



CITY OF MENIFEE

SUBJECT: Strategic Plan Update

MEETING DATE: June 5, 2024

TO: Mayor and City Council

PREPARED BY: Mandy Stephens, Management Analyst

REVIEWED BY: Rebekah Kramer, Assistant to the City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Receive and file an update on the implementation of the City of Menifee's 2023-2028 Strategic Plan for the period extending from January 1, 2024 to June 30, 2024.

DISCUSSION

The City's five-year Strategic Plan establishes the City's vision for the future and sets a roadmap for meeting current and future needs. The 2023-2028 Strategic Plan ("Plan") was adopted during the City Council meeting on March 1, 2023. This Plan includes the following five overarching Strategic Priorities:

1. **Connectivity and Mobility** – Enhance accessibility and link the community with sustainable infrastructure to meet the City's needs.
2. **Unique Identity** - Engage in thoughtful and collaborative planning with stakeholders to develop a distinct sense of place that leverages the community's historic and scenic assets and makes the City a highly attractive and desired destination for residents, businesses, and visitors.
3. **Community Engagement and Social Infrastructure** – Create opportunities to bring people together and enhance communication to amplify accessibility, increase awareness, and proactively deliver information to maintain quality of life and build a strong community.
4. **Thriving Economy** – Encourage intentional smart growth and support the City's business community so that residents have access to businesses, housing, employment, and well-paying jobs.
5. **Safe and Vibrant Community** – Provide exceptional public safety and maintain the City's attractive look and feel so that Menifee is one of the safest cities where residents and visitors are secure in their neighborhoods and surrounding spaces.

The objectives outlined in the Plan are designed to support the vision for the future and fulfill the City's strategic priorities and goals. Performance measures are established to monitor progress. Based on the Plan, specific capital and operational projects are prioritized and included within the City's Operating and Capital Improvement Program (CIP) budgets.

The implementation plan tracks the progress made in executing the goals and objectives established by the Mayor and City Council in the Plan. Updates regarding the progress made in the implementation of the Plan are provided biannually, with the last update provided on February 7, 2024, for the six-month period extending from July 1, 2023 through December 31, 2023. This report summarizes the goals and objectives initiated and/or completed during the last six months of the five-year planning period extending from January 1, 2024 through June 30, 2024.

Implementation Plan Highlights

Connectivity and Mobility

CIP Projects: The CIP Division continues to work on the Complete Streets Plan (CSP), designed to improve access, mobility, and safety for all modes of travel, including walking, bicycling, public transit, and automobiles. The draft plan was presented to the Quality of Life (Measure DD) Oversight Committee on May 7, 2024, and will be presented to the Parks, Recreation and Trails Commission on June 6, 2024, and the Planning Commission on June 12, 2024. The adoption of the CSP is scheduled to be presented to the City Council in the summer of 2024.

The funding required to complete an update to the Pavement Management Program (PMP) index was approved with the Fiscal Year (FY) 2023/2024 mid-year budget adjustments. This update will include a survey of the City's entire paved network to provide recommendations on street resurfacing projects for the next five years. This will allow staff to identify priority areas to meet the goal of maintaining a Pavement Condition Index (PCI) of 70 year-over-year through June 2028. With the Request for Proposal (RFP) to select a qualified firm to prepare the update in process, the PCI is anticipated to be completed by spring 2025.

The CSP, the General Plan, and the Active Transportation Plan (ATP) collectively serve as the City's Traffic Mitigation Plan (TMP). Traffic mitigation projects identified in the TMP are incorporated and prioritized in the City's five-year CIP and are evaluated annually through the budget process. TMP project priorities may be updated from time to time based on available funding, roadway conditions, and changes in traffic conditions. The FY2023/2024 CIP included 32 projects specifically designed to mitigate and reduce traffic congestion on the City's streets and roadways based upon the TMP, including nine completed projects, twenty projects that are in design, and three projects in construction. These projects include, but are not limited to:

- Holland Road/I-215 Overcrossing (CIP 13-03) - Under Construction
- Bradley Road Widening near Paloma High School Northern Entrance (CIP 22-03) - Under Construction
- Bradley Road Bridge over Salt Creek (CIP 13-04) - In Design
- Garbani Road/I-215 Interchange (CIP 20-05) - In Design
- Normandy Road Pedestrian Improvements (CIP 22-08) - Completed
- Sun City Community Pedestrian Project (CIP 22-20) - Completed
- Lazy Creek Community Pedestrian Project (CIP 22-21) - Completed

- Six Traffic Signal Projects – Menifee Road/La Piedra Road (CIP 21-07); Murrieta Road/Sun City Blvd. (CIP 21-09); Murrieta Road/Rouse Road (CIP 21-10); Menifee Road/Garbani Road (CIP 21-11); Antelope Road/MSJC Entrance (CIP 22-15); Murrieta Road/La Piedra Road (CIP 22-16) - Completed

City staff actively pursue grant funding opportunities throughout the year in an effort to secure alternative funding to support CIP projects and fulfill the City's strategic objectives. In FY 2023/2024, ten grants totaling \$41,214,367 were awarded for capital projects, with \$4,339,620 appropriated to support various projects. This was a 64.9% increase in grant funding appropriations as compared to the prior fiscal year (\$2,632,129 received in FY 2022/2023). These grant funded projects include:

- McCall Blvd. Widening CIP 22-03
- Paloma Wash Pedestrian Bridge CIP 20-13
- Bradley Road over Salt Creek CIP 13-04
- Menifee Road Resurfacing – Simpson to McCall CIP 22-06
- Citywide Traffic Signal Safety Improvements CIP 24-01
- Romoland Elementary School – ATP CIP 24-04
- Watson Rd at Harvest Valley Elementary School – ATP CIP 24-15
- Menifee Road – Simpson to McCall CIP 24-21
- Scott Road/Bundy Canyon Road Widening CIP 20-01
- Garbani Road/I-215 Interchange CIP 20-05
- Garbani Road Drainage Improvements – Master Drainage Plan (MDP) CIP 25-09
- FY 24-25 Local Roads Asphalt Concrete Resurfacing Program CIP 25-07
- FY 24/25 Slurry Seal Program PMP 25-01
- SD A-8-A Lateral – MDP PW-SD-10 to remove and install a drainage culvert along McLaughlin Road between Evans Road and Barnette Road.

Development/Community Planning: Staff are continuing to work in collaboration with the County of Riverside and surrounding communities to assess and mitigate the impact of growth and development outside city limits, providing regional infrastructure development and essential services. Following an update received on March 20, 2024, the City Council provided direction to staff to pursue a General Plan Amendment, Sphere of Influence (SOI) amendment, and annexation with the California Environmental Quality Act (CEQA) regarding the 1,929 acres located within the County of Riverside's Sun City Area Plan, extending from the City's easterly boundary at Briggs Road east to Leon Road, and from Domenigoni Road south to Scott Road. As a next step, staff will issue a RFP to engage a consultant to facilitate this process, which is anticipated to take 12-18 months to complete.

Unique Identity

During the last Plan update, it was reported that the City released an RFP in December 2023 to assist in creating a Placemaking, Identity, and Tourism Master Plan to develop Menifee as a destination city for residents, businesses, and visitors. With only one bid received following the posting period, the scope of work was reviewed/updated to include more detail, and the RFP was re-released. It is anticipated that the feasibility study results will be completed by June 2025, six months after the December 2024 target date. Accordingly, the target date for completion of an assessment of regional events has been extended from March 2024 to Winter 2025, and the completion of the City's first annual signature event has been extended from December 2025 to 2026.

Community Engagement and Social Infrastructure

Menifee TV: The Communications and Digital Productions Divisions continue to deliver information to residents through Menifee TV, the City's Public Education Government (PEG) channel, broadcasting original content videos produced in-house. During this reporting period, 27 original content videos were produced, including the premier of two regularly scheduled shows. The first show is the City's monthly variety show, *Show Me, Menifee*, which showcases businesses and community activities within the City. During this reporting period the following items were highlighted:

- Chick-fil-A restaurant
- Savage Chef restaurant
- Community Services programming and class updates
- The City's Accessory Dwelling Unit (ADU) Program and Single Family Home Improvement Grant
- Public Safety update from the Police Chief
- Foodie Friday vendor interviews
- Menifee's Citizen of the Year

The second original content program is *The Agenda Rundown*, which is released after each Council meeting summarizing significant agenda items. A total of 58 original content videos have been produced this fiscal year, well beyond the goal of two per month.

Social Media & Community Alerts: The City continues to enhance community awareness by encouraging residents to sign up for City alerts and follow the City on social media. With a nine percent increase in social media followers (73,435 to 80,226) during this reporting period, the City has achieved a fourteen percent increase in social media followers, exceeding the goal of achieving a ten percent increase during FY 2023/2024. There was a two percent increase in City website newflash subscriptions (1,163 to 1,182) during this reporting period, reaching the goal of achieving a ten percent increase by the end of the five-year planning period.

Park Amenities/Recreation Program Enhancements: The City is devoted to developing unique park amenities, recreational facilities, and programming to serve the community's diverse needs in alignment with the Parks Master Plan. In February 2024, the City held its first Adaptive Sports Fair as part of the *Mighty Me* programming, geared towards individuals with intellectual and physical disabilities and designed for all abilities and capabilities.

A Memorandum of Understanding (MOU) with Perris Union High School District was approved on December 6, 2023, to launch an aquatics program beginning this summer. This partnership will provide children with swimming classes and open adult swimming opportunities.

The City added two new parks this reporting period, including Quartz Ranch Park, which features pickleball and basketball courts, and Banner Village Park, which has the City's first splash pad. The addition of these parks and their unique features encourage community engagement and a place for families to enjoy close to where they live.

The amended Menifee Valley Specific Plan Development Agreement (MVSP DA) was approved during the February 21, 2024, City Council meeting. The MVSP includes conceptual plans for various open-space recreation areas, including baseball fields, a junior-sized Olympic pool, a splash pad, nature trails, the preservation of Granite Hill as a permanent open space, and a pedestrian bridge connecting the Heritage Lake community to the south. The MVSP also includes conceptual plans for small-scale agricultural activities focused on crops and animal husbandry.

During the April 17, 2024, City Council meeting, staff was directed to conduct a fiscal impact and sustainability study to provide maintenance and recreation services to Valley-Wide Recreation and Park District Landscape Maintenance Districts located within the City limits. The RFP process to identify a qualified firm to facilitate the completion of the study is now underway.

Community outreach and engagement opportunities to enhance resident and business community understanding of City planning, community events, and activities are an integral element of all community development projects. Efforts to engage the community in City planning activities during this reporting period include, but are not limited to, the amended MVSP DA, plans for a new Community Center and development of the CSP.

The amended MVSP DA includes a combination of residential, commercial, and industrial development. As part of the community outreach for this project, numerous public meetings were held to inform residents about the project and receive input, including:

- CEQA Public Scoping meeting on March 29, 2022
- Parks, Recreation and Trails Commission (PRTC) meeting on December 7, 2023
- Finance Council Sub Committee meeting on December 12, 2023
- Heritage Lake Homeowners Association (HOA) community meeting on December 13, 2023
- Planning Commission Hearing on January 10, 2024
- City Council Hearings on February 7, 2024, and February 21, 2024.

On April 25, 2024, the Community Services Department held a community engagement meeting at the Menifee Library to solicit input regarding the amenities/services to be incorporated into a new community center located at the corner of La Piedra Road and Menifee Road. Staff also collected survey responses at City events, including the Senior Expo and Spring Fest, to acquire additional community input regarding this project. The consultant engaged in designing the new community center will also attend the June 6, 2024, PRTC meeting to solicit feedback regarding the project.

As part of the CSP development, CIP staff held multiple community outreach events to ensure community input was incorporated into projects. Staff also hosted pop-up booths to provide information with giveaway items at the Independence Celebration on June 24, 2023, and at the Clean Air Day Expo on October 21, 2023. A Project Advisory Team (PAT) comprised of community stakeholders have met several times to discuss the development of the CSP, with their final meeting held on May 22, 2024.

Thriving Economy

Business Development: The Economic Development Department, in collaboration with the Southwest Economic Development Coalition and the Menifee Valley Chamber of Commerce (“Chamber”), is evaluating the City’s business and workforce development needs. These efforts are supported by programs like the Menifee JOBSNow initiative, approved on November 15, 2023, as part of the Sponsorship Agreement between the City and the Chamber to support business growth and development and strengthen new business attraction and incubation. Completion of the Incubator Feasibility Plan and acquisition of a Business Incubator Program facility have been placed on hold while City staff seeks to assess the support needs of the City’s business community and enhance existing services.

Higher Education: Recognizing the important role higher education plays in the long-term sustainability of our region, the City has joined other regional stakeholders as part of the Southwestern Riverside County Higher Education Coalition (“Coalition”) to explore how to expand access to higher education in the region. In March, the City Council appointed two members of the City Council to the Southwest Riverside County Higher Education Coalition. The Coalition includes stakeholder representatives from throughout the region, including the County of Riverside, cities, water agencies, school districts, Mt. San Jacinto College (MSJC), Cal State University San Marcos (CSUSM), and healthcare partners. At the same time, the City Council adopted a resolution acknowledging the need to expand higher education opportunities in Southwestern Riverside County. This included the proposed expansion of CSUSM at the MSJC Temecula Valley Campus to encompass nursing, speech pathology, software engineering, business, and human services courses. To this end, City leaders are actively working in collaboration with the Coalition to bring these important educational resources to our region.

Planning/Development: The City is working to develop a Specific Plan for the Economic Development Corridor Southern Gateway (EDC-SG) Innovation District to support the diversification of Menifee's economy. As part of this effort, the Southern Gateway Specific Plan, City Council and Planning Commission Ad Hoc Committees were established to review and provide input in the Specific Plan development process during the course of the next 18-24 months.

Thirteen million square feet (sq ft) of new industrial development and over one million square feet of new commercial/retail development projects have been designated in key areas of the City. When completed, these projects will help to diversify the City’s revenue streams to support municipal services and long-term financial sustainability. The projects that are currently in the entitlement, permitting, or construction phase, include:

- Liberty Center - 535,210 sq ft of industrial space, 60,561 sq ft of commercial retail space, and a hotel – in entitlement review.
- Motte Business Center – 1,135,840 sq ft of industrial space in entitlement review.
- Hampton Inn Menifee – final construction documents have been submitted for the 70,000 sq ft, four-story hotel, including 71 rooms.

- Boulders – 25,402 sq ft of office space, 8,616 sq ft commercial space – under construction.
- Gateway Commerce Center – 536,615 sq ft light industrial complex is in the final construction phase.
- Nova Battery Energy Storage System is under construction.

As part of the City's efforts to streamline the development process to support a business-friendly environment, the Building and Safety Division continues to expand the use of Accela to streamline ongoing reporting and better track/monitor project status. All inspections are now scheduled through the Menifee Permit Portal and are auto assigned to the inspectors. Metrics have been established for the following reports:

- Projects in Review – Identifies projects in review that are past the ten-day review period by the development department and reviewer.
- Submittals Pending—Tracks building application submittals that are two days past due. It includes records entered (applications submitted) in the past 60 days.
- Inspections Pending—Identifies the number of building inspections completed by an inspector after the assigned 24-hour inspection period.

During this reporting period, the Public Works Engineering Division also transitioned to an electronic signature process for bond releases, allowing developers to be notified immediately when a bond reduction/release is completed.

Fiscal Sustainability: As part of the City's efforts to create and maintain a financial sustainability plan to support municipal services, the Finance Department has established a ten-year financial forecasting model used to assess and track the City's long-term financial health and evaluate the impact of changes in operational and economic conditions. Additionally, updated financial analytics and budget tracking reports and tools are being developed as part of the new Munis Enterprise Resource Planning (ERP) system. These tools will be used to develop a financial sustainability plan, including efforts to diversify and strengthen City revenue, reserves, and operational efficiencies.

The City's new ERP system is on track to go live with the budget and financial accounting modules by July 2024. The ERP system is a comprehensive system that supports multiple City functions, including budgeting, payroll, business licensing, accounts receivable/payable, financial reporting, and human capital management. Staff training sessions were completed in May and June to facilitate a seamless transition to the new system. Implementation of the Human Resources (HR), timekeeping, and payroll modules are scheduled for completion by January 1, 2025.

Updates to the Reserve Fund Balance Policy were presented to Menifee's Finance Subcommittee and the full City Council in May for consideration. The proposed changes to the Policy include increasing the reserve requirements, and putting aside assigned fund balance for facilities, vehicle and equipment replacement, and larger, more unpredictable ongoing expenses such as insurance premiums/claims and pension liability-related costs. Staff will prepare the revised Policy for review by the City Council in June.

Safe and Vibrant Community

Technology Enhancements: In April 2024, Safewise named Menifee the eighteenth safest city in California. This achievement is a testament to the City's efforts to develop and implement safety initiatives, programs, technology, and infrastructure to enhance security and a sense of well-being in the community. Some of the ways in which Menifee is improving safety infrastructure and technology include the installation of automated license plate readers and live-view cameras throughout the City. Currently, there are 29 automated license plate readers throughout the City, and staff are in the process of obtaining 15 live-view cameras at three parks within the Audie Murphy Ranch community. These parks have experienced an increase in crime and vandalism after hours when park rangers are not on site. The addition of cameras will help to deter crime and catch perpetrators. Additionally, as part of a citywide safety plan, the Menifee Police Department (MPD) is utilizing a software program from Peregrine Technologies to view and analyze crime statistics in real-time with greater accuracy, helping to deploy resources more effectively and efficiently.

Infrastructure Improvements: The MPD established a goal to decrease pedestrian and bicycle fatalities by twenty-five percent by June 2028 in accordance with Vision Zero. To achieve this goal, MPD has partnered with schools to provide regular bicycle and pedestrian safety training classes and is providing regulated public service announcements to remind the community about the importance of wearing helmets while bicycling and other important traffic safety measures that drivers and pedestrians can take to protect themselves and others. The Public Works Department has been working in collaboration with MDP and local schools to add sidewalk infrastructure and improve crosswalk visibility with enhanced roadway markings, signage, and traffic signal upgrades. These projects include:

- Romoland Grid Area – 3rd St – ATP CIP 23-04 – under construction
- Pedestrian Crossing at Audie Murphy Road CIP 24-03 – in design
- Romoland Elementary School – ATP CIP 24-04 – in design
- Watson Road at Harvest Valley Elementary School – ATP CIP 24-15 – in design
- La Piedra Road at Bell Mountain Middle School – ATP CIP 22-25 - in design
- Paloma Wash Pedestrian Bridge CIP 22-13 – in design
- Evans Road/Craig Ave Traffic Signal CIP 25-05 – beginning FY 2024/2025
- Bradley Road Widening near Paloma Valley High School Northern Entrance Project CIP 23-03 – under construction

The City's Local Road and Safety Plan project received a \$1.5 million grant from the Highway Safety Improvement Program (HSIP) for the Citywide Traffic Signal Safety Improvement Project (CIP 24-01) to enhance traffic safety for drivers, pedestrians, and bicyclists. This Project will install retro-reflective back plates at all City traffic signals to provide drivers with greater visibility. The Project will also install a leading pedestrian interval system at selected intersections identified as having heavy pedestrian use. This system is designed to ensure there is sufficient time for vehicles to clear the intersection before pedestrians enter the roadway.

To plan for fire service facility and resource allocations in alignment with planned development and infrastructure improvements, staff in the Fire Department collaborated with the development and Geographic Information System (GIS) teams to create a citywide response map. The citywide response map was presented during the April 3, 2024, Fire Services workshop and will continue to be updated as the city grows to include future development plans.

Public Education/Training: A total of 531 people have been trained this fiscal year as part of the Menifee Life Savers Program in emergency response, including Cardiopulmonary Resuscitation (CPR), Automated Defibrillator (AED) use, basic first aid, and bleeding control. The Fire Department also purchased and installed four AED units as part of the Public Access Defibrillator Program (PAD) in high-traffic facilities within the community, such as churches and the Menifee Boys and Girls Club during this reporting period.

STRATEGIC PLAN OBJECTIVE

The Strategic Plan update addresses all the Strategic Plan objectives.

FISCAL IMPACT

There is no fiscal impact associated with the recommended action. The costs associated with the implementation of each of the Strategic Plan elements are incorporated within the City's Operating and CIP budgets.

ATTACHMENTS

1. 2023-2028 Strategic Plan Implementation Task Summary – Update (January-June 2024)
2. 2023-2028 Strategic Plan