CITY OF MENIFEE

2018 - 2023 STRATEGIC VISIONING PLAN



MAY 2022 UPDATE





CITY OF MENIFEE STRATEGIC VISIONING

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INTRODUCTION

The City of Menifee's first Strategic Plan took effect in 2012, and the community principles it included still resonate today. The Fiscal Year 2018 – Fiscal Year 2023 Strategic Visioning Plan (Plan) builds upon our past strategic plan's foundation while updating it for the future. This was accomplished through a collaborative effort whereby the City Council and City Staff were engaged through meetings guided by the City's independent consultant. The result of this effort is a vision, measurable key objectives and action items, and alignment with adopted plans and policies.

This Strategic Vision focuses the City's use of resources to deliver services. The purpose of this vision is to define goals and objectives that align with the City's business goals and to improve the balance between demand for more and better technology and available City resources, including staff and capital and operating funds. This five-year Strategic Vision provides a roadmap that will help the city close the gap between current and future needs.

The City's Strategic Vision is updated annually to ensure that it remains current with the city's evolving environment. The goals and objectives will be reviewed and any new initiatives will be added, or existing projects removed, based on the current business needs of the City over the short range (less than two years), medium range (three to four years), and long-range (five years plus). It is crucial that this Plan remains a "live" document.

CREATING CITY COUNCIL'S VISION

- Link the budget process to the Strategic Vision by identifying and prioritizing projects and ties to the Plan's goals;
- Have Strategic Vision projects identified in regular agenda items and encourage department heads to include updates on their work on Strategic Vision related projects in their reports to the City Council;
- Expect and encourage department heads to propose additional projects that further the five Strategic Vision goal statements;
- Have the City's Strategic Vision posted on the City's website to ensure all City employees and the general public have access to the information;
- Set time annually to evaluate and, when necessary, modify the Strategic Vision prior to the start of the City budget process.

The City Manager is responsible for annual updates and collaborates with all City departments in the review process. The Plan is made available to all department staff and the general public through the City's website. The commitment of all City departments is essential for the success of the City's Strategic Vision and for the City to realize the associated benefits. All departments must work together to balance daily departmental operations while embracing innovation and citywide organizational changes.



EXECUTIVE SUMMARY

The City defines the goals and objectives that align with the City's Vision and needs. The Plan identifies a strategy in order for the City to successfully invest in and use appropriate resources to enable the City to support and improve service delivery.

This Strategic Vision is focused on the City's team. The City encourages collaboration with a team approach and all employees are considered part of 'One Team'. The Plan provides a blueprint for the team to concentrate on as we provide services and position the City over the next five years. Located in Southern California, Menifee has a rich history. Over the past several years, there has been a concerted effort to diversify the economic base of the City and expand services thereby increasing the quality of life for Menifee residents.

To develop this Strategic Plan a focus group was convened with representation from various levels of the organization. This group met on three occasions to discuss internal and external influences affecting the City. After the focus group completed their review, the Management team met for a full day strategic visioning and implementation retreat. The team confirmed the information developed by the focus group and, using that information, completed the mission statement and guiding principles for which the City Team is to operate. The mission statement that was created is stated below:

"Through teamwork and leadership, the City of Menifee provides essential services to improve the quality of life of our community."





MENIFEE'S VISION

Bill Zimmerman Mayor



Bob Karwin Councilmember District 1



Matthew Liesemeyer Councilmember District 2



Lesa Sobek Councilmember District 3

In 2023, Menifee is an inclusive city of kindness, with distinct, vibrant neighborhoods, a well-managed government, a safe community, flourishing arts, historic and cultural resources, recreation opportunities, a strong economy, thriving children and youth, environmental sustainability, with healthy residents of all ages making Menifee a sought-after community to develop partnerships and invest in.

Making the Vision a Reality

The vision for the community is a statement of the desired future. It reflects what the City wants to become. This vision drives the work of the City, guides how business is done, and informs the goals and objectives that are pursued.

Our Community's vision contains four goal areas, objectives, and action items that the City is focused on achieving. To further understand and achieve our vision, each of these four goal areas is explained below. Although these goals are described separately, they are intertwined and impact one another.

Accompanying each goal are three sections:

- 1. The first section contains a paragraph that describes what the goal means to the City.
- 2. The second section is a list of important deliverables or objectives for each goal.
- 3. The third section includes the action items (Actions), City's plans, documents, and policies that support achieving each theme and related indicators.

Finally, the City's Visioning will provide a basis from which all members of the City staff can focus their efforts on continuous improvement, and with the use of metrics, understand the impact of their actions on goal achievement.

Definitions:

The AREA OF STRATEGIC PRIORITY represents an overarching area tied to City's overall vision, while an OBJECTIVE represents the segregative achievements planned to obtain, and comprised from, the goals. ACTIONS or TASKS provide the specific activities, investments, or other endeavors planned to accomplish an objective.



Dean Deines Mayor Pro Tempore District 4



GOALS & VISION

The Goals and Objectives Implementation Plan describes the projects and their anticipated timelines. It is important to note that the projects may change over the five-year period as new projects are introduced and existing projects re-prioritized based on available staffing, capital, operating costs, and as a result of changes in technology. The City's Vision and implementation plan is a roadmap that will help the City more closely align business goals and objectives with needs and support services. It is a living document that will be updated annually by the City Manager in collaboration with all City departments. The Plan is the first step in the strategic planning effort. To implement the projects, the City must develop detailed implementation plans that identify specific actions, schedules and timeframes, and resource requirements (staff, funding, etc.).



GOAL 1 - Safe and Attractive Community

The City of Menifee's vision is: Provide a full range of services that meet the highest professional and accredited standards of public safety by protecting life, maintaining order and safeguarding property within our community.



GOAL 2 - Livable & Economically Prosperous Community

The City of Menifee's vision is: Develop mechanisms to foster a robust economy, solid educational opportunities, and jobs.



GOAL 3 - Responsive & Transparent Government

The City of Menifee's vision is: Foster efficient multi-modal communication to inform and educate our community to develop a clear sense of place and establish our unique identity.



GOAL 4 - Accessible & Interconnected Community

The City of Menifee's vision is: Create and maintain functionally appropriate, sustainable, accessible and high quality infrastructure and facilities.

Specific objectives have been identified for each goal and more will be developed as this plan evolves. The plan is designed to be a flexible "live" document that can be adjusted depending upon the City's needs through 2023. While this plan looks ahead five years, there have already been solid results and outcomes even as the process moves forward.



SAFE & ATTRACTIVE COMMUNITY

In 2023, Menifee continues to strive to lead in all areas of public safety, to effectively address the safety and security needs of its community. The City is dedicated to maintaining a safe and secure living and working environment in partnership with those it serves by respectfully employing the highest professional standards and providing exceptional service to our community.

Goal One: Provide a full range of services that meet the highest professional and accredited standards of public safety by protecting life, maintaining order and safeguarding property within our community.

Key Objectives (through FY 2023):

- Emphasize community policing strategies and crime prevention through regular interaction with residents, students, and business owners.
- Provide effective and fiscally responsible municipal services in a manner which promotes a high standard of community life.
- Improve Public Safety by delivering quality programs and services.
- Develop mechanisms to enhance the appearance of the City and cultivate community pride through beautification projects, elimination of blight and graffiti.
- Lead and coordinate disaster-related exercises to evaluate the City's response capabilities to a disaster.

Action Items (through 2022):

- Complete Active Code Enforcement Items:
 - Revised and update various Municipal Codes related to Police Department and Codes Enforcement
 - Complete feasibility study to bring street sweeping services in-house as compared to contract service
 - Illegal dumping enforcement
- Fire Services Needs Assessment Items:
 - Fire Department strategic plan
 - Activate second paramedic unit
- Evaluate need for commercial inspection program
- Develop a disaster recovery and safety master plan
- Develop information technology disaster recovery business continuity plan
- New Fire Station 5 design and construction

Supporting City Plans, Documents, and Policies:

- City General Plan
- City Sidewalk Policy (in process)
- City Municipal Code





LIVABLE & ECONOMICALLY PROSPEROUS COMMUNITY

In 2023, Menifee will have a viable economic engine which can support the needs and enhance the lifestyles of those living and working in our community. We will promote buildings and infrastructure development that are practical, aesthetically pleasing and in harmony with the community environment and surrounding landscape.

Goal Two: Create and implement a comprehensive land use and economic development strategy, which results in a vibrant and diverse economy for the City of Menifee.

Key Objectives (through FY 2023):

- Cultivate proactive economic development mechanisms to enhance drivers for new industrial/manufacturing/clean technology/retail development.
- Collaborate with economic development organizations and agencies to update and implement strategies to stimulate development.
- Create a comprehensive economic development plan which includes strategies and policies that increase the quality of life for residents.
- Review the zoning and preservation ordinances and ensure alignment with our economic development plan.
- Update the General Plan and Housing Element to align with the city's Vision.
- Develop and implement standards and management plans for parks and right-of-ways.
- Update and continue implementation of Community Service comprehensive long-range parks, property, and equipment plan.
- · Update the Parks, Trails, Open Space and Recreation Master Plan (Parks Master Plan) to continue to integrate the community's vision and aspirations into a cohesive strategy and action plan to continue to guide the future development, renovation, management and activation of City parks, recreation facilities and trails.



- Recalibrate the development impact fee structure
- Form parks-related non-profit
- Public Safety
 - o Analyze Adequacy of Public Safety development City Sidewalk Policy (in process) impact fee (DIF)
- Economic Development Plan
 - Establish a foreign affairs program
 - Update foreign trade zone to include Menifee
 - Develop tourism backbone
 - Create incentive program to fast track development
 - Develop incubator plan

Supporting City Plans, Documents, and Policies:

- City General Plan
- Development Code
- Parks, Trails, Open Space & Recreation Master Plan
- Capital Improvement Plan
- Parks & Landscape Design Standards
- Quimby & Mitigation Fee Ordinances



RESPONSIVE & TRANSPARENT COMMUNITY GOVERNMENT

In 2023, Menifee aims to provide a municipal government that is honest, transparent, dependable, inventive, creative, economical and ethical. The City of Menifee will foster a feeling of community spirit and identity as well as promote a sense of full citizen participation by welcoming and accommodating the needs and desires of current residents, future residents and visitors, where the spirit of volunteerism and neighbors work together for the common good to build a strong community. In doing so, Menifee will increase the effectiveness of its marketing, communications and outreach activities by expressing its core mission and fundamental strategies through considered media, social media, technological advances, or other channels to better engage the pubic and better deliver messages and government information as it relates to the City.

Goal Three: Foster efficient multi-modal communication efforts to inform and educate our community to develop a clear sense of place and establish our unique identity.

Key Objectives (through FY 2023):

- Develop and implement a comprehensive public relations program for the City including traditional media as well as electronic media such as City website, Facebook, and Twitter to enhance community outreach.
- Enhance communication and coordination between community groups, schools, etc.
- Examine the City's facility needs through 2023 and develop a plan to address identified needs.
- To better manage our buildings, prepare and implement a long-range and comprehensive facility maintenance plan.
- Provide timely, accurate information that is easy to access and understand and facilitate public participation in open meetings.



Action Items (through 2022):

- Evaluate City facility needs and funding options to support City services
- Partner with MSJC
 - Execute MOU outlining partnership
- Develop a social media policy
- Create health care / medical partnerships
- Implement online records lookup (Laserfiche Public Portal)
- Create informational interactive maps
- Update technology
 - Information technology (IT) strategic plan

Supporting City Plans, Documents, and Policies:

- City General Plan
- Social Media Policy (in process)
- Demographic Studies
- Business Cluster Analysis



ACCESSIBLE & INTERCONNECTED COMMUNITY

In 2023, Menifee values its history, honors its diverse communities, and respects its distinct, vibrant and walkable neighborhoods. The City is committed to sustaining a high quality of life in its urban, suburban and commercial areas. Menifee has complementary and varied architecture and a beautifully built environment, and the City ensures that new development and infill are compatible with the character of Menifee's neighborhoods, natural environment, and historic resources. Menifee will have a highly effective infrastructure that enables the community activities of its citizens and businesses.

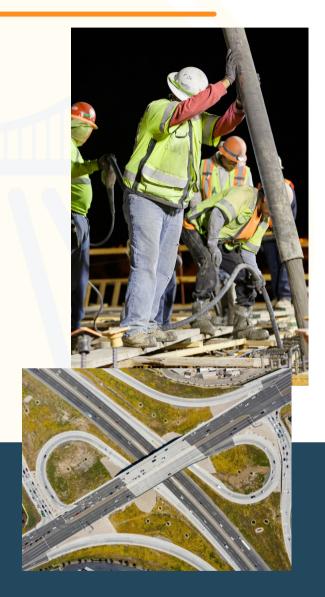
Goal Four: Create and maintain functionally appropriate, sustainable, accessible and high quality infrastructure and facilities.

Key Objectives (through FY 2023):

- Examine the City's infrastructure needs through 2023 and develop a plan to address identified needs.
- Continue maintaining and repairing the City's 212 center lane miles of roads through the judicious use of funds while seeking additional funding opportunities.
- Prepare and implement a comprehensive, longrange infrastructure plan including parking, streets, sewers, water mains, lighting, signs, traffic signals, pavement management, sidewalks and bridges.
- To better manage our buildings, prepare and implement a long-range and comprehensive facility maintenance plan.
- Create identifiable gateways into the City.

Action Items (through 2022):

- Parks and trails / enhance standards of the park system
 - Master plan update
 - Evaluate opportunities for new parks/
 enhancement of existing parks to increase access
 - Evaluate possibility for parking at Salt Creek Trail
 - Phased plan for Evans property
 - Valley-wide parks transition evaluation
- Infrastructure
 - McCall interchange improvement
 - Welcome Mat program and identifying Menifee at entrances (signage)
 - Garbani interchange
 - Northern/southern gateway project
 - Bradley bridge over Salt Creek
 - Smart cities infrastructure/broadband
 - Scott Rd/Bundy Canyon Rd widening



 Sphere of influence analysis to determine future ultimate city limits

Supporting City Plans, Documents and Policies:

- City General Plan
- City Sidewalk Policy (in process)
- Capital Improvement Plan (CIP)
- Pavement Management Program (PMP)



Along with the Vision, the following community values provide the foundation of the General Plan, and will help preserve or build upon the features or items that create the essence of Menifee. These Community Values were developed using the input from the General Plan Community Workshops and through a dialogue with the General Plan Advisory Committee (GPAC). Some of the values currently exist in the community, and others identify ideas that are considered essential components of the City but will be achieved over time.



1. Small Town Atmosphere

- We value our strong sense of community and civic pride.
- We value that our City is comprised of a collection of smaller, yet distinctive community areas (Quail Valley, Sun City, etc.).
- We value our historically rural character.
- We value our historic and cultural resources and the responsibility we have to protect and promote areas of early physical, cultural or social importance in the City.
- We value the ability to accommodate equestrian and rural estate uses within specific areas our city.
- We value that our city is less crowded and congested than other, similar sized jurisdictions.



2. Balanced Growth

- We recognize that, while growth is inevitable, we will accommodate it in a responsible and strategic manner.
- We believe there should be a balance between open space, urban and rural development, as well as a balance between residential, commercial and industrial uses within our City.
- We value focused growth in particular areas of the City in order to retain our natural open spaces.
- We value our ability to provide a broad range residential housing types for our residents' life stages and lifestyles.





3. Town Center Atmosphere

- We value the creation of an activity center that provides a range of dining and entertainment options to our community and serves as a civic space.
- We recognize the social and ceremonial importance of a central gathering place where we can interact with our neighbors and fellow residents and hold our annual community celebrations.
- We desire a diverse range of entertainment opportunities within the Town Center core including dining, movie theaters, farmer's markets, and similar uses that contribute to the sustainability of a vibrant and active space.



4. Infastructure

 We value the ability of our infrastructure (roadways, sewer, water, drainage, etc.) to keep up with the pace of new development.



5. Employment

- We value the ability to live and work in same community.
- We value the ability to accommodate a diverse mix of business types that will contribute to a fiscally sustainable City.
- We actively seek to attract "clean industries," professional businesses and medical technologies to the City to complement our existing jobs base.





6. Circulation

- We value the accessibility to –and visibility of– our City due to its proximity to I-215 Freeway.
- We value north-south and east-west roadway linkages throughout the City that allow us to easilynavigate through the community without utilizing the I-215 freeway.
- We value access to multi-modal transportation options (pedestrian, bus, trolley, golf cart, rail) to travel within the City and to strategic destinations beyond City limits.



7. Natural Resources

 We value the preservation of the views created by our scenic ridgelines, natural landforms, and rock features that are defining characteristics of our City.



8. Growth Opportunities

 We value the growth potential of our undeveloped land, which provides opportunities for a comprehensive plan for future growth that is not available in jurisdictions that are already largely built out.





9. Recreation

- We value the creation of parks that are evenly distributed throughout the City (east and west of the I-215)
- We value that our amenities are accessible by users of all ages.
- We value our network of trails and the alternative recreational experience they provide.



10. Public Services

- We value that our code enforcement, police and fire services are provided locally, providing a stronger sense of safety and investment in our community.
- We value a single, unified school district to ensure that our schools are not competing internally or with other jurisdiction for resources, funding or quality of education.



We are Building a Safe, Thriving & Premier Place to Be!



STAFF VALUES

Our values drive behavior and support effective implementation of the mission, goals, objectives, and actions that lead us toward our vision. The City has identified five core values that are essential to the work we do.



One Team

We are a united team, working together with a purpose to be effective with open and responsive communication, respecting different ideas, valuing the contributions of all, trusting and holding each other accountable.

Integrity

We are committed and accountable to be responsible, honest, ethical, and fair in all aspects of our work. Integrity is the backbone of our operation.

Customer Service

We strive to exceed expectations and provide consistently positive, responsive and superior customer service with empathy and timely follow-up, empowered with the goal of being solutions oriented.

Leadership

We are approachable, respectful, and with confidence lead by example through sound independent decision making, with forward thinking, and doing what is right.

Professional

We are knowledgeable, reliable, efficient, and ethical, holding ourselves to high standards, improving the quality of life for our community.

THROUGH TEAMWORK & LEADERSHIP, THE CITY OF MENIFEE PROVIDES ESSENTIAL SERVICES TO

IMPROVE THE QUALITY OF LIFE OF OUR COMMUNITY.



MENIFEE'S GROWTH

The residents of Menifee voted to incorporate in 2008. Thereafter, the City began to plan for land uses and development opportunities. Today, Menifee is one of the fastest growing cities in Southwest Riverside County. It is the second youngest, and the fifth fastest growing city in California. In 2021, the city of Menifee hit an important milestone – surpassing 100,000 residents. The population growth over the past 12 months has continued a years-long upward trend that has resulted in growth in the commercial and industrial sectors, as well as the continued expansion of residential development. Currently, the median age is 36 years young and the median home value is \$563.125.



City Growth

5th Fastest Growing City in California 3rd in California Over the Past 10 Years 84% Growth Since 2008 Expected to increase by 9% over the next 2 years (Derrigo)

Budget

74% Growth \$122 Million Balanced Budget 2021 \$69.9 Million Balanced Budget 2016

Schools

Award Winning School Districts #1 in Science Academia in Riverside County

40+ MSJC Affiliated University Partners Home to the only Makerspace in the region at MSJC Home to MSJC, UMass Global, & Bellevue University



MENIFEE SNAPSHOTS



Demographics

Population:

105,524 (Census 2021) 111,061 (Derrigo 2022) 147,066-5 Mile Radius (Derrigo 2022)

Median Age: 36 years young Average Household Income: \$93,000 **Educational Attainment:**

College Degree-30.9% Some College, No Degree-29% Total: 59.9%



Unemployment

2019: -3.7% 2020: -9% (COVID) 2021: -7.8%

2022: -5.5%



Median Home Value

74% Growth (5 Yr Comparison) \$563,125 in 2022 \$290,771 in 2016 \$577,142 5-Mile 2022













GOALS & OBJECTIVES IMPLEMENTATION PLAN

The Goals and Objectives Implementation Plan describes the projects and their anticipated timelines. It is important to note that the projects may change over the five-year period as new projects are introduced and existing projects are re-prioritized based on available resources, staffing, capital, operating costs, and as a result of changes in technology. The following Implementation Plan reflects the six (6) areas of strategic priorities that were identified by the City Council which are:

Public Safety (Safe & Attractive Community)

Land Use (Livable & Economically Prosperous Community)

Facilities

(Accessible & Interconnected Community)

Infrastructure (Accessible & Interconnected Community)

Community Outreach (Responsive & Transparent Community Government)

Workforce
(Added by staff - encompasses all foundational goals)

Within each strategic priority there are specific actions/tasks that must be completed to satisfy the listed objective. A Point of Contact (POC) is responsible for completing each action/task by the anticipated date.

The Goals and Objectives Implementation Plan ensures progress is made toward each goal and streamlines processes as staff work towards the Strategic Vision.



ACKNOWLEDGEMENTS

Plan Adoption (2018)

City Council

- Mayor Neil R. Winter (Deceased)
- Mayor Bill Zimmerman
- Mayor Pro Tem Lesa Sobek
- Greg August
- John Denver
- Matt Liesemeyer

Office of the City Manager

- Armando G. Villa, City Manager
- Jeff B. Wyman, Assistant City Manager
- Charles Berglund, Management Analyst

Department Directors

- Cheryl Kitzerow, Director of Community Development
- Sarah Manwaring, City Clerk
- Colin McNie, Director of Building & Safety/Code Enforcement
- Jonathan Nicks, Director of Community Services
- Wendy Preece, Acting Director of Finance
- Jonathan Smith, Director of Public Works / City Engineer

Department Liaisons

- Daniel Alvarado, Human Resources Manager
- Ty Davis, Battalion Chief
- Gina Gonzalez, Economic Development Director Robert Cardenas, Deputy Human Resources D
- Lisa Gordon, Planning Manager
- Yolanda Macalalad, Assistant City Engineer

Plan Updates (2022)

City Council

- Mayor Bill Zimmerman
- Mayor Pro Tem Dean Deines
- Bob Karwin
- Matt Liesemeyer
- Lesa Sobek

Office of the City Manager

- · Armando G. Villa, City Manager
- Rochelle Clayton, Assistant City Manager
- Phil Southard, Public Information/Legislative Affairs Officer
- Rebekah Kramer, Management Analyst

Department Directors

- Nick Fidler, Director of Public Works/City Engineer
- Regina Funderburk, Chief Financial Officer
- Gina Gonzalez, Director of Economic Development
- Cheryl Kitzerow, Director of Community Development
- Sarah Manwaring, City Clerk
- Jeffrey T. Melching, City Attorney
- Jonathan Nicks, Director of Community Services
- Lonny Olson, Division Chief, CalFire/Riverside County
- Ron Puccinelli, Chief Information Officer
- Pat Walsh, Police Chief

Department Liaisons

- Vanessa Barrera, Emergency Mgmt. Analyst
- Molly Binnall, Mgt. Analyst, Community Dev. Dept.
- Christine Booker, Police Budget & Grants Analyst
- Brianna Borunda, Media Specialist
- Sonya Rivera-Bu, Fire Marshal
- Kayla Charters, Mgt. Analyst, Economic Dev. Dept.
- Margarita Cornejo, Financial Services Manager
- Carlos Geronimo, Principal Engineer
- Dave Gutierrez, Police Captain
- Orlando Hernandez, Planning Manager
- Kris Jensen, Mgt. Analyst, Community Services Dept.
- Kori Jones, Financial Analyst, Public Works Dept.
- Chris Karrer, Police Captain
- Mariana Mitchell, Community Services Manager
- Daniel Padilla, Deputy Director of Public Works
- Wendy Preece, Deputy Finance Director
- Jizelle Sandoval, Financial Analyst, Finance Dept.
- Michelle Sarkissian, IT Supervisor



| | City of Menifee Strategic Plan 2018-2023 | | | | | | | |
|---------------------------------------|-------------------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------|--------------|-----------------|--|--|--|
| | | Goals ar | nd Objectives Implementation Plan | | | | | |
| Objective | Point of Contact (POC) | | Action/Task Required | Status | Completion Date | | | |
| 1. Public Safet | У | | | | | | | |
| | Office of the City Manager | 1.1.1 | Prepare an Updated Independent Comprehensive Public Safety / Police Services Study | \checkmark | Sep-2018 | | | |
| 1.1 Local Control: Contract vs. Local | Office of the City Manager | 1.1.2 | Financial Feasibility and Comparison of Existing Services Contract Study | \checkmark | Dec-2018 | | | |
| Department | Office of the City Manager | 1.1.3 | Develop Conceptual Implementation Plan | \checkmark | Mar-2019 | | | |
| · | Office of the City Manager | 1.1.4 | Present for City Council Consideration/Action | √ | Jun-2019 | | | |
| | Code Enforcement | 1.2.1 | Develop of Comprehensive Code Enforcement Plan | \checkmark | Dec-2019 | | | |
| | PD, Code Enforcement, City Clerk, City Attorney | 1.2.2 | Revise and Update Various Municipal Codes Related to PD/Code Enforcement | | Jun-2023 | | | |
| | PD, Code Enforcement | 1.2.3 | Develop Standard Operating Procedure for Department | \checkmark | Dec-2019 | | | |
| | PD, Code Enforcement | 1.2.4 | Prepare Staffing Plan | \checkmark | Jun-2018 | | | |
| | PD, Code Enforcement | 1.2.5 | Parking Enforcement Program | \checkmark | Dec-2018 | | | |
| | Code Enforcement , PW | 1.2.6a | Evaluate Service Contract for Street Sweeping Program | √ | Dec-2021 | | | |
| | PW | 1.2.6b | Complete Feasibility Study to Bring Street Sweeping Services In-house as Compared to Contract Service - Added 2/16/22 | | Dec-2022 | | | |
| 1.2 Active Code | Code Enforcement | 1.2.7 | Nuisance Abatement Program | ✓ | Sep-2018 | | | |
| Enforcement | Code Enforcement | 1.2.8 | Weed Abatement Program | ✓ | Jun-2018 | | | |
| | City Attorney | 1.2.9 | Enhanced City Attorney Services | √ | Jul-2018 | | | |
| | Code Enforcement | 1.2.10 | Abandoned Vehicle Abatement (AVA) Program | √ | Sep-2018 | | | |
| | Code Enforcement | 1.2.11 | Implementation of Code Enforcement Action Team (CAT) | √ | Dec-2018 | | | |
| | Office of the City Manager, Code Enforcement | 1.2.12 | Code Enforcement Software Update | √ | Jun-2018 | | | |
| | Code Enforcement, Finance | 1.2.13 | Cost Recovery Program | √ | Sep-2018 | | | |
| | PD, Code Enforcement | 1.2.14 | Enhanced Citations Program | √ | Sep-2018 | | | |
| | PD, Code Enforcement, Finance | 1.2.15 | Enhanced Collections Program | √ | Jun-2020 | | | |
| | Code Enforcement, Economic Development | 1.2.16 | Public Outreach Program | √ | Feb-2019 | | | |
| | PD, Code Enforcement | 1.2.17 | Panhandling Enforcement | √ | Jul-2018 | | | |
| | Building & Safety, Code Enforcement | 1.3.1 | Signage | ✓ | Dec-2018 | | | |
| | Code Enforcement | 1.3.2 | Education Program with Business Owners | √ | Dec-2018 | | | |
| 4.0.4 | Code Enforcement, City Attorney | 1.3.3 | Trash Can Ordinance | ✓ | Dec-2018 | | | |
| 1.3 Aesthetics of the City | Code Enforcement, City Attorney | 1.3.4 | Shopping Carts Ordinance | √ | Dec-2018 | | | |
| of the City | Code Enforcement, City Attorney | 1.3.5 | Construction Site Screening Ordinance | √ | Dec-2018 | | | |
| | Code Enforcement, City Attorney | 1.3.6 | Graffiti Abatement Program | √ | Dec-2018 | | | |
| | Code Enforcement, City Attorney | 1.3.7 | Private Property Parking Ordinance | √ | Dec-2018 | | | |

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| | City | y of N | Menifee Strategic Plan 2018-2023 | | |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------|--------|---------------------------------------------------------------------------------------------------------|--------------|----------------------|
| | Go | als ar | nd Objectives Implementation Plan | | |
| | Code Enforcement, City Attorney | 1.3.8 | Commercial Property Parking Ordinance | √ | Dec-2018 |
| 404 11 11 | Code Enforcement, Community Services | 1.3.9 | Vagrant Camps Clean-ups/Procedures/Enforcement | ✓ | Dec-2018 |
| 1.3 Aesthetics of the City Continued | Code Enforcement, PW | 1.3.10 | Illegal Dumping Enforcement Program | | In Process - Ongoing |
| of the city continued | Code Enforcement, City Attorney | 1.3.11 | Abandon Property Ordinance | ✓ | Dec-2018 |
| | Community Development | 1.3.12 | Development of Design Guidelines for Commercial Buildings | ✓ | Mar-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.1 | Acquire & Retrofit Police Facilities - Added 5/7/19 | √ | Mar-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.2 | Recruit & Hire Sworn and Professional Staff - Added 5/7/19 | ✓ | Jun-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.3 | Develop & Implement Department Training Program - Added 5/7/19 | √ | May-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.4 | Procure & Outfit Police Vehicle Fleet - Added 5/7/19 | ✓ | May-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.5 | Adopt Dispatch & Radio Agreement w/ Murrieta - Added 5/7/19 | √ | Aug-2019 |
| 1.4 Police Department | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.6 | Implement Dispatch & Radio Agreement - Added 5/7/19 | √ | Apr-2020 |
| Formation | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.7 | Draft & Adopt Policy / Procedures Manual - Added 5/7/19 | √ | May-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.8 | Design & Authorize Department Badge/Patch - Added 5/7/19 | √ | Jan-2020 |
| | City Manager's Office, PD, PW, HR, Finance, IT | 1.4.9 | Analyze Adequacy of Public Safety Development Impact Fee (DIF) - Added 5/7/19 | | Aug-2022 |
| | PD | 1.4.10 | First Year Department Update (including Code Enforcement Transition & Homeless Program) - Added 3/15/21 | ✓ | Jun-2021 |
| | PD | 1.4.11 | Menifee Police Department First Year Anniversary Event - Added 3/15/21 | √ | Aug-2021 |
| 1.6 Fire Services | City Manager's Office, Finance, PW, Fire | 1.6.1 | Fire Dept. Strategic Plan - Added 3/12/20 | | Dec-2022 |
| Citywide Needs | Fire, City Manager's Office, Finance, PW | 1.6.2 | Fire Ladder Truck - Added 3/12/20 | ✓ | Aug-2021 |
| Assessment | City Manager's Office, Finance, PW, Fire | 1.6.3 | Second Paramedic Unit in City - Added 3/12/20 | | Dec-2022 |
| 1.7 Homeless Program | PD, Community Services, PW | 1.7.1 | Create Homeless Program Plan | \checkmark | Jan-2022 |
| | PD, City Manager's Office, Finance, IT | 1.8.1 | Evaluate Crime Fighting Technology System | ✓ | Dec-2021 |
| 1.8 Future Police Department Needs | City Manager's Office, PW/Engineering, PD | 1.8.2 | Evaluate Need for Commercial Inspection Program (Truck Routes for Commercial Inspection) | | Jul-2023 |
| | City Manager's Office, PW/Engineering, PD | 1.8.3 | Police Department Substations | ✓ | Nov-2021 |
| 1.9 Disaster/Safety Preparedness | Human Resources, PD, Fire, IT, PW, CD, Finance, City Manager, Economic Development, Community Development | 1.9 | Develop a Disaster Recovery and Safety Master Plan - Added 2/16/22 | | Jun-2023 |

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City of Menifee Strategic Plan 2018-2023 Goals and Objectives Implementation Plan

2. Land Use

| 2. Land Use | | | | |
|--------------------------------------------|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------|
| | Community Development 2. | Land Use Analysis | | TBD |
| 2.1 Sphere of Influence | Community Development 2. | 1.2 Public Services Analysis | | TBD |
| Analysis to Determine Future Ultimate City | Community Development 2. | L.3 Public Facilities Analysis | | TBD |
| Limits | Community Development 2. | 1.4 Outside Agencies Analysis | | TBD |
| | Community Development 2. | L.5 LAFCO Processing | | TBD |
| | Community Development 2.3 | 2.1 General Plan Amendment / Comprehensive Update | | TBD |
| | Community Development 2.3 | 2.2 Zoning Map Amendment | | TBD |
| 2.2 Annexation | Community Development 2.3 | 2.3 Pre-Zoning | | TBD |
| 2.2 Affilexation | Community Development 2.3 | 2.4 CEQA | | TBD |
| | Community Development 2.3 | 2.5 LAFCO Processing | | TBD |
| | Community Development, Economic Development 2.3 | 2.6 Public Outreach Strategy | | TBD |
| | Community Services 2.3 | 1a Recalibrate the Quimby Fee Structure | \checkmark | Dec-2019 |
| | Community Services 2.3 | 1b Recalibrate the Development Impact Fee (DIF) Structure | | Aug-2022 |
| | Community Services 2.5 | 3.2 Identify Multi-Use Facilities within New Housing Developments | \checkmark | Completed & Ongoing |
| | Community Services 2.3 | 3.3 Conceptual Design for Regional Multi-use Facility at the Evans Property | \checkmark | Feb-2020 |
| | Community Services 2.3 | 3a Phased Plan for Evans Property | | Oct-2022 |
| 2.2 Danks C | Community Services 2.5 | 3.4 Form Parks-Related Nonprofit - Added 3/12/20 | | Jul-2023 |
| 2.3 Parks & Trails/Enhance Standards | Community Services 2.3 | Open Space/Nature Preserve Conservation Effort (Open Space Purchases) - Added 3/12/20 | \checkmark | Completed & Ongoing |
| of Park System | Community Services, Community Development 2. | Review Opportunities for Regional Multi-use Sports Facilities within New Developments - Added 5/7/19 | ✓ | Completed & Ongoing |
| | Community Services, Community Development 2. | 3.7 Update Parks, Trails, Open Space, and Recreation Master Plan - Added 3/15/21 | | Oct-2022 |
| | Community Services, Community Development 2.3 | Evaluate Opportunities for New Parks/Enhancement of Existing Parks to Increase Access (Based Upon Master Plan) - Added 2/16/22 | | TBD |
| | Community Services, Community Development 2.3 | 8.8 Explore Unique Recreation Amenities as Parks are Developed - Added 3/15/21 | √ | Completed & Ongoing |
| | Community Services, Community Development 2.3 | 8.9 Evaluate Possibility for Parking Area at Salt Creek Trail - Added 3/15/21 | | Oct-2022 |
| | Community Services, City Attorney 2.4 | 1.1 Complete LAFCO Detachment Process | | TBD |
| | Community Services, City Attorney 2. | 1.2 Develop Transition Plan | | TBD |
| 2.4 Valley-Wide Parks Transition | Community Services, City Attorney 2. | 1.3 Create Staffing Plan | | TBD |
| iransition | Community Services, City Attorney 2.4 | 1.4 Conduct Facility Condition Assessment | | TBD |
| | Community Services, City Attorney 2. | 1.5 Establishing Maintenance & Capital Improvement Plan | | TBD |

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| | | City of M | lenifee Strategic Plan 2018-2023 | | |
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| | | Goals and | d Objectives Implementation Plan | | |
| | Community Services, City Attorney | 2.4.6 | Transition Assessment Funding | | TBD |
| 2.4 Valley-Wide Parks | Community Services, City Attorney | 2.4.7 | Transfer of Reserve from VW to City | | TBD |
| Transition Continued | Community Services, City Attorney | 2.4.8 | Transfer of all Contracts, Easements, and Utilities | | TBD |
| | City Manager's Office, Economic Development | 2.5.1 | Analyze Commercial Property in Sun City Development | ✓ | May-2016 |
| | City Manager's Office, Economic Development | 2.5.2 | Engage Property Owners | ✓ | Jun-2016 |
| | City Manager's Office, Economic Development | 2.5.3 | Create Revitalization Plan | ✓ | Aug-2016 |
| | City Manager's Office, Economic Development | 2.5.4 | Create Conceptual Rendering | ✓ | Aug-2016 |
| 2.5 Cherry Hills Plaza | City Manager's Office, Economic Development | 2.5.5 | Develop Phase II of Revitalization Plan | ✓ | Sep-2018 |
| Commercial Development | City Manager's Office, Economic Development | 2.5.6a l | Engage Property Owners on Plan | ✓ | Jul-2019 |
| Bevelopment | PW, City Manager's Office, Economic Development | 2.5.6b | Assess Public Roadways and Right of Way Needs | | On Hold |
| | Community Development | 2.5.6c | Create Specific Plan or Development Overlay/CEQA | | On Hold |
| | Economic Development, City Attorney | 2.5.6d \ | Work with Property Owners to Create BID or CFD | | On Hold |
| | PW | 2.5.6e I | Public / ROW Improvement Plan | | On Hold |
| | Community Development | 2.6.1 | EDC Update | ✓ | Dec-2019 |
| | Community Development | 2.6.2 | Comprehensive Development Code Update | ✓ | Dec-2019 |
| | Economic Development | 2.6.3 | Create Econ Dev Strategic Plan | ✓ | Dec-2019 |
| | Economic Development | 2.6.4a l | Foreign Direct Investment Strategy | ✓ | Dec-2021 |
| | Economic Development | 2.6.4b | Establish a Foreign Affairs Program - Added 2/16/22 | | Dec-2022 |
| | Economic Development | 2.6.5 | Update Demographic Study | ✓ | Apr-2018 |
| | Economic Development | 2.6.6 | Hotel Market Feasibility Study | ✓ | Apr-2018 |
| | Economic Development | 2.6.7 | Health Needs Marketing Study | ✓ | Dec-2020 |
| 2.6 Economic | Economic Development | 2.6.8 | Retail and Office Space Study | ✓ | Dec-2019 |
| Development Plan | Economic Development | 2.6.9 | Update Foreign Trade Zone to include Menifee | | TBD - In Process |
| | Economic Development | 2.6.10 | Business Cluster Analysis | ✓ | Apr-2019 |
| | Economic Development | 2.6.11 | Create Robust Workforce Development Plan | ✓ | Dec-2021 |
| | Economic Development | 2.6.12 | Develop Tourism Backbone | | Jun-2022 |
| | Economic Development | 2.6.13 | Develop EconDev Website | ✓ | Aug-2018 |
| | Economic Development | 2.6.14 | Create Entrepreneurship Ecosystem | √ | Sep-2019 |
| | Community Development, Economic Development | 2.6.15 | Streamline Development Process | ✓ | Jun-2019 |
| | Economic Development | 2.6.16 | Create Menifee Gardening Program for Business Retention and expansion efforts | √ | Jun-2019 |
| | Economic Development | 2.6.17 | Create Menifee Masters Ambassadors Program | √ | Apr-2019 |

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| City of Menifee Strategic Plan 2018-2023 | | | | | | |
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| | Goals and Objectives Implementation Plan | | | | | |
| 2.6 Economic | Economic Development, Community Development, PW, City Manager's Office | 2.6.18 | Create Incentive Program to Fast Track Development - Added 5/7/19 | | May-2022 | |
| Development Plan | Economic Development | 2.6.19 | Develop Incubator Plan - Added | | Dec-2022 | |
| Continued | Economic Development , Community Services | 2.6.20 | Explore Opportunities for Temporary Use of City-owned Property at Cherry Hills & Bradley - Added 3/15/21 | | TBD - In Process | |

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City of Menifee Strategic Plan 2018-2023 Goals and Objectives Implementation Plan

3. Facilities

| 3. Facilities | | | | |
|----------------------------------------------------|---------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------|---------------------|
| | City Manager's Office | 3.1.1 Space Needs Assessment for Permanent City Hall | √ | May-2017 |
| | City Manager's Office | 3.1.2 Assessment of Current City Hall Suitability and overall Compliance | √ | May-2018 |
| 3.1 90-Day Feasibility Study | City Manager's Office | 3.1.3 Assessment of Cost to Expand Current City Hall | ✓ | May-2018 |
| 2 3 3 3 7 | City Manager's Office | 3.1.4 Assessment of Avail Space to Lease | √ | May-2018 |
| | City Manager's Office | 3.1.5 Assessment of Cost to Lease Interim Facility | ✓ | May-2018 |
| 3.2 Feasibility Study and Funding Options to Build | City Manager's Office, Community Services, Public Works, Finance | 3.2.1 Update Space Analysis/Feasibility Study | | Jul-2022 |
| Future City Hall | City Manager's Office, Community Services, Public Works, Finance | 3.2.2 Financing Options | | Dec-2022 |
| | City Manager's Office, Community Services, Public Works, PD, Finance | 3.3.1 Police Department - Added 2/16/22 | | TBD |
| , , | City Manager's Office, Community Services, Public Works, PD, Finance | 3.3.2 Maintenance & Operations Center - Added 2/16/22 | | TBD |
| Services | City Manager's Office, Community Services, Public Works, Finance | 3.3.3 Community Center/Indoor Recreation Center- Added 2/16/22 | | TBD |
| | City Manager's Office, Community Services, Public Works, Fire, Finance | 3.3.4 Fire Stations- Added 5/4/22 | | TBD |
| | City Manager's Office, Finance, PW, Fire | 7.1.1 3.4.1 Response Time Assessment - Added 3/12/20 | √ | Nov-2020 |
| 3.4 New Fire Station 5 | City Manager's Office, Finance, PW, Fire | 7.1.2 3.7.2 Funding - Added 3/12/20 | ✓ | Mar-2021 |
| (Moved from Section 1) | PW, City Manager's Office, Finance, Fire | 7.1.3 Design & Environmental - Added 3/12/20 3.4.3 | | May-2022 |
| | PW, City Manager's Office, Finance, Fire | 7.1.4 3.4.4 Construction - Added 3/12/20 | | Jul-2023 |
| | City Manager's Office, IT, Community Development | 3.5.1 Update Antiquated Systems & Equipment | √ | Completed & Ongoing |
| 3.5 Update | ІТ | 3.5.2 IT Assessment - Added 3/15/21 | \checkmark | Completed & Ongoing |
| Technology (Moved from Section 6) | IT | 3.5.3 IT Strategic Plan - Added 2/16/22 | | Jan-2023 |
| | IT | 3.5.4 Disaster Recovery Business Continuity Plan - Added 2/16/22 | | Jun-2023 |
| 3.6 Maintenance Equipment (Moved from Section 6) | PW | 7.4.1 3.6.1 Invest in Equipment to Maintain City Infrastructure | ✓ | Completed & Ongoing |
| 3.7 Maintenance Building (Moved from Section 6) | PW | 7.5.1 3.7.1 Screening at Maintenance Building - Added 3/15/21 | ✓ | Jul-2021 |

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City of Menifee Strategic Plan 2018-2023 **Goals and Objectives Implementation Plan**

| | PW | 4.1.1 Execute TUMF Reimbursement Agreement | √ | Apr-2018 |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------|-------------|
| | PW | 4.1.2 Advertise for Construction | √ | Apr-201 |
| | PW | 4.1.3 Award of Bid | ✓ | Jun-201 |
| | PW | 4.1.4 Begin Construction | ✓ | Aug-2018 |
| | PW | 4.1.5 Complete Construction / Grand Opening | √ | Jun-2020 |
| 4.1 Scott Rd / 215 | PW | 4.1.6 Public Outreach | ✓ | Jun-2020 |
| Improvement | PW | 4.1.7 Develop Funding Strategy with WRCOG / County / RCTC | ✓ | Jan-2018 |
| | PW | 4.1.8 Right of Way Acquisition | ✓ | Oct-2017 |
| | PW | 4.1.9 Utility Coordination / Relocation | ✓ | Feb-2020 |
| | PW | 4.1.10 Solicit Bids for Construction Management | ✓ | Feb-2018 |
| | PW | 4.1.11 Select Construction Management Team | ✓ | Apr-2018 |
| 4.2 Pavement | PW, City Manager's Office | 4.2.1 Update Street Inventory | ✓ | Completed |
| | PW, City Manager's Office | 4.2.2 Redefine Priority List | ✓ | Complete |
| | PW, City Manager's Office | 4.2.3 Update Cost Estimate | ✓ | Complete |
| | PW, City Manager's Office | 4.2.4 Make Recommendations to Council | ✓ | Completed |
| .3 Holland Rd Overpass | PW, City Manager's Office | 4.3.1 ROW Acquisition | ✓ | Oct-2022 |
| .o monana na overpass | PW, City Manager's Office | 4.3.2 Develop Funding Strategy | ✓ | Mar-2021 |
| | PW, City Manager's Office | 4.4.1 Complete Final Design | | ТВС |
| 4.4 McCall Interchange Improvement | PW, City Manager's Office | 4.4.2 ROW Acquisition | | TBD |
| mprovement | PW, City Manager's Office | 4.4.3 Develop Funding Strategy | | Mar-2023 |
| | City Manager's Office, Economic Development, PW, Community Development, Community Services | 4.5.1a Develop Menifee Gateway Sign Program | ✓ | Jun-202 |
| 4.5 Identify Menifee at Entrances (includes | City Manager's Office, Economic Development, PW, Community Development, Community Services | 4.5.1b Identify Placement Locations for Signage | | Jun-2022 |
| wayfinding signage) | City Manager's Office, Economic Development, PW, Community Development, Community Services, Finance | 4.5.1c Cost Estimate and Funding Strategy to Implement | | Dec-2022 |
| | PW, City Manager's Office | 4.6.1 Identify Purpose and Need / Project Initiation Documents (PID) - Added 5/7/19 | | Sep-2022 |
| .6 Garbani Interchange | PW, City Manager's Office | 4.6.2 Develop Funding Strategy - Added 5/7/19 | | TBD |
| | PW, City Manager's Office | 4.6.3 Preliminary Study Report / Project Development Study (PSR/PDS) - Added 5/7/19 | | Jun-2023 |

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| | PW, City Manager's Office | 4.6.4 Project Approval and Environmental Documents (PA&ED) - Added 5/7/19 | | TBD |
| 4.6 Garbani Interchange | PW, City Manager's Office | 4.6.5 Plans, Specifications and Estimates (PS&E) - Added 5/7/19 | | TBD |
| Continued | PW, City Manager's Office | 4.6.6 ROW Acquisition, Agreements and Permits - Added 5/7/19 | | TBD |
| | PW, City Manager's Office | 4.6.7 Bid and Advertise - Added 5/7/19 | | TBD |
| | PW, City Manager's Office | 4.6.8 Start Construction - Added 5/7/19 | | TBD |
| 4.7 "Welcome Mat" | PW, City Manager's Office, Community Services | 4.7.1 Begin Process of "Welcome Mat" Landscaping Beautification at Main Corridors - Added 3/12/20 | | TBD |
| Program | PW, City Manager's Office, Community Services | 4.7.2 Milestones for Phased Design of Off Ramps Beautification - Added 3/12/20 | | TBD |
| | Economic Development, Finance, Community Development, PW | 4.8.1 Infrastructure Assessment - Added 3/12/20 | | TBD - In Process |
| 4.8 Northern/Southern Gateway | Economic Development, Finance, Community Development, PW | 4.8.2 Funding Sources - Added 3/12/20 | | TBD |
| | Economic Development, Finance, Community Development, PW | 4.8.3 Partnerships with Utility Providers - Added 3/12/20 | | TBD |
| | Economic Development, Community Development, PW | 4.8.4 Explore Specific Plan for Economic Development Corridor Southern Gateway Following Completion of Outreach with Southern Gateway Owners (4.8.5) - Added 3/15/21 | | TBD |
| | Economic Development, Community Development, PW | 4.8.5 Outreach/Workshop with Southern Gateway Owners - Added 3/15/21 | | TBD - In Process |
| | PW | 4.9.1 Design | | Jun-2022 |
| 4.9 Bradley Bridge Over | PW | 4.9.2 Environmental (CEQA) | | Dec-2022 |
| Salt Creek | PW | 4.9.3 Funding Strategy | | Jul-2022 |
| | PW | 4.9.4 Construction | | TBD |
| 4.10 Smart Cities for | IT, Community Development, PW | 4.10.1 Develop Strategy Plan - Added 3/12/20 | | Dec-22 |
| Infrastructure | IT | 4.10.2 Citywide Broadband - Added 3/15/21 | | Dec-22 |
| 4.11 Streetlights | PW | 4.11.1 Evaluation of Streetlights in Rural Areas - Added 3/15/21 | | TBD - Ongoing |
| | PW | 4.12.1 Funding Strategy - Added 3/15/21 | √ | Sep-2021 |
| | PW | 4.12.2 Design & Environmental (not including NEPA) - Added 3/15/21 | | TBD - In Process |
| 4.12 Scott Rd / Bundy | PW | 4.12.3 ROW Acquisition - Added 3/15/21 | | TBD |
| · | PW | 4.12.4 Utility Relocation - Added 3/15/21 | | TBD |
| | PW | 4.12.5 Project Construction Award - Added 3/15/21 | | TBD |
| | PW | 4.12.6 Construction Start - Added 3/15/21 | | TBD |
| | PW | 4.12.7 Construction End - Added 3/15/21 | | TBD |

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City of Menifee Strategic Plan 2018-2023 **Goals and Objectives Implementation Plan**

| 5. Community (| Dutreach | | | |
|-------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------|---------------------|
| | Economic Development | 5.1.1 Work with MSJC to Identify Opportunities to Partner | √ | Sep-2018 |
| 5.1 Partner with MSJC | Economic Development, Community Services, City Manager's Office | 5.1.2 Execute MOU Outlining Partnership | | Jul-2022 |
| | City Manager's Office, Subcommittee | 5.2.1 Develop Social Media Policy | | Jun-2022 |
| | Economic Development | 5.2.2 Create Staffing Plan | \checkmark | May-2018 |
| | Economic Development | 5.2.3 Monitor Social Media platforms | \checkmark | Completed & Ongoing |
| E 2 Casial Madia | Economic Development | 5.2.4 Create Response Plan | \checkmark | Jul-2019 |
| 5.2 Social Media Increased Presence | Economic Development | 5.2.5 Create On-going Content | \checkmark | Completed & Ongoing |
| mereasea i resenice | Economic Development | 5.2.6 Develop Videos | \checkmark | Completed & Ongoing |
| | Economic Development | 5.2.7 Develop Graphics Materials | √ | Completed & Ongoing |
| | Economic Development | 5.2.8 Create Menifee Minute Series | √ | Completed & Ongoing |
| | Economic Development | 5.2.9 Create Live- Feeds featuring Town Halls, & Events | √ | Completed & Ongoing |
| 500 111 16 11 | Economic Development | 5.3.1 Create Staffing Plan | √ | May-2018 |
| 5.3 Public Information Officer | HR | 5.3.2 Recruit & Hire | √ | May-2019 |
| Officer | Economic Development | 5.3.3 Create Communications Plan for Content | √ | Jul-2019 |
| | City Manager's Office | 5.4.1 Partner with Local HOA's | √ | Completed & Ongoing |
| | City Manager's Office | 5.4.2 Town Halls (Chats with the City Manager and Council District Meetings) | √ | Completed & Ongoing |
| 5.4 Community | City Manager's Office, Community Services | 5.4.3 Town Halls at Local Events - Added 5/7/19 | √ | Completed & Ongoing |
| Education Outreach | City Manager's Office, Community Services | Public recognition for youths' & college students' contributions (include "stories") - Added 3/12/20 | ✓ | Completed & Ongoing |
| | Community Services, IT, City Manager's Office | 5.4.5 Create Informational Interactive Maps - Added 3/15/21 | | TBD |
| 5.5 Create Health Care | Community Services, Economic Development | 5.5.1 Identify Partners - Added 3/12/20 | √ | Feb-2021 |
| /Medical Partnerships | Economic Development, Community Services | 5.5.2 Execute MOUs - Added 3/12/20 | | Jul-2022 |
| | City Clerk | 5.6.1 Easy Access Online Records Request - Added 3/12/20 | ✓ | Mar-2020 |
| 5.6 Public Records, Open | City Clerk, IT | 5.6.2 Online Records Lookup (Laserfiche Public Portal) - Added 3/12/20 | ✓ | Mar-2022 |
| Access & Public Transparency | City Clerk | 5.6.3 2020 Elections Information Page - Added 3/12/20 | ✓ | Jul-2020 |
| | City Clerk | 5.6.4 Updated Agenda Management System - Added 3/12/20 | ✓ | Jan-2021 |

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New 2022/Pending Completion
Pending Completion

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| 5.6 Public Records, Open Access & Public | Community Development, Building & Safety, PW/Engineering, IT | 5.6.5 | Accela Citizens Access / Online Permitting Portal - Added 3/12/20 | √ | Jan-2021 | | | |
| | Finance, City Manager's Office, IT | 5.6.6 | OpenGov Implementation - Added 3/12/20 | √ | Mar-2021 | | | |

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City of Menifee Strategic Plan 2018-2023 Goals and Objectives Implementation Plan

6. Workforce

| 6.1 Workspace | City Manager's Office | 6.1.1 | Adequate Space for Staff and Future Recruitments | \checkmark | Completed & Ongoing |
|-----------------------------------------|---------------------------|-------|-----------------------------------------------------------------------------------------------|--------------|---------------------|
| 6.2 Staffing | City Manager's Office, HR | 6.2.1 | Increase Expected Customer Service with Increased Staffing | √ | Completed & Ongoing |
| | HR | 6.3.1 | Complete Classification & Compensation Study - Added 2/16/22 | | Jun-23 |
| 6.3 Employee Retention & Development | HR | | Conduct Employee Survey - Added 2/16/22 | | Jun-22 |
| | City Manager's Office, HR | 6.3.3 | Enhance Menifee University Program to Include Leadership/Supervisory Training - Added 2/16/22 | ✓ | Complete & Ongoing |

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