



CITY OF MENIFEE

SUBJECT: 2023 Annual Report

MEETING DATE: March 20, 2024

TO: Mayor and City Council

PREPARED BY: Philip Southard, Public Information and Legislative Affairs Officer

REVIEWED BY: Rebekah Kramer, Assistant to the City Manager

APPROVED BY: Armando Villa, City Manager

RECOMMENDED ACTION

1. Receive and file the 2023 Annual Report.

DISCUSSION

The City of Menifee City Executive Office has compiled a report of the City's accomplishments in the Annual Performance Report for the 2023 calendar year. The report is an overview of the programs and projects implemented to provide essential services that improve our community's quality of life through teamwork and leadership.

Menifee is continuing to thrive as a City with steady growth and development. According to the California Department of Finance, Menifee is now the largest city by size and population in southwest Riverside County. As more and more residents and businesses begin to call Menifee home, ensuring that the City remains on track to meet the needs of the growing community is paramount.

To that end, a significant amount of time and energy has been placed into strategic planning to ensure that priority initiatives are identified and supported by the City's personnel and financial resources. Under the direction of the City Manager, the City's departments have worked collaboratively to develop an award-winning balanced budget, thoughtful Capital Improvement Program (CIP), and goal-oriented Strategic Plan. These three documents work in harmony to streamline operations and provide clear direction for City staff in planning operations and allocating funding for vital community projects and programs that will enhance the quality of life for the Menifee community.

The City's Five-Year Strategic Plan (2023-2028) has identified five key priorities including Connectivity and Mobility, Unique Identity, Community Engagement and Social Infrastructure,

Thriving economy, and Safe and Vibrant Community. The strategic plan sets a roadmap for achieving the objectives that align with priorities. The City's budget and CIP directly correlate with the strategic plan to create a strong connection between finances and operations, ensuring that the City achieves meaningful outcomes and big steps forward on the road to reaching our collective long-term vision.

The City's 2023 Annual Report highlights the City's achievements through the lens of our strategic priorities, with each department playing a crucial role in achieving plan objectives and other vital functions that continue to make Menifee a *premier safe, thriving, and inclusive city that offers vibrant neighborhoods and panoramic scenic vistas with a rich history, flourishing arts, cultural amenities, and diverse recreation opportunities that make Menifee a desired place to live, work, play, and stay*. The achievements include:

1. **Connectivity and Mobility:** The City of Menifee has adopted a \$700 million, five-year CIP that will ensure that new roadways, improvements, and other vital projects can move forward to serve the Menifee well into the future. The construction projects completed in 2023 include:
 - Tradewinds Community Resurfacing
 - Potomac & Meadows Neighborhood
 - Lyle Marsh Park Permanent Restroom
 - Murrieta Road/Rouse Road Traffic Signal
 - Menifee Road/La Piedra Road Traffic Signal
 - Lazy Creek Community Pedestrian Project
 - Sun City Community Pedestrian Project
 - Murrieta Road/Sun City Boulevard Traffic Signal
 - Fire Station No. 68 Interior Improvements
 - Menifee Road Resurfacing - Holland to Newport
 - E.L. Petersen Park Parking Lot
 - Menifee Road/Garbani Road Traffic Signal
2. **Unique Identity:** In 2023, the City updated its Park, Trails, and Open Spaces Master Plan, hosted over 40 special events with over 40,000 participants and supported 58 additional events throughout Menifee.
3. **Community Engagement and Social Infrastructure:** The City utilizes numerous communication vehicles to engage with the public. In 2023, the City sent 48 news releases, 130 email and text alerts, 1,281 social media posts, and mailed the seasonal Menifee Matters Magazine to City residents. The City also launched Menifee TV – a public government access channel showcasing unique Menifee programming available locally to Menifee residents on Spectrum Channel 1301, Frontier Channel 25, and livestreamed online at www.cityofmenifee.us/menifeetv.
4. **Thriving Economy:** The City of Menifee Development Team works collaboratively to encourage intentional smart growth and support the City's growing business community so that residents have access to businesses, housing, parks and recreation, education, and well-paying jobs. In 2023, the City welcomed 1,882 new businesses to the Menifee community and partnered with the Menifee Valley Chamber of Commerce to create the JOBSNow Initiative, a joint partnership between the two agencies to help provide a variety of resources for new

and existing businesses in the Menifee community. Additionally, the City processed 235 Planning Applications and issued over 6,000 building permits including 909 new signal family residence permits during the 2023 calendar year and completed numerous initiatives designed to facilitate community development, business expansion, attraction, and retention:

- General Plan Circulation, Land Use and Safety Element updates
- Development Code Updates
- Mobile Home Park Rent Stabilization Ordinance
- Updated Building and Fire Codes
- Assisted with the opening of Exquisite Tapas
- Debuted “Shop Local” Holiday Campaign
- Designed Explore Menifee Guide
- Developed M.E.N.U. Grant program (Mom and Pop, Entertainment, New Concept, and Unique)

5. **Safe and Vibrant Community:** The City of Menifee is committed to providing exceptional public safety and making Menifee one of the safest cities where residents and visitors are secure. In keeping with this commitment, the City launched several new programs in 2023 designed to keep the community safe including the *Project Live Saver* program to aid in locating those with Dementia, Alzheimer’s, or special needs and the *You Are Not Alone* program providing participants with regular welfare checks. With the addition of a second medic squad in 2023, the Menifee Fire Department was able to provide better resource allocation for Menifee’s fire apparatus and help reduce response times citywide from 5.1 to 4.6 minutes.

STRATEGIC PLAN OBJECTIVE

Community Engagement and Social Infrastructure

FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

ATTACHMENTS

1. 2023 Annual Report.