

# Statement of Interest

Submitted by:  
Joe Long

**1. Why do you want to represent District 2, and what unique goals?**

As a candidate with a smart growth platform, I want to represent Menifee's District 2 because I am deeply committed to fostering balanced development that enhances our quality of life while preserving the unique character of our community. District 2 represents a vital part of Menifee's growth, with its mix of residential neighborhoods, major businesses, and open spaces.

I believe we can create a sustainable future for District 2 by focusing on improving infrastructure, managing traffic congestion, and promoting local businesses to create jobs and boost the local economy. At the same time, I'm dedicated to ensuring we protect and enhance the small-town charm and family-friendly environment that make Menifee such a special place to live.

I want to bring a voice to our community that prioritizes thoughtful planning—investing in safe streets and sidewalks, accessible parks, and vibrant public spaces, while also addressing pressing issues like housing affordability and public safety. My goal is to engage with residents, listen to their concerns, and work collaboratively to shape policies that meet both current needs and future aspirations for District 2.

By representing District 2, I will advocate for smart, responsible growth that benefits all residents and builds a stronger, more connected Menifee."

**2. Your community involvements and how you would continue to engage with residents**

**\* The 2020 Cottonwood Community's July 4th Caravan Parade**

In 2020, as the COVID-19 pandemic disrupted lives worldwide, traditional celebrations were put on hold to prioritize public health and safety. Despite the restrictions, as president of the Cottonwood Community HOA, the board and our community organized a unique and safe alternative: a July 4th caravan parade, where each family could participate from the safety of their own vehicle or standing in front of their house, ensuring physical distancing while fostering unity and patriotism.

To add to the festive atmosphere, each car was adorned with American flags, and families brought portable speakers to play and sing patriotic songs. The combination of the music and the waving flags created a lively, celebratory ambiance that resonated with the community's pride and resilience.

Salutation to active first responders: the parade caravan also stopped and and salute to our neighborhood fist responders, active military service members, and healthcare service members

The Cottonwood July 4th caravan parade was a testament to the community's determination to celebrate together, even in challenging times. It was a simple yet powerful reminder that traditions can be adapted to suit the circumstances, and that our shared values of freedom, unity, and perseverance remain steadfast.



- **Cottonwood Community Food Drive**

During my tenure as president of the Cottonwood Homeowners Association (HOA), our community organized the annual food drive during Thanksgiving week. This initiative embodied the spirit of gratitude and generosity, fostering a deep sense of community. We had many neighbors volunteering to distribute food drive flier, and picking up food, and sort food, and transporting food to Community Cubboard in Sun City.



- \* **Mayfield Park Equipment Improvement**

Our Cottonwood community had a meeting with Menifee city staff, requesting more exercise equipments at the Mayfield Park. Yes, we got more exercised equipments

- \* **Speed control on Pacific Rim Path along the Mayfield Park**

Our Cottonwood community had a meeting with Menifee Council member Lesa Sobek asking for speed limit signs. The speed limit signs were installed .



- \* **Menifee City Planning Commission**

Serving on the Menifee City Planning Commission has been one of the most profound honors of my life. It is a privilege to play a role in shaping the development of our city, a community

that is growing rapidly while striving to preserve its charm and improve the quality of life for its residents.

As a Planning Commissioner, I am continually focused on ensuring that Menifee grows responsibly. This means encouraging developments that balance residential, commercial, and recreational spaces. It means working to ease traffic congestion, improve public safety, and enhance the availability of parks, schools, and cultural amenities. Our aim is to create a city where families, businesses, and individuals can thrive.

The decisions we have made will shape the Menifee of tomorrow. We are not merely reviewing blueprints or zoning codes; we are crafting the foundation of a community that will endure for generations. This responsibility is both humbling and inspiring, and I am proud to be part of this journey.

Over the past two years, I have had the great fortune of working alongside an exceptional group of commissioners. Their mentorship has been invaluable in my development, offering insights into urban planning, zoning, and sustainable growth strategies. Each of them brings a wealth of experience and a passion for our city that has motivated me to contribute at my best.

To Mayor Estrada, thank you for the opportunity to serve. To my fellow commissioners, thank you for guiding me and for your dedication to Menifee's future. Together, we are helping to make our city a place we can all be proud to call home.



**\* School traffic issues meeting with Menifee Community Service Director**

In August 2024, after inspecting traffic conditions during peak hours at the Menifee Middle School, Mr. Bill Van Riper and I met with Menifee Community Service Director to submit a safety improvement proposal:

- Installation of a crosswalk signal light station at school entrance
- Increased law enforcement presence periodically
- Community education campaign
- More school signage and road markings

### 3. What are three issues facing Menifee residents and what efforts are needed?

#### A. Traffic Congestion and Infrastructure

#### B. Housing Affordability and Balanced Development

#### C. Public Safety and Emergency Preparedness

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#### A. Infrastructure Improvements Needed:

- **Road Widening and Traffic Signal Synchronization:** Expand key arteries such as Scott road, Menifee road, and Murrieta Road. and improve signal timing to ease congestion.
- **Enhance School Route Safety:** Build sidewalks, crosswalks, and traffic-calming measures near schools.
- **Holland Overpass :** the best infrastructure improvement

#### *B. Housing Affordability and Balanced Development*

- **Incentivize Affordable Housing:** Collaborate with developers to include affordable units in new projects.
- **Zoning for Mixed-Use Developments:** Encourage projects that combine housing with commercial spaces to create more self-sustained communities.
- **Smart Growth Policies:** Focus on balancing housing with employment opportunities, parks, and schools in newly developed areas.

#### *C. Public Safety and Emergency Preparedness*

- **Expand Police and Fire Services:** Recruit more officers and firefighters, and build additional stations.
- **Fire Mitigation Efforts:** Conduct regular vegetation management and public awareness campaigns in fire-prone areas.
- **Disaster Preparedness Plans:** Create community-based workshops on emergency response and evacuation procedures.



#### 4. Meniffee's “Unique Identity” ?

##### **Small-Mining-Town Charm with Excellent Quality of Life**

Meniffee should embrace its mining heritage community while offering residents a high standard of living through modern amenities, thoughtful development, and a strong focus on fostering connections among its people. The Meniffee Historical Museum should be relocated to the future Community Center being developed, Some historical landmarks should be relocated near the future Community Center, if possible.

The history of mining in Meniffee symbolizes the city's origins as a place where people came to uncover hidden treasures, hundreds of years ago, and now.

- Mining can metaphorically represent the city’s ongoing effort to "unearth" its full potential, whether through economic development, innovation, or fostering community connections.
- This identity reflects a legacy of opportunity and the pursuit of a better future, rooted in Meniffee's past.

**\*\*\* conceptual symbol for Meniffee: old windmill as clean, renewable energy resource. Human creativity in engineering solutions.**



## 5. Perspectives on the growth Meniffee has experienced?

### A. Economic Opportunities

- **Job Creation:** The city's growth has attracted businesses, retail centers, and service industries, creating local jobs and boosting the economy.
- **Revenue Growth:** New developments have increased the city's tax base, allowing for investments in public infrastructure, parks, and community programs.
- **Local Convenience:** Residents now have access to more dining, shopping, and entertainment options without needing to travel outside the city.
- **Modern Facilities:** Liberty High School, medical facilities, and fitness centers

### B. Traffic and Transportation Challenges

- **Congestion:** Rapid growth has outpaced road infrastructure, leading to clogged main thoroughfares and long commute times.
- **School Traffic Issues:** Many school routes lack sidewalks, crosswalks, and adequate traffic management, endangering students and frustrating parents.
- **Overcrowded Schools:** Population growth has stretched school capacities, affecting classroom sizes and the quality of education.
- **Parks and Recreation Overload:** Popular parks and recreation facilities are often crowded, reducing the quality of outdoor experiences.

### C. Risk of losing small-town charm

- **Community Identity:** The influx of new developments and people can dilute Meniffee's small-town feel and sense of close-knit community.
- **Overdevelopment:** Rapid expansion of housing developments may lead to urban sprawl, detracting from the city's natural beauty and open spaces.

**Crosswalk markings should be longer and wider**



## 6. What role should the city play in attracting businesses and amenities, and how to get funding for infrastructure improvements.

- **Identify Priority Industries:** Focus on sectors like retail, healthcare, education, and green energy that align with Menifee's strengths and needs.
- **Promote the Innovation District:** Highlight the proposed development at Hwy 215 and Scott Road as a prime location for businesses, offering proximity to transportation and infrastructure.
- **Streamlining Permitting Process:** Simplify permitting and approval processes to make it easier for businesses to open or expand.
- **Dedicated Support:** Establish a "Business Concierge Program" to guide businesses through city processes, from permits to zoning approvals.
- **Transparent Policies:** Provide clear guidelines and predictable timelines for business developments.
- **Partner with Colleges and Schools:** Collaborate with Mt. San Jacinto College and other institutions to create job training programs tailored to key industries.
- **Workforce Housing:** Ensure affordable housing options for employees, making Menifee an attractive place to live and work.
- **Business-Internship Programs:** Connect businesses with local high school and college students to develop the future workforce.

### Infrastructure Funding Sources

- **Economic Development Administration (EDA) Grants:** Apply for grants under the U.S. Department of Commerce, which funds projects supporting job creation and economic growth.
- **Community Development Block Grants (CDBG):** Leverage funding aimed at improving infrastructure in low-to-moderate-income areas.
- **State Transportation Grants:** Seek funding from programs like California's Active Transportation Program (ATP) to improve roads, public transit, and pedestrian infrastructure.
- **County Transportation programs:** Seek funding from county programs road projects such as highways, broadband, and utilities.
- **Site developments and street improvements by project developers.**

All Topics	Temecula city, California	Perris city, California	Murrieta city, California	Menifee city, California
Population estimates, July 1, 2023, (V2023)	110,682	80,603	111,878	113,433
Education				
High school graduate or higher, percent of persons age 25 years+, 2019-2023	93.4%	70.9%	93.2%	88.7%
Bachelor's degree or higher, percent of persons age 25 years+, 2019-2023	39.2%	11.6%	31.8%	22.7%



## 7. 80% of renters in Menifee are rent burdened?

- **Inclusionary Zoning:** Require a percentage of units in new developments to be affordable for low- to moderate-income households.
- **Density Bonuses:** Offer developers increased building density or reduced parking requirements in exchange for including affordable units.
- **Affordable Housing Incentives:** Provide financial incentives such as expedited permitting, reduced fees, or tax breaks for developers building affordable housing.
- **Mixed-Use Development:** Promote projects that combine residential, commercial, and retail spaces to create walkable communities with a variety of housing options.
- **Accessory Dwelling Units (ADUs):** Encourage homeowners to build ADUs by simplifying permitting and offering incentives.
- **Workforce Housing:** Partner with employers to develop housing tailored for local workers, such as teachers, healthcare professionals, and service industry employees.
- **Tenant Assistance:** Offer rental assistance programs or emergency funds to help tenants facing temporary financial hardships.

All Topics	Temecula city, California	Perris city, California	Murrieta city, California	Menifee city, California
Population estimates, July 1, 2023, (V2023)	110,682	80,603	111,878	113,433
GEOGRAPHY				
Geography				
Population per square mile, 2020	2,951.8	2,495.7	3,300.9	2,206.1
Population per square mile, 2010	3,319.8	2,178.4	3,081.4	1,668.3
Land area in square miles, 2020	37.27	31.53	33.61	46.48
Land area in square miles, 2010	30.15	31.39	33.58	46.47
FIPS Code	0678120	0656700	0650076	0646842

### \*\*\* Menifee economic data from 2023 U.S. Census

All Topics	Temecula city, California	Perris city, California	Murrieta city, California	Menifee city, California
Population estimates, July 1, 2023, (V2023)	110,682	80,603	111,878	113,433
Economy				
In civilian labor force, total, percent of population age 16 years+, 2019-2023	64.3%	63.0%	62.3%	57.4%
In civilian labor force, female, percent of population age 16 years+, 2019-2023	58.0%	55.0%	54.8%	50.3%
Total accommodation and food services sales, 2017 (\$1,000) (c)	455,537	92,689	212,911	139,229
Total health care and social assistance receipts/revenue, 2017 (\$1,000) (c)	531,358	80,645	735,257	181,438
Total transportation and warehousing receipts/revenue, 2017 (\$1,000) (c)	103,847	130,071	43,185	52,637
Total retail sales, 2017 (\$1,000) (c)	3,163,971	1,319,511	1,666,475	545,991
Total retail sales per capita, 2017 (c)	\$28,059	\$17,102	\$14,738	\$6,032
Transportation				
Mean travel time to work (minutes), workers age 16 years+, 2019-2023	36.4	36.6	37.1	41.5

**Menifee Police Caravan Parade**



**Mayfield Park Grand Opening with JROTC**



**Cottonwood HOA group meeting with Menifee Community Service**



**Board members, San Diego Property Tax Appeals Board**



**Students Awards by San Diego Mayor**




**San Diego Veterans Parade**



Public presentation on  
Menifee's Pre-approved ADU plans

Solution for California Housing Crisis  
**Accessory Dwelling Unit (Nhà Phụ)**  
11:00AM Saturday, August 26, 2023  
9550 Bolsa Ave#210, Westminster, CA 92683



Tony Bui, P.E.,  
Joe DoVinh, J.D.,  
Joe Long, Appraiser/Broker,  
Duc-Huy Huynh, Architect

Chair, Westminster City Planning Commission  
Member, Garden Grove City Council  
Member, Menifee City Planning Commission  
Hu Architecture Inc.

Proposal on new Property Tax Exemption  
for veterans

**Existing Property Tax Exemptions**

**Veterans Exemption:** The California Constitution provides a \$4,000 real property (e.g., a home) or personal property (e.g., a boat) exemption for honorably discharged veterans or the spouse or surviving spouse of a deceased, honorably discharged veteran. Maximum value of the property must be \$5,000 (\$10,000 for a married couple or for unmarried surviving spouse of a qualified veteran).

**Overall outcome: very few veterans could qualify.** Most persons, however, are disqualified from this exemption due to restrictions on the value of property a claimant may own. A person who owns property valued at \$5,000 or more (\$10,000 or more for a married couple or for the unmarried surviving spouse of a qualified veteran) is not eligible for this exemption. Thus, a veteran who owns a home would most likely not qualify for the veterans exemption.

**Other Exemptions**

**Homeowner's Exemption:** \$7,000 in assessed value from the property tax assessment of any property owned and occupied as the owner's principal place of residence. The exemption reduces the annual property tax bill for a qualified homeowner by up to \$70.

**Disabled Veterans:** Basic - The basic exemption, is available to all qualifying claimants. The exemption amount is compounded annually by an inflation factor. For example, for 2020, the basic exemption amount was \$143,273.

**Proposal: Property Tax Exemption**

**Standard Veterans Exemption:** California to provide a \$25,000 real property (e.g., a home) or personal property (e.g., a boat) exemption for honorably discharged veterans or the spouse or surviving spouse of a deceased, honorably discharged veteran, or \$40,000 for a married couple or for unmarried surviving spouse of a qualified veteran. No ceiling limit for property value.

**Overall outcome: most veteran or unmarried surviving spouse home-owners could qualify.**

Proposed by Joe Long  
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Logos for our Innovation District





OBJECTIVE

To leverage my extensive experience in urban planning, development review, and residential appraisals to contribute to the continued growth and prosperity of Menifee as a member of the City Council.

PROFESSIONAL QUALIFICATIONS

Menifee City Planning Commissioner                      Menifee, CA                      2023 – Present

- Collaborated with fellow commissioners to review and evaluate a diverse range of development projects, including residential, commercial, and industrial proposals.
- Provided detailed recommendations to the City Council on zoning amendments, site plans, and environmental impact assessments.
- Actively engaged with community stakeholders to address concerns and ensure alignment with Menifee’s General Plan.
- Focused on strategic planning initiatives to balance economic growth with preserving Menifee’s small-town cultural heritage.

President, Cottonwood HOA                      Menifee, CA                      2020 – 2022

- Led the Cottonwood community through various initiatives, including organizing an annual food drive during Thanksgiving week.
- Played a pivotal role in fostering community engagement and addressing residents’ concerns effectively.
- Successfully managed budgets, vendor contracts, and community improvement projects.

Residential Appraiser                      PRIORITY APPRAISALS                      1990 - 2012

- Conducted over 20 years of residential property appraisals, providing accurate and comprehensive valuation reports to clients, including banks, lenders, and homeowners.
- Demonstrated expertise in analyzing market trends, property data, and local regulations to deliver precise and defensible valuations.
- Built strong relationships with clients and stakeholders by delivering exceptional service and maintaining the highest ethical standards.
- Maintained up-to-date knowledge of Menifee’s housing market trends and growth patterns, enabling informed decision-making.

## KEY ACCOMPLISHMENTS:

- Appointed by Councilman Estrada to serve on the Meniffee City Planning Commission, gaining invaluable insights into city operations and development strategies.
- Reviewed and influenced critical city planning projects that have shaped Meniffee's infrastructure, economy, and quality of life.
- The Cottonwood community July 4th caravan parade during the COVID-19 pandemic, ensuring residents celebrated safely and in compliance with health guidelines.

## COMMUNITY QUALIFICATIONS:

- **Community Engagement:** Strong ability to collaborate with diverse stakeholders and address public concerns effectively.
- **Analytical Expertise:** Skilled in data analysis, market research, and report preparation for appraisals and planning decisions.
- **Project Evaluation:** Comprehensive experience in assessing development projects for feasibility, compliance, and long-term impact.
- **Leadership & Management:** Proven ability to lead initiatives, manage teams, and oversee complex projects.
- **Communication:** Excellent verbal and written communication skills, with experience presenting findings to councils and public forums.
- **Urban Planning & Development:** understanding of city planning, zoning codes, land uses regulations

## EDUCATION:

- **Mechanical Engineering**      **1981**      Southern Illinois University, Carbondale, Il
- **Residential Appraisal**      **1990**      California