellent customer service**

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By investing in our people with competitive wages and professional development opportunities, we are strengthening the City's ability to maximize workflow efficiency and deliver high-quality, valuable services to our residents and businesses.



# **Assess and Maintain Infrastructure**

**To ensure vital services**

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Careful planning and rigorous analysis will ensure desirable outcomes for the long-term. Emphasis will be placed on updating master plans for water management and accessibility, among others, along with a robust Capital Improvement Program.



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# **Strengthen Economic Development**

**To continue driving economic growth**

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Leveraging City-owned properties and private entities in driving our economy supports the overall vitality of Cerritos. This requires strong partnerships, adapting to funding and service trends, and engaging marketing efforts.



# Improve Technology Resources

**To improve staff performance and efficiency**

Modern technology applications and connectivity help our people, services, and physical infrastructure thrive. We are adopting new tools to communicate and do business more seamlessly, while strengthening cybersecurity.



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# Focus on Fiscal Transparency and Stability

**To strengthen public trust  
and responsibly manage resources**

Transparent financial practices are vital to strengthening public trust and responsibly managing resources. We will ensure all legal obligations are met, and well-informed decisions are made that support fiscal sustainability for generations to come.



# Improve Community Communications

**To improve community transparency and engagement**

Our communications must be transparent, trustworthy, and timely, and provide extensive opportunities for engagement. This requires strong community partnerships, careful assessments of services, and investments in new communications resources.



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# Excellence in Community Recreation and Programming

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

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Quality programming is plentiful, from our beautiful parks system and state-of-the art Library, to the renowned Cerritos Center for the Performing Arts and the Cerritos Senior Center at Pat Nixon Park. We are enhancing your experience by exploring growth opportunities and new service models.

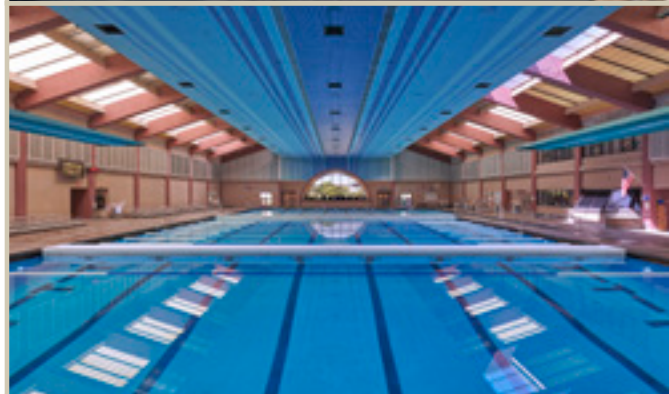


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Check out the Strategic Plan page on the Cerritos website at [cerritos.gov/strategy](https://cerritos.gov/strategy)



## CITY OF CERRITOS

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