

City of Menifee Strategic Plan 2023-2028

Goals and Objectives Implementation Plan

Reporting Period: July 1, 2023-December 31, 2023.

Lead Point of Contact	Goal	Action/Task Required	Status
1. Connectivity and Mobility			
Public Works & Engineering: Capital Improvement Program (CIP)	1. A	Create a traffic mitigation plan to reduce congestion on Menifee's streets and roadways.	In progress - Development of the Complete Streets Plan, designed to improve access, mobility, and safety for all modes of travel underway.
Community Services Public Works	1. B	Develop a transit mobility plan, identifying transportation options within the City.	Pending
Information Technology Public Works, Community Development, Economic Development	1.C.E.3	Initial implementation of Smart City and Broadband Master Plan to expand interconnectivity throughout the City's major corridors to improve traffic flow by increasing fiber optic connectivity to traffic signals and City facilities by 5% per year through June 2028.	Pending
Public Works & Engineering: CIP	1. D. 2	Adopt the Complete Streets Plan to improve multi-modal infrastructure and increase satisfaction with alternative modes of transportation throughout the City biennially through June 2028.	In progress - Development of the Complete Streets Plan underway. Comprehensive biennial residential satisfaction survey placed on hold following 10/4/23 review of cost benefit by the City Council. Staff evaluating alternative methods of gauging satisfaction.
Community Development: Planning	1.F	Work with the County of Riverside, surrounding communities, and regional partners to assess and mitigate the impacts of growth and development outside City limits, providing for regional infrastructure development and essential services.	In progress - Memorandum of understanding (MOU) between the City and County of Riverside to was adopted by the City Council on 09/06/23 and the Board of Supervisors 12/12/23.
Public Works & Engineering: CIP	1.1	Maintain an average roadway Pavement Condition Index (PCI) of 70 year-over-year through June 2028.	In progress - Completion of 25,920 centerline miles of road resurfacing in FY 2023/24 underway. Update of the Pavement Management Program index to identify priority areas to meet the PCI goal will be initiated in FY 2023/24.
Public Works & Engineering: CIP Finance	1.4	Increase grant funding for capital projects year-over-year through June 2028	In progress - Nine grants awarded totaling \$38,893,820, with \$4,247,120 appropriated to date to support the following projects: CIP 22-03, CIP20-13, CIP 24-01, CIP 24-04, CIP 24-15, CIP 13-04, CIP 20-01, CIP 25-09, PW-SD-10.

2. Unique Identity

Economic Development	2.A.2	Conduct a place-making and tourism feasibility study as part of developing Menifee as a destination city by December 2024.	In progress - RFP in process.
Community Services City Executive Office	2.B.1	Conduct a regional events assessment to identify a signature event that will help make Menifee a destination city by March 2024.	In progress - RFP in process.
Community Services City Executive Office Economic Development	2.C.3	Implement findings of the events assessment and hold the first annual signature event by December 2025.	In progress - RFP in process.

3. Community Engagement and Social Infrastructure

Information Technology City Executive Office	3. A. 3	Amplify and diversify communication to enhance community awareness and understanding by assessing City controlled websites and comply with regulatory standards by June 2024.	Pending
City Executive Office Information Technology	3. A. 4	Amplify and diversify communication to enhance community awareness and understanding by producing and broadcasting two original videos per month by December 2024	In progress - 31 original content videos produced, exceeding goal by 258 percent.
City Executive Office Information Technology	3. A. 5	Amplify and diversify communication to enhance community awareness and understanding by increasing the number of residents registered to receive city alerts by 10% by June 2028	In progress - 9% increase in city website newflash subscriptions (1066 to 1163) achieved during reporting period.
City Executive Office	3. A. 6	Amplify and diversify communication to enhance community awareness and understanding by increasing social media followers by 50% by June 2028.	In progress - 5% increase in social media followers (69,954 to 73,435) achieved during reporting period.
City Executive Office	3. B. D. 1	Increase opportunity for the community to gather and support belonging and connectedness by creating a facility development plan by December 2023.	In progress - Delivery method workshop planned for spring 2024.
City Executive Office Community Services, City Attorney	3. B. D. 7	Work in collaboration with Valley-Wide Recreation and Park District (Valley-Wide) to unify the parks in Menifee to better service the needs of residents by June 2028.	Pending
City Executive Office Community Services	3.C	Create engagement opportunities to enhance understanding and participation in City planning, community events, and activities.	Pending
City Executive Office	3. 2	Initiate a comprehensive biennial residential satisfaction survey by December 2023.	On hold - Comprehensive biennial residential satisfaction survey placed on hold following 10/4/23 review of cost benefit by the City Council. Staff evaluating alternative methods of gaging satisfaction.
Community Services	3. D	Develop unique park amenities, green spaces, trails, cultural and recreational facilities and programming that serves the diverse needs and desires of the community in alignment with the Parks Master Plan.	In progress - Central Park Amphitheater (CIP 19-15) and Paloma Wash Pedestrian Bridge (CIP 20-13) construction contracts approved 12/6/23. Salt Creek Trail Expansion Feasibility Study completed 12/07/23.

4. Thriving Economy

Economic Development	4.A.1	Create an Incubator Feasibility Plan by December 2023.	In progress - Draft plan complete.
Economic Development	4.A.4	Acquire facility for Business Incubator Program by December 2024.	Pending
Community Development Public Works/Engineering Economic Development	4.B.5	Streamline the development processes to support a business-friendly environment and establish metrics for monitoring the performance of the development departments to streamline operations by July 2024.	In progress - Building and Safety Division added filters and integrated inspection requests through the Accela permitting system with the City's Geographic Information System (GIS) to aid in automating workflow, simplifying and improving the permit issuance process, and reducing errors. Public Works/Engineering are developing Mobile Accela capabilities for field inspectors to provide real-time project data collection, expedited reporting, and improve efficiency of staff resources.
Community Development: Planning Economic Development Public Works/Engineering	4.B.7	Streamline the development processes to support a business-friendly environment and create an incentive program to fast-track the development process for targeted industries by December 2024.	In progress - Draft incentive matrix completed and will serve as a foundational element of broader effort to streamline development process.
Economic Development	4.C.8	Partner with higher education institutions and stakeholders to create workforce development and execute Memorandums of Understanding (MOUs) for strategic partnerships by December 2025.	Pending
Economic Development	4.D.6	Create an Office and Lifestyle/Retail Development Incentive Program by June 2024.	In progress - A draft of the incentive matrix has been completed which will be the foundation of the Incentive Program.
Community Development: Planning Economic Development, Public Works	4.E.9	Develop and adopt a Specific Plan for the Economic Development Corridor Southern Gateway (EDC-SG) Innovation District to support the diversification of Menifee's economy by June 2026	In progress - Engaged consultant to develop the Southern Gateway Specific Plan and Environmental Impact Report on 12/06/23. Plan development will take 18-24 months, kick-off meeting held on 1/09/24.
Economic Development	4.F.3	Provide enhanced entertainment amenities to increase Menifee's commercial tax base and create an attractive environment for businesses and workers and increase the number of new jobs added year-over-year.	Pending
Finance	4.G.2	Create and maintain a financial sustainability plan to support city government for the long term by December 2024.	Pending
Finance	4.H.2	Increase reserve fund balances to support the financial sustainability of city government for the long term by December 2024.	Pending
Finance	4.I.2	Diversify revenues streams to support the financial sustainability of city government for the long term by December 2024.	Pending

Finance	4.J.10	Implement an Enterprise Resource Planning (ERP) system to modernize and streamline City operations by June 2026.	In progress - Coalition of Support established and training initiated for 38 staff members across all departments.
Community Development Information Technology	4.K.5	Create reports and establish metrics for monitoring the performance of the development departments to streamline City operations by July 2024.	In progress - Reports established to monitor inspection and plan review response times.
5. Safe and Vibrant Community			
Fire	5.A.1	Implement automatic aid agreements with adjoining fire departments to reduce response times by December 2023.	Completed - September 2023.
Fire	5.A.4	Develop citywide response map with future planned development and road infrastructure improvements that guides fire service facility and resource allocations by June 2026.	In progress - Draft plan completed with Fire, Planning, Engineering, and GIS, scheduled for presentation Spring 2024.
Menifee Police Department	5.A.5	Develop a response time matrix for the Menifee Police Department by June 2026.	Pending
Fire	5.A.8	Enhance public safety response times and provide community safety training (CPR and AED) as part of the Menifee Life Saver Program to 50 people per year through June 2028.	In progress - 195 Menifee Life Savers trained during reporting period. Exceeded goal by 390 percent.
Human Resources and Risk Management	5.B.3	Develop and implement a citywide safety plan to enhance security and a sense of well-being in the community by June 2026.	Pending
Menifee Police Department Public Works & Engineering: CIP	5.C.3	Improve safety infrastructure and technology to enhance the sense of security and well-being in Menifee by June 2026.	Pending
All Departments	5.D	Support ongoing professional staff development to provide community safety training	In progress - Continued efforts to enhance Menifee University including expanded access/participation in the Leadership Academy and the Menifee Mentors program.
Human Resources and Risk Management	5.E	Create a community preparedness plan in collaboration with community partners to ensure the safety of Menifee's neighborhoods, businesses, and vulnerable places.	Pending
Menifee Police Department	5.F.7	Decrease pedestrian and bicycle fatalities in accordance with Vision Zero by 25% by June 2028.	In progress - Sponsored eight traffic safety operations, including Driving Under the Influence (DUI) checkpoints and distracted driver operations, and participated in six bicycle safety events.
Community Services/Public Works	5.G.6	Develop a streetscape beautification plan to enhance the City's main transit corridors and gateways by December 2027	Pending
Menifee Police Department	5.2	Partner with high schools to develop and implement a student public safety training program by December 2024.	In Progress - School Resource Officers (SRO) are working with high schools and middle schools to instruct courses in Drug Awareness/Identification, Juvenile Law, and Bullying.