



CITY OF MENIFEE

SUBJECT: 2023-2028 Strategic Plan Update

MEETING DATE: February 7, 2024

TO: Mayor and City Council

PREPARED BY: Mandy Stephens, Management Analyst

REVIEWED BY: Rebekah Kramer, Acting City Manager

APPROVED BY: Rebekah Kramer, Acting City Manager

RECOMMENDED ACTION

1. Receive and file an update on the implementation of the City of Menifee's 2023-2028 Strategic Plan.

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, with performance measures established to monitor progress. Specific capital and operational projects are prioritized based on the Plan and are 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. Staff will provide regular updates regarding the progress made in the implementation of the Plan. This report summarizes the goals and objectives initiated and/or completed during the first six months of the five-year planning period (July 1 – December 31, 2023).

Implementation Plan Highlights

Connectivity and Mobility

The CIP Division initiated the development of the Complete Streets Plan (CSP), designed to improve access, mobility, and safety for all modes of travel, including walking, bicycling, public transit, and automobiles. City staff collaborated with the University of California Berkeley, Cal Walks, and Riverside University Health System (RUHS) to hold a Community Pedestrian and Bicycle Safety Training workshop in August 2023 at Menifee Valley Middle School. In Fall 2023, the CIP Division led several community outreach events at schools and community centers to provide information and seek public input in developing the CSP. The CSP, the City's General Plan, Parks Master Plan, Active Transportation Plan (ATP), and Smart City Broadband Master Plan will work together to address traffic mitigation citywide, collectively serving as the City's Traffic Mitigation Plan.

Under the Pavement Management Program (PMP) for FY 2023/24, the CIP division is scheduled to complete 25,920 centerline miles of road resurfacing, equivalent to just under five total miles. Areas included in the programmed resurfacing plan for this fiscal year include the neighborhood north of Ridgemoor Road, crack and slurry sealing along portions of La Piedra Road near Mt. San Jacinto Community College (MSJC), the neighborhood surrounding Chester Morrison Elementary School, and the neighborhood north of McCall Blvd and west of Murrieta Road. The FY 2023/24 mid-year budget includes funding to complete an update to the PMP index, last done in FY 2017/18. 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.

Unique Identity

The City released a Request for Proposal (RFP) in December 2023 to assist in creating a Placemaking, Identity, and Tourism Master Plan that will be used to develop Menifee as a destination city for residents, businesses, and visitors. It is anticipated that the contract for the plan development will be awarded in Spring 2024.

Community Engagement and Social Infrastructure

Following the launch of Menifee TV, the City of Menifee's Public Education Government (PEG) channel, in March 2023, the Communications and Digital Productions divisions began producing videos highlighting City events and activities. The goal of producing and broadcasting two original

content videos per month has been exceeded by 258 percent during this reporting period with the completion of 31 videos including, but not limited to:

- Parks Make Life Better Month Series
- 9/11 Mt. San Jacinto College (MSJC) Commemoration Event
- State of the City Innovation Video and Livestream Broadcast
- Public Safety Public Service Announcements (PSA)
- Memories of the Wall Documentary
- Police Department Swearing In
- Menifee Christmas Tree Lighting

The City continues to enhance community awareness by encouraging residents to sign up for city alerts and following the City on social media. With a five percent increase in social media followers (69,954 to 73,435) during this reporting period, we are on track to reach the goal of achieving a ten percent increase in social media followers by the end of the fiscal year. There was a nine percent increase in city website newsflash subscriptions (1066 to 1163) during this reporting period, coming close to reaching the goal of achieving a ten percent increase by the end of the five-year planning period.

During the December 6, 2023, Council meeting, two projects were approved that will create opportunities for community engagement and enhance the City's social infrastructure: the Central Park Amphitheater construction contract was awarded (CIP 19-15), and the purchase of the prefabricated pedestrian bridge for the Paloma Wash Pedestrian Bridge project (CIP 20-13). These capital projects are designed to support the objective of increasing opportunities for the community to gather to support belonging and connectedness.

As the City continues to grow in population and staff, the need for additional facilities has been identified. During the June 7, 2023, Facilities Planning Workshop, consideration was given to the timing of the City's largest three facilities development projects including the City Hall, the Police Department Headquarters (PD HQ), and the Public Works Maintenance Operations Center (PW MOC). Following review and discussion of each project, it was determined that the City Hall project would be the first of the three projects to be initiated with the PD HQ and PW MOC projects initiated in the latter phase of the City Hall construction period. This decision was based upon an evaluation of the lease terms and operational needs of the organization considered in combination with the investments the City has made in site improvements and property acquisitions made to support the immediate needs of the City's PD and PW departments. As part of the facility development planning efforts, staff are working in collaboration with the City's municipal advisor, Urban Futures, to identify available delivery methods and financing options for the City Hall project. This information is scheduled to be presented in a Council workshop in the spring.

The City continues to work with our education partners to enhance recreational programming and educational opportunities. During this reporting period, the City partnered with Santa Rosa Academy to host youth sports programs and provide extended recreation services to the community. The City has also negotiated a Memorandum of Understanding (MOU) with Perris Union High School District to provide aquatics programs at Paloma Valley High School.

The comprehensive biennial residential satisfaction survey scheduled for initiation by December of 2023, was placed on hold following review of the cost benefit by City Council on October 4, 2023. Staff will evaluate alternative methods of gauging residential satisfaction for future consideration.

Thriving Economy

The implementation of the Enterprise Resource Planning (ERP) system to modernize and streamline City operations is underway with full implementation on track for completion in June 2026. 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. During this reporting period, the Coalition of Support was established, and training was initiated for 38 staff members across all departments.

As part of the City's efforts to streamline the development process to support a business-friendly environment, the Building and Safety Division has created and installed filters within the Accela permitting system to aid permit technicians and plans examiners in their utilization of the automated workflow, further improving reporting capabilities and the user experience. Staff have also integrated inspection requests with the City's Geographic Information System (GIS) and the Menifee Permit Portal (Accela Citizen Access), which will enable auto-assignment to area inspectors and eliminate manual scheduling outside of the portal. Additional permit types were made available in the Menifee Permit Portal to allow for more streamlined submittals for residents, contractors, and residential tract developers. Accela modifications were also made to the Certificate of Occupancy workflow to automate business license verification and signoffs, eliminating manual tasks, simplifying and improving the permit issuance process, and reducing errors.

Safe and Vibrant Community

The Menifee Police Department established a goal to decrease pedestrian and bicycle fatalities by twenty-five percent in accordance with Vision Zero by June 2028. As part of this effort, the Menifee Police Department conducted eight traffic safety operations, including Driving Under the Influence (DUI) checkpoints and distracted driver operations. These safety operations and the following sponsored events are funded in part by the Office of Traffic Safety (OTS) grant funding:

- Bicycle Safety Enforcement
- Pedestrian & Bike Safety Enforcement
- National Bike, Walk, & Roll to School Day
- Bike and Pedestrian Safety Operations
- Bike Safety Training with Menifee Valley Middle School
- Created a bicycle safety presentation to share at local schools.

In September 2023, the Fire Department completed their goal of implementing automatic aid agreements with the City of Murrieta and Riverside County Fire Department which will assist in reducing response times. During this reporting period the Fire Department also exceeded their goal of providing Cardiopulmonary Resuscitation (CPR), and Automated External Defibrillation (AED) training to 50 people per year as part of the Menifee Life Saver Program by 390 percent with 195 people trained.

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.

ATTACHMENTS

1. 2023-2028 Strategic Plan Implementation Task Summary – Update (July-December 2023)
2. 2023-2028 Strategic Plan