



CITY OF MENIFEE ANNUAL REPORT

2024

TABLE OF CONTENTS

4	OUR ORGANIZATION
8	CONNECTIVITY & MOBILITY
12	UNIQUE IDENTITY
16	COMMUNITY ENGAGEMENT & SOCIAL INFRASTRUCTURE
20	THRIVING ECONOMY
24	SAFE & VIBRANT COMMUNITY
28	TEAM MENIFEE
30	AWARDS & ACCOLADES

CITY MANAGER'S MESSAGE

Planning with purpose is a key priority for the City of Menifee. As the city continues to mature and evolve, our leadership team here at City Hall remains focused on providing the best quality of life for our community and taking the steps necessary to set the foundation for our city's continued success. Achieving these outcomes requires thoughtful planning and a strong and dynamic team to help achieve our goals.

Through the 2023-2028 Strategic Plan, the City of Menifee has adopted a specific vision for making Menifee a premier, safe, thriving, and inclusive city. To achieve this vision, the City of Menifee is investing in our local infrastructure, developing a unique identity, creating opportunities for community engagement, supporting economic growth, and maintaining Menifee's designation as one of California's safest cities.

In 2024, we saw firsthand the results of our investment in local infrastructure with the opening of the Holland Road Overpass. At \$35 million, this project has been the largest in the City's history and has already provided significant traffic relief for local residents traveling east and west over the I-215. Through the careful management of our City's budget and Capital Improvement Program, the City of Menifee has been able to maximize our City's resources to deliver projects that will provide long-lasting benefits for generations to come.

We have also made strong investments in our city staff. We have bolstered our Executive Team, hiring a new Assistant City Manager (Bryan Jones), Deputy City Manager (Rebekah Kramer), and the City's first Human Resources Director (Angela Rivera). All of these individuals bring decades of public sector experience to Menifee and have already made a tremendous impact on our organization and have supported a positive working culture. In 2024, the City also reaffirmed its commitment to our employees by finalizing agreements with all six of the City's bargaining units.

Strategic planning is the cornerstone of sustainable success, providing a clear roadmap to navigate challenges and seize opportunities in an ever-evolving landscape. It ensures the alignment of resources, fosters innovation, and strengthens resilience, enabling us to deliver high-quality projects, programs, and services to our residents while staying true to our mission. As we reflect on the achievements of the past year and set our sights on the future, our commitment to thoughtful, forward-looking planning remains unwavering - guiding us toward continued growth and shared success.



ARMANDO G. VILLA

OUR ORGANIZATION



BILL ZIMMERMAN
Mayor



DEAN DEINES
Mayor Pro Tem



BOB KARWIN
Councilmember



RICKY ESTRADA
Councilmember



LESA SOBEK
Councilmember



ARMANDO VILLA
City Manager



BRYAN JONES
Assistant City Manager



REBEKAH KRAMER
Deputy City Manager



MARK SCOVILLE
Fire Chief



TRAVIS HICKEY
Chief Financial Officer



RON PUCCINELLI
Chief Information Officer



STEPHANIE ROSEEN
City Clerk



CHERYL KITZEROW
Community Development
Director



ANGELA RIVERA
Human Resources Director



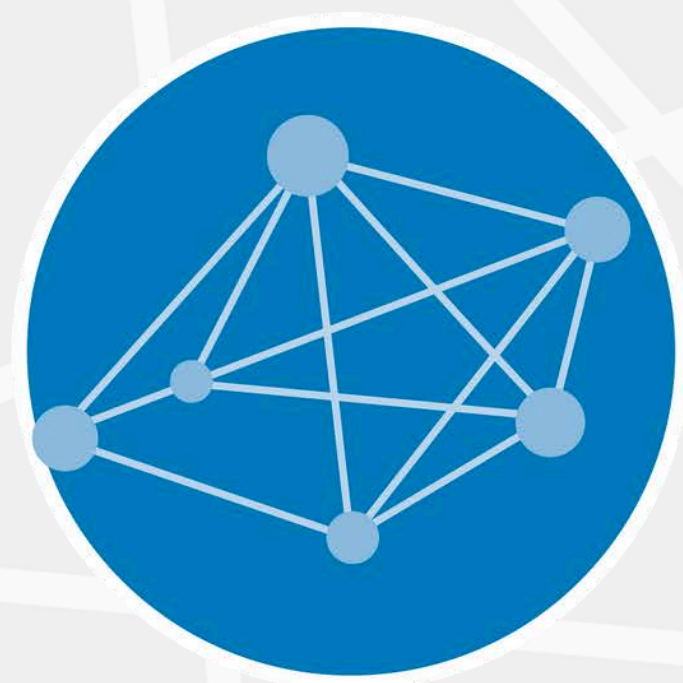
CHRIS KARRER
Police Chief



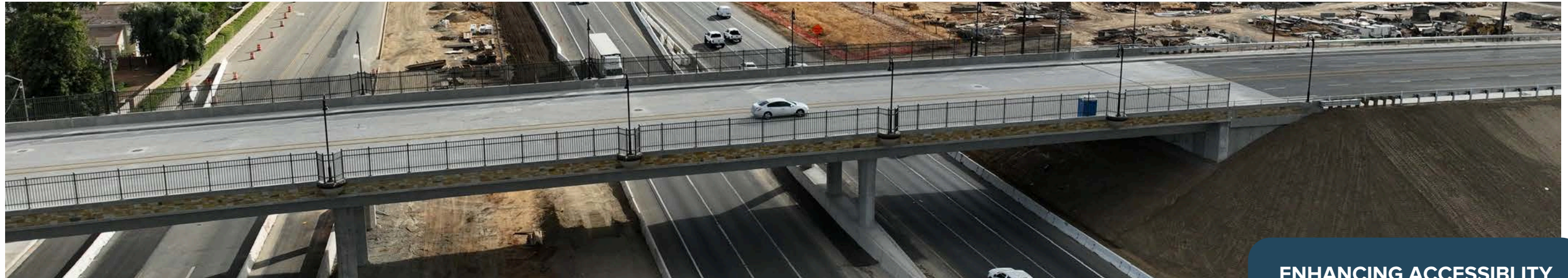
NICK FIDLER
Public Works Director



JEFF MELCHING
City Attorney



Connectivity AND MOBILITY



The City of Menifee continues to prioritize investing in our local infrastructure to improve accessibility and link the community with sustainable infrastructure to meet the needs of our community.

The City achieved a major milestone in 2024 with the grand opening of the Holland Road Overpass. This new bridge over the I-215 provides an alternative route for Menifee residents to travel between the east and west side of the city and helps alleviate traffic off of Newport and Scott Roads.

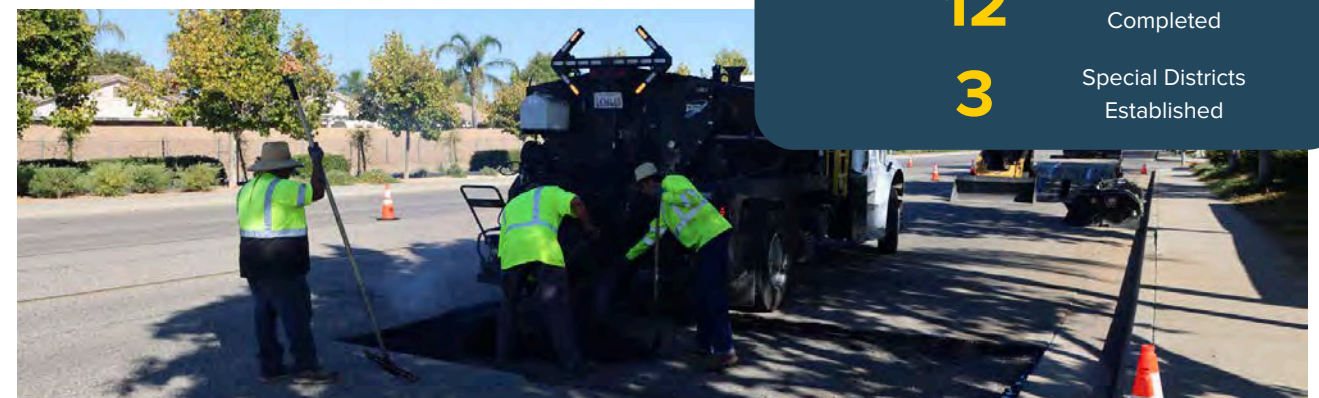
The City adopted a Complete Streets Plan to improve access, mobility, and safety for all modes of travel including walking, bicycling, public transit, and automobiles. This Plan aims to engage the community in identifying and helping design top projects for future grant funding efforts, integration into Menifee's Capital Improvement Program, and consideration within new private development projects.

School improvements were also a key focus this year with several projects completed to enhance school routes and make traffic safer including shoulder widenings, school zone sign updates, and improvements to pedestrian crossings and Americans with Disabilities Act (ADA) access ramps.

CONSTRUCTION COMPLETED

- Holland Road/I-215 Overpass- Utility Project
- Normandy Road Pedestrian Improvements
- Romoland Grid Neighborhood Resurfacing - South
- Antelope Road/MSJC Traffic Signal
- Murrieta Road Resurfacing - Salt Creek to San Quintin
- FY 22/23 & FY 23/24 Slurry Seal Programs
- Audie Murphy Ranch (AMR) Slurry Seal
- Casa Blanca Community Resurfacing
- Willows/Brigata/Lakeridge Community Resurfacing
- Quail Valley Grid Streetlights
- Bradley Road/Paloma Valley High School Entrance Improvements

OVER \$8 MILLION
IN COMPLETED PROJECTS IN 2024



ENHANCING ACCESSIBILITY THROUGHOUT THE CITY

Over \$42 Million

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

\$2.1 Million

In Fair Share Collection

84,278

Construction Inspections Completed

2,588

Field Service Work Orders Completed

1,395

Fleet Work Orders Completed

85

Improvement Plans Approved

59

Grading Plan Reviews

12

Major Projects Completed

3

Special Districts Established



Unique IDENTITY



4,811

Maintenance Requests
Completed

4,845

Park Ranger
Park Visits

3,000+

Trees/Plants
Replaced

165,00+

Youth Served Across
214 Programs Ranging
from Tiny Tots to Teens

1,281

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

253

Weekly Activities
Offered to Senior
Participants

97

Local Artists Featured
at Art Showcase
Events

HOSTED **44** SPECIAL EVENTS WITH OVER **35,000** PARTICIPANTS



The City of Menifee is continuing to find opportunities to create engaging and memorable experiences for residents and visitor alike. The goal is to create a distinct sense of place that leverages the community's historic and scenic assets and makes the City a desired destination for residents, businesses, and visitors.

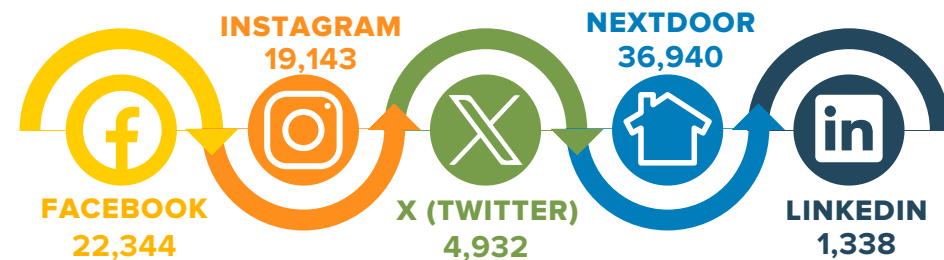
To that end, the City began construction of the Central Park Amphitheater in February 2024 to provide a top-tier entertainment venue for concerts and performances. The amphitheater is just one of three projects designed to solidify Central Park as a premier community attraction, including a new parking lot and the Paloma Wash Pedestrian Bridge which will connect Central Park with the shopping centers to the east.

Two new parks were added to the community – Banner Village Park and Quartz Ranch Park. Design plans for a new community center next to the Menifee Library on La Piedra Road were also reviewed by the City Council. This year also marked the creation of the City's Aquatics Program in partnership with Perris Union High School District and the first-ever Adaptive Sports Fair designed for individuals of all abilities.





Community ENGAGEMENT and SOCIAL infrastructure



Community ENGAGEMENT and SOCIAL infrastructure

The City of Menifee continues to enhance its outreach to the public, finding new and creative ways to engage with the community. In 2024, the City launched two new social media accounts – one for Community Services to help better highlight events, programs, and services offered by the City. Additionally, the City launched “Explore Menifee,” which strives to showcase local restaurants, unique businesses, and thrilling attractions that make Menifee an exciting place to live, work, play, and stay.

Menifee TV, the City’s public education and government (PEG) channel, also debuted several new programs including “Show Me Menifee” which highlights news, programs, events, and local leaders here in the city. The “Agenda Rundown” is a brief segment summarizing key items discussed during City Council meetings. Another new program, “Happy Tails,” debuted in partnership with the Animal Friends of the Valley and highlights the animal services available to Menifee residents, as well as adoptable pets.

Menifee TV was also made available to subscribers of Mediacom on Channel 595. This is in addition to the other cable providers that offer Menifee TV including Spectrum Channel 1301 and Frontier Channel 25. Menifee TV can also be streamed online 24/7 at www.cityofmenifee.us/menifeetv.





THRIVING economy

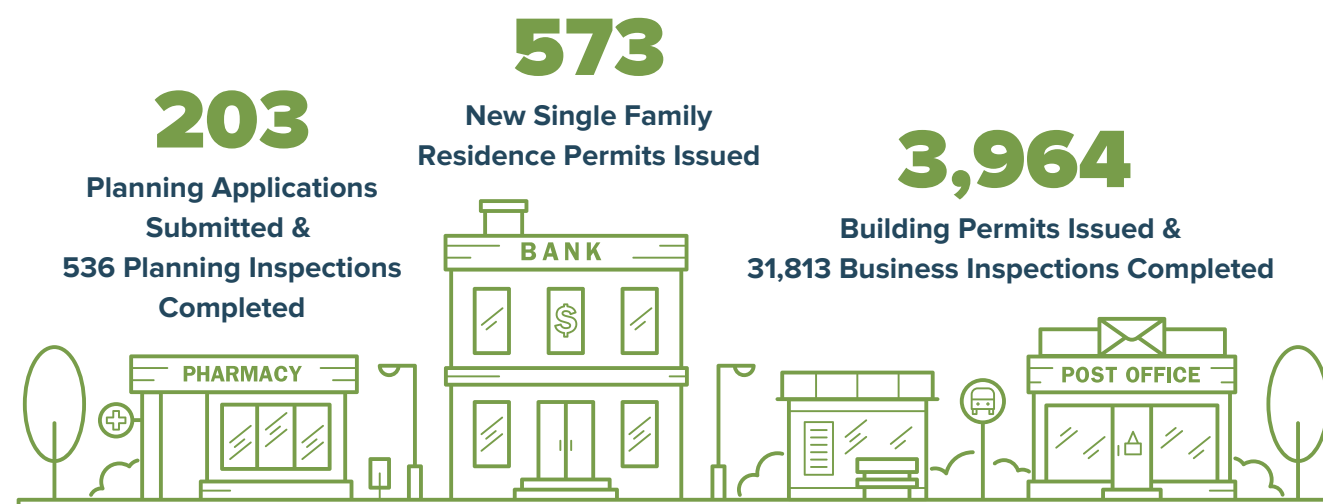


THRIVING economy

The City of Menifee works collaboratively within the organization to encourage thoughtful planning and smart growth that fosters an environment for the local business community to thrive. The Community Development and Economic Development Departments support these efforts through their diligent review of proposed projects while fostering a system that provides a streamlined process for applicants.

Just one of many new additions to the City of Menifee this year was the Menifee Justice Center, which opened in July 2024. This three-story, nine-courtroom facility, represents a \$90 million investment by the State of California in Menifee and brings over 200 local jobs to the community. The City has also worked diligently to meet the requests of our residents to bring more specialty restaurants to our community and helped to open several new offerings including Ike's Love & Sandwiches, Los Amigos, Rasoi Indian Food, and Papa Smash.

Attracting high-quality businesses also remains a key priority and will help ensure that our residents have access to local, well-paying jobs. To help with this effort, the City of Menifee has kicked off the Menifee Innovation District Specific Plan. Located on the southwest side of the City adjacent to the I-215, the Menifee Innovation District will help bolster economic activity in the region and provide a pipeline for local job creation.



16 FEATURED BUSINESS GRAND OPENINGS

RV SUPER CENTER
LADY R BISTRO
MENIFEE MAILBOXES
7-ELEVEN
IKE'S LOVE & SANDWICHES
BULLDAWGS JUNK REMOVAL
DAISO
ALTURA CREDIT UNION

ARCO & LOS AMIGOS
RASOI INDIAN FOOD
DAVIDS NATURAL TOOTHPASTE
KRAK BOBA
CHEVRON & PAPA SMASH
SAVAGE SPIN
COYOTE TAQUERIA
MARCOS PIZZA

233

Small Business Development
Center Clients Served

9

Foodie Fridays
Hosted

2

Mayor Idea Exchange
Events Hosted



SAFE and
VIBRANT
community



SAFE and VIBRANT community

In 2024, the City of Menifee was named one of the Top 20 Safest Cities in California. Public safety continues to be a key priority for Menifee and this designation can be attributed to the investments of our City Council in both the Menifee Police and Fire Departments, as well as the great work of our first responders who continue to leverage new technologies to help keep our community safe.

In December 2024, the City of Menifee celebrated the grand opening of the new Fire Station 5 located in Quail Valley. This state-of-the-art facility replaced the existing station built back in the 1960s, which significantly increases the amount of firefighting equipment and personnel that can be housed at the station helping improve our overall fire response throughout the city.

Menifee Police Department continued to bolster their ranks, adding a Lieutenant position in 2024 to help further support patrol operations, as well as a new Detection K-9 Unit, Nala. Menifee PD also made community engagement a key priority by hosting several public events throughout Menifee including Cops and Cows with Chick-fil-A, Pop Patrol, and Breakfast with Badges.



54,971

Calls for
Service

5,614

Cases
Processed

1,295

Officer-Initiated
Incidents

11,942

Traffic Citations
Issued

1,164

Code Inspections
Completed

268

K-9 Deployments

61

Traffic Safety
Operations Conducted

14,331

Fire Incident
Response

4,481

Fire Inspections
Completed

985

Plan Reviews
Completed





TEAM
MENIFEE



RECEIVED **3,699** JOB APPLICATIONS AND HIRED **105** NEW EMPLOYEES

1,035

Business Licenses
Completed

869

Purchase Orders
Completed

1,246

Payroll Benefit
Transactions Completed

43

Recruitments
Completed

4,419

IT Support
Requests
Completed

10

IT Internal
Projects
Completed

5.6 Million

Cyberattacks
Prevented



TEAM MENIFEE

Ensuring that the City of Meniffee has the resources it needs to be successful in implementing the vision of the City Council requires the support of several departments that play pivotal roles in ensuring operational efficiency, strategic alignment, and the development of a robust and sustained workforce. The City's operations would not be successful without the critical efforts of the Finance, Information Technology, and Human Resources Departments.

In 2024, the Finance Department led the successful launch of Meniffee Metro, a new financial management system designed to streamline financial processes by allowing for timely, accurate, easy-to-access information and improved collaboration across City departments.

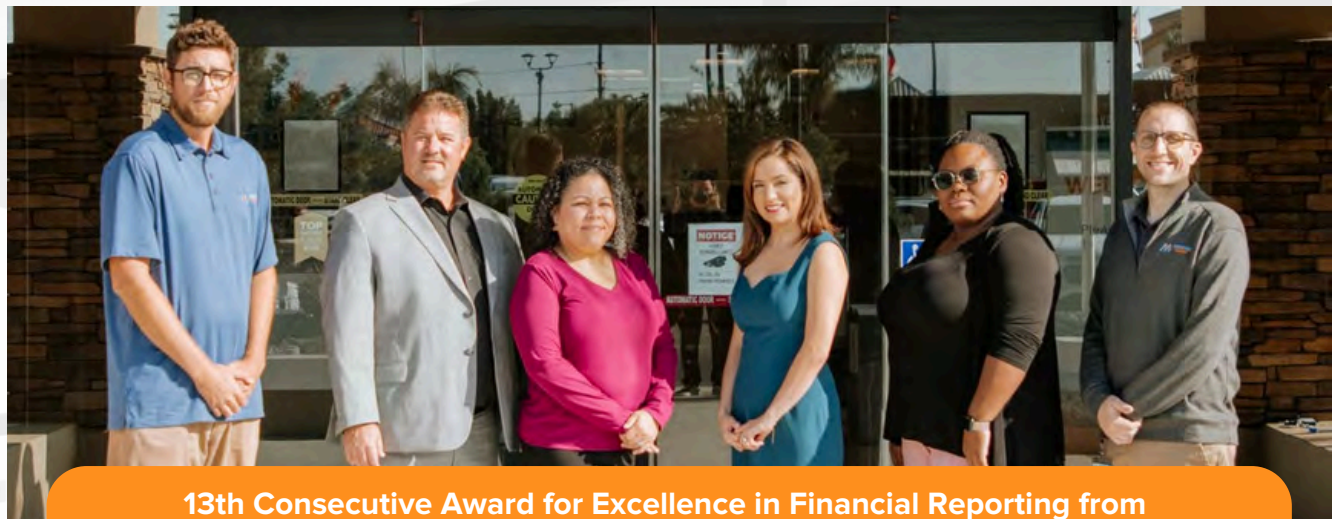
The Information Technology Department, who also played a key role in supporting Meniffee Metro, also made cybersecurity a key priority and conducted Citywide trainings to ensure all Meniffee employees are able to identify potential risks and reduce the City's exposure to potential threats.

Human Resources continued to support Team Meniffee and helped lead the successful negotiation with the City's six collective bargaining units, ensuring that team members feel valued and setting the stage for smooth and efficient ongoing operations.



NEW.BETTER.BEST. AWARDS

The City of Menifee has set a high standard for the quality of its work and the caliber of its employees. Menifee’s dedicated professionals continue to be leaders in their respective fields and have received numerous awards and accolades for the standards at which they operate and the services they provide to the community.



13th Consecutive Award for Excellence in Financial Reporting from the Government Finance Officers Association (GFOA)



CAPIO Epic Award of Distinction for the Wall that Heals



American Planning Association Recognition Merit Award for Parks Master Plan 2023



Award of Merit for Menifee Restaurant Week Program from the California Association for Local Economic Development (CALED)
Foodie Friday - Bronze Award for Entrepreneurial and Small Business Development from International Economic Development Council (IEDC)



CAPIO/SCAN NATOA STAR AWARDS
1st place in the News Single Story
Honorable Mention for Sports – Live Broadcast
Honorable Mention for Overall Excellence for cities with a PEG budget under \$400K