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CERRITOS

For Immediate Release

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Cerritos Mayor Yokoyama Emphasizes Strategic Plan During State of the City

CERRITOS, CA – June 26, 2025 – Cerritos Mayor Frank Aurelio Yokoyama shared key updates on the City's strategic goals as part of the annual State of the City address on Tuesday, June 24.

The remarks were delivered in front of approximately 325 guests inside the Sierra Room at the Cerritos Center for the Performing Arts. This was the first time the City served as the host for the State of the City, which was free and open to the public.

Emphasizing the Strategic Plan theme, "Cerritos in Progress," Mayor Yokoyama highlighted the City's investments in public safety, infrastructure upgrades, economic development, and community enrichment.

"The City of Cerritos is unwavering in its commitment to the safety and well-being of our people and your property. That is why when the City Council approved the Strategic Plan last December, we made Enhancing Public Safety our number one goal," said Yokoyama.

In response to community concerns, the City has taken significant steps to reduce property crime. Prioritizing residential burglary alarm calls has reduced the average response times of deputies from 24 minutes last year to just seven minutes today. Eleven Automated License Plate Recognition (ALPR) cameras have been installed at key high-volume intersections, with more to come. Additional safety personnel have also been hired.

"The number of residential burglaries in Cerritos during the first five months of 2025 represents a 7.5 percent reduction from that same period last year," he said.

Efforts to attract and retain businesses and patrons to the City of Cerritos are fundamental to Strategic Goal number 4: Strengthen Economic Development. During his speech, Yokoyama celebrated the opening of several new businesses and remodeled facilities. He also unveiled plans for Tokyo Central/Marukai, a Japanese market, opening later this year at the former Pacific Sales building at Cerritos Towne Center.

"This market expands Cerritos' already strong international-based stores and restaurants, offering Japanese goods and supporting cultural engagement."

The Cerritos Center for the Performing Arts (CCPA), parks system, Library, and Senior Center are central to Strategic Goal number 8: Continued Excellence in Community Programming.

For the CCPA, the Mayor announced the launch of a new Membership Program that will offer exclusive perks to patrons. All Cerritos residents will have the opportunity to become CCPA Members for free, and will benefit from advanced ticket purchases and discounts on select performances, among other items. More information about CCPA membership will be announced in the coming weeks.

State of the City attendees also were the first to view the City's new merchandise line. Items include decals and t-shirts commemorating the City's history, with mini tote bags coming soon. Merchandise is available for purchase at the Recreation Services desk inside City Hall, the Cerritos Library Bookstore, Cerritos Senior Center Boutique, Iron-Wood Nine Golf Course, and the Cerritos Olympic Swim & Fitness Center.

The Mayor touted accomplishments across Cerritos' parks, Library, and Senior Center. These include 12 new pickleball courts at Liberty Park and Cerritos Park East, the launch of the Kanopy streaming service for Library cardholders, and meal deliveries to nearly 40,000 seniors last year through a partnership with the Human Services Association.

Assess and Maintain Infrastructure is Strategic Goal number 3. Yokoyama touched on several infrastructure projects, ranging from replacing the picnic shelter at Frontier Park and upgrading streets and sidewalks to modernizing water wells and taking steps to restore and reopen areas of Heritage Park.

"These spaces belong to our residents," he said. "Maintaining and improving them ensures resident tax dollars are invested wisely and Cerritos remains a place of safety, beauty, and opportunity for all."

Additionally, the Mayor acknowledged recent budget discussions and thanked his City Council colleagues and staff for taking the necessary steps in order to maximize City resources.

"Through collaborative efforts and strategic adjustments, the City Council has identified cost savings and revenue enhancements of more than \$2 million," the Mayor said.

In total, Yokoyama noted progress on existing and new initiatives that support the City's eight Strategic Goals. He concluded his speech by challenging residents to do their part in making Cerritos stronger, more resilient, and more connected. Learn more about the City's Strategic Plan and its eight goals at cerritos.gov/strategy.

View the State of the City PowerPoint presentation at cerritos.gov/2025stateofthecity. A video recording of the event will also be made available on this webpage, the City's YouTube channel, and broadcast on TV3.

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