



CITY OF MENIFEE ANNUAL REPORT

2023

EXECUTIVE SUMMARY

2023 was a year to celebrate! The City of Menifee officially turned fifteen years old and the theme of this historic milestone was prevalent in nearly all of the City’s activities and events throughout the year, culminating with a truly unique State of the City hosted at the new 5,000-seat HCN Bank Stadium at Mt. San Jacinto College. Not only was this night in October an opportunity to share the latest news and updates from the City, but it was also the largest State of the City Event in Menifee’s history, giving the community an opportunity to come together and celebrate the City’s 15th Birthday.

The City of Menifee has come a long way in the fifteen years since its incorporation. On October 1, 2008, Menifee became California’s newest city with a population of 50,000 residents. Today, the City is one of the fastest-growing communities in the nation with a population of over 116,000. Looking to plan for Menifee’s future, the City Council adopted a Five-Year Strategic Plan in March 2023 to meet the immediate needs of residents and businesses by focusing the City’s progress on key priorities and objectives designed to further strengthen Menifee’s overall quality of life.

By focusing on key issues such as infrastructure, public safety, economic development, creating a unique identity, and community engagement, the City of Menifee is continuing to build a safe, thriving, and premier place to be. Working towards these objectives requires not only strategic planning, but also a dedicated team of individuals to complete the work necessary to achieve them. The City of Menifee’s departments and employees all work in close collaboration to ensure that the City’s programs and services remain at the highest standards and serve the public’s best interest.

The City of Menifee is proud of the work it has accomplished this past year and has taken the steps necessary to ensure that the strategic objectives are given special priority as we move forward. This thoughtful planning will help ensure that we continue to meet the needs of our growing community while developing the amenities and community assets that will make Menifee thrive and continue to be an attractive destination to live, work, play, and stay.

SAFE, THRIVING, AND PREMIER PLACE TO BE

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AWARDS & ACCOLADES

OUR ORGANIZATION



BILL ZIMMERMAN
Mayor



BOB KARWIN
Mayor Pro Tem



RICKY ESTRADA
Councilmember



LESA SOBEK
Councilmember



DEAN DEINES
Councilmember

MENIFEE
RESIDENTS

CITY COUNCIL

CITY ATTORNEY

CITY MANAGER

COMMISSIONS &
COMMITTEES

ASSISTANT
CITY MANAGER

DEPUTY
CITY MANAGER

COMMUNITY
SERVICES

RECREATION
PARKS & LANDSCAPE
MAINTENANCE
FACILITIES
MAINTENANCE

HUMAN
RESOURCES

RISK
MANAGEMENT

CITY CLERK

COMMUNICATIONS/
LEGISLATIVE
AFFAIRS

FINANCE

FIRE
(CONTRACT)

INFORMATION
TECHNOLOGY

CITY EXECUTIVE
OFFICE

ECONOMIC
DEVELOPMENT

POLICE

CODE
ENFORCEMENT
ANIMAL SERVICES
(CONTRACT)

COMMUNITY
DEVELOPMENT

PLANNING
BUILDING &
SAFETY
HOUSING/
COMMUNITY
DEVELOPMENT
BLOCK GRANT
(CDBG)

PUBLIC WORKS

LAND
DEVELOPMENT/
ENGINEERING
CAPITAL
IMPROVEMENT
PROGRAM (CIP)
STREET
MAINTENANCE
FLEET



ARMANDO VILLA
City Manager



ROCHELLE CLAYTON
Assistant City Manager



JONATHAN NICKS
Deputy City Manager



LONNY OLSON
Fire Division Chief



TRAVIS HICKEY
Chief Financial Officer



RON PUCCINELLI
Chief Information Officer



SARAH MANWARING
City Clerk



CHERYL KITZEROW
Community Development Director



GINA GONZALEZ
Economic Development Director



CHRIS KARRER
Police Chief



NICK FIDLER
Public Works Director



JEFF MELCHING
City Attorney



Connectivity AND MOBILITY

The City of Menifee is committed to investing in critical infrastructure that will enhance the overall accessibility of the city and reduce congestion on local roadways. To meet that need, the City of Menifee City Council has adopted a \$700 million, five-year 2023-2028 Capital Improvement Program that will ensure that new roadways, improvements, and other vital projects can move forward to serve the Menifee community well into the future.

The Menifee Public Works Department has been at the forefront of coordinating these projects and ensuring that Menifee residents spend more time with their families and less time on local roadways. This also includes traffic engineering planning to enhance safety throughout the community. Additionally, the Public Works Department has been working on a Complete Streets Plan to provide safe and accessible access for all types of transportation including pedestrians, bicyclists, transit riders, and automobiles. Watch Team Menifee at work and learn more about the City's infrastructure projects at www.cityofmenifee.us/annualreportvideos.

CONSTRUCTION COMPLETED

- 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

\$8.4 MILLION IN COMPLETED PROJECTS IN 2023

ENHANCING ACCESSIBILITY THROUGHOUT THE CITY

Over \$40 Million

State and federal grant funds awarded for Menifee Capital Improvement Program (CIP) projects

\$735K

In Fair Share Collection

38,206

Construction Inspections Completed

3,000 Field Service Work Orders Completed

961 Fleet Work Orders Completed

81 Improvement Plans Approved

51 Grading Plan Reviews

12 Major Projects Completed

7 Special Districts Established



Unique IDENTITY

As the City of Menifee engages in thoughtful and collaborative planning efforts with the community to develop a distinct sense of place, the City's Community Services Department has been leading efforts to provide Menifee residents and visitors with unique and engaging events and programs. This year, the Community Services Department updated its Park, Trails, and Open Spaces Master Plan. The team also hosted over 40 special events with over 40,000 participants and supported 58 additional events throughout Menifee.

In April 2023, the City also had the honor of partnering with Miller-Jones Menifee Memorial Park and Mortuary and VFW Post 1956 to host The Wall That Heals, a three-quarter scale replica of the Vietnam Veterans Memorial in Washington, D.C. This special event brought thousands of visitors to Menifee. View our Memories of the Wall Documentary at www.cityofmenifee.us/annualreportvideos.

4,217

Youth Served Across 89 Programs
Ranging from Tiny Tots to Teens

1,388

Recreation Programs Offered
(Classes, Camps, Activities, Sports)

68

Local Artists Featured at 4 Art
Showcase Events

2,090

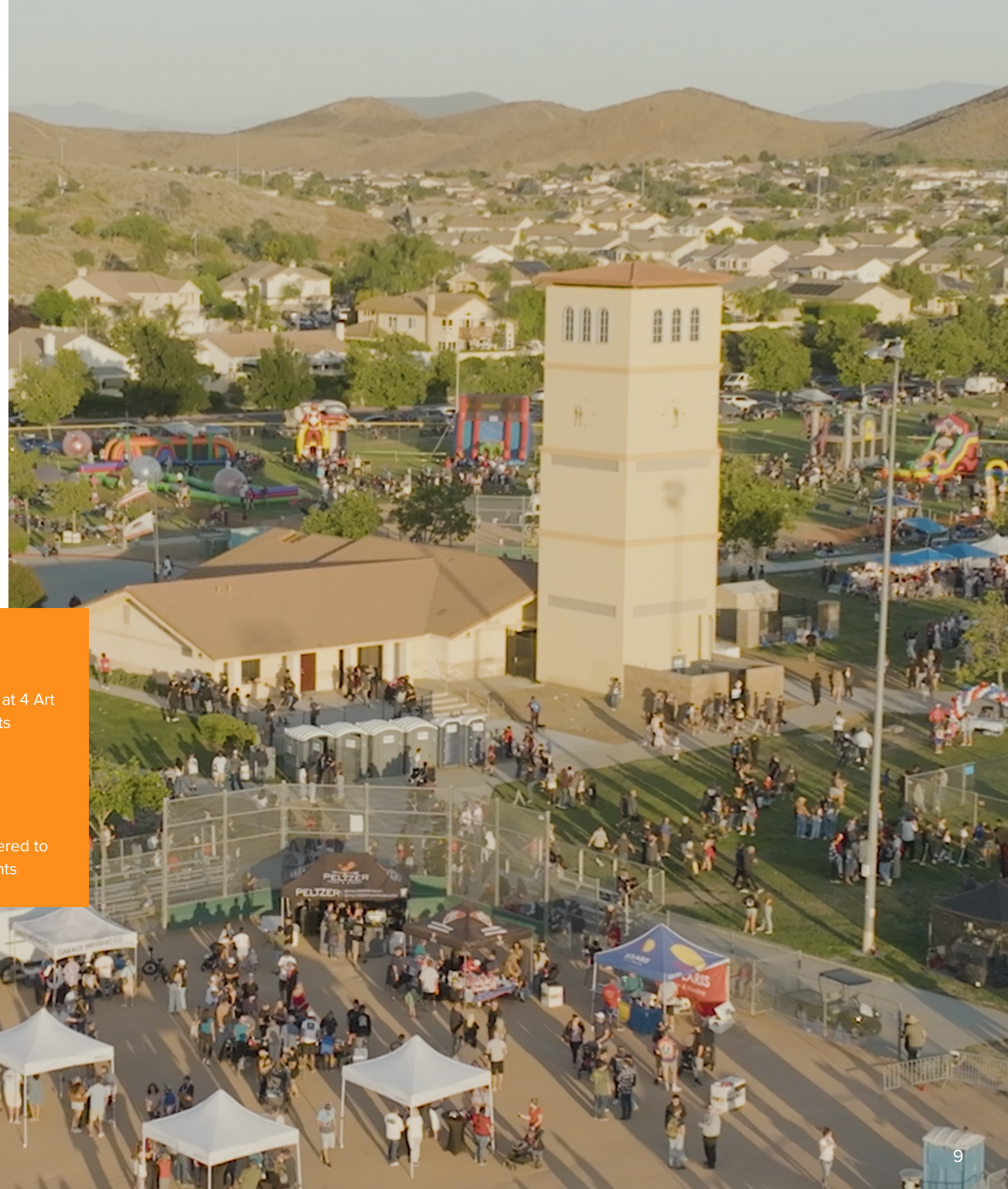
Maintenance Requests Completed

1,000+

Trees/Plants Replaced

236

Weekly Activities Offered to
Senior Participants



SOCIAL MEDIA FOLLOWING



Community
ENGAGEMENT and
SOCIAL infrastructure

The City of Menifee is looking to create opportunities to bring people together and enhance communication to help amplify accessibility, increase awareness, and build a strong and engaged community. The City utilizes numerous communication vehicles to engage with the public including sending 48 news releases, 130 email and text alerts, 1,281 social media posts, seasonal Menifee Matters Magazine, and the Official City of Menifee App.

This year, the City of Menifee 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. Check out content from Menifee TV at www.cityofmenifee.us/annualreportvideos.

The City Clerk Department helped facilitate 654 public record requests and implemented LaserFiche, an electronic records management system, to ensure the public receives information in a timely manner.

56

Military Banners
Installed

187

Passports
Processed

2

Community Shredding
Events Hosted

62

Menifee TV
Videos Produced

13.5%

Increase in
Social Media
Followers



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. These efforts are facilitated through business expansion, attraction, and retention, as well as community development.

The City’s Economic Development Department encouraged 1,882 new businesses to the Menifee community and continues to facilitate effective programs that spark business development and create local jobs. They also coordinated a new partnership 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. Watch Menifee’s 2023 Economic Forecast video to learn more about the City’s thriving economy (www.cityofmenifee.us/annualreportvideos).

In addition to reviewing 235 Planning Applications and issuing over 6,000 building permits, the Menifee Community Development Department also continued to facilitate numerous programs that benefit local homeowners, including the Single Family Home Improvement Grant offering up to \$15,000 for eligible low-income household owners.

2,632

Small Business Development
Center Clients Served

3

Mayor Idea Exchange
Events Hosted

7

Foodie Fridays Hosted

28,363

Inspections Conducted

4,677

Customers Assisted

909

New Single Family
Residence Permits Issued

- Adopted General Plan Circulation, Land Use and Safety Element updates, Development Code updates, and Mobile Home Park Rent Stabilization Ordinance
- Adopted 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 (Mom and Pop, Entertainment, New Concept, and Unique)

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 the neighborhoods and surrounding spaces. Both Menifee Police and Fire Departments have been working to further strengthen response times and utilize new technology to better protect the Menifee community.

Since its launch in July 2020, the Menifee Police Department has continued to grow and currently has over 100 officers and police personnel. This year, the Menifee PD responded to over 70,000 calls for service and processed over 6,000 cases. Additionally, the Police Department launched several new programs to help keep the community safe including Project Lifesaver and the You Are Not Alone Program. Learn more about these programs at www.cityofmenifee.us/annualreportvideos.

With the addition of Medic Squad 7, Menifee Fire Department was able to provide better resource allocation for Menifee's fire apparatus and help reduce response times citywide from 5.1 minutes to 4.6 minutes.



15,052

Officer-Initiated Incidents

7,436

Traffic Citations Issued

3,124

Code Inspections Completed

308

K-9 Deployments

46

Traffic Safety Operations Conducted

951

Plan Reviews Completed

4,148

Inspections Completed

310

Business Inspections Completed

Completed Menifee Fire Station #68 Remodel Expansion



TEAM MENIFEE

The City of Menifee could not achieve the ambitious goals of the City's Strategic Plan without the help of key supporting departments including Finance, Human Resources, and Information Technology. All of these departments provide critical operational functions that ensure Team Menifee has the personnel, financial resources, and technology needed to deliver high-quality service to the residents and businesses in the community.

This year, the Finance Department developed the City's first two-year budget which will help streamline budget processes and analysis in a more comprehensive manner. To meet the needs of our growing City, the Human Resources Department helped bring on 92 new employees to further bolster the City's services. Additionally, the Information Technology Department provided a citywide cybersecurity training, helped prevent over 150 million cyberattacks, delivered 87 internal projects, and created 11 new Geographic Information System (GIS) business solutions including integrating Accela with GIS and launching the City's Remote Sensing Program.

3,273

Business Licenses
Completed

789

Purchase Orders
Completed

3,559

Payroll Benefit
Transactions Completed

3,368

Job Applications
Recieved

49

Recruitments
Completed

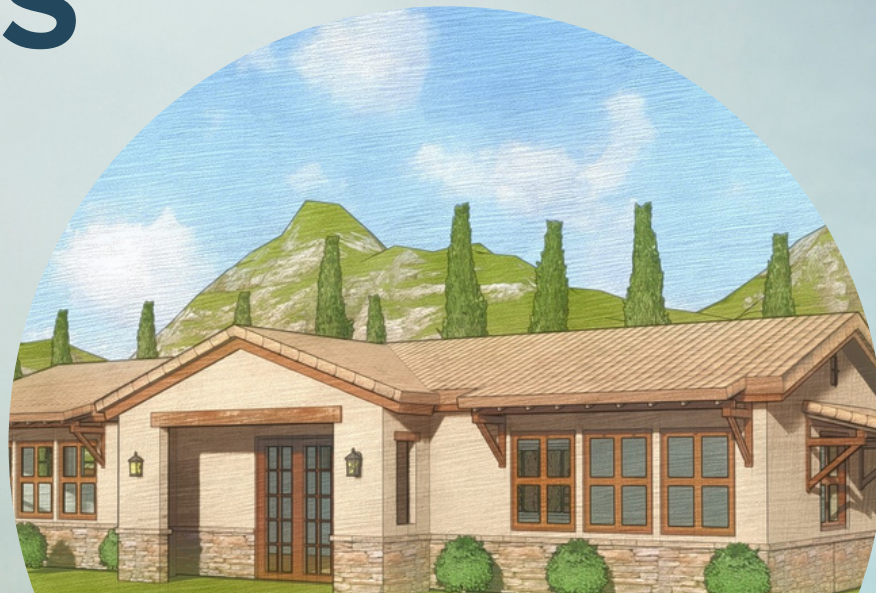
4,867

IT Support Requests
Completed

NEW.BETTER.BEST.

AWARDS

**TOP
WORK
PLACES**
2018-2023



Excellence Award for Best Practices for
Menifee's Permit-Ready Accessory Dwelling Unit (ADU) Plans
by the Inland Empire American Planning Association

The City of Menifee continues to set a high standard for the quality of its work and the caliber of its employees. This year Menifee was named the fastest growing City in California by Smart Asset and awarded several industry accolades for excellence across numerous disciplines in local government. These achievements are the direct result of the great work that City employees conduct daily.



Two Merit Awards for the Menifee Workforce Development
Center and the City's Business Incentive Program
by the California Association for Local Economic Development



Certificate for Excellence in Financial Reporting
(12th Consecutive Year)
by the Government Finance Officers Association



"Excellence in Design – Facility Design" Award for
Gale Webb Kids-R-#1 Action Sports Park
by the California Parks and Recreation Society

