

City of Menifee, California

Initial Strategic Plan Draft

Mission Statement

- The City of Menifee provides essential services through teamwork, leadership, and transparency to improve the quality of life of our community.

Vision Statement

- Menifee is a premier, safe, thriving, and inclusive city that offers vibrant neighborhoods and panoramic scenic vistas with a rich history, flourishing arts, cultural amenities, and diverse recreation opportunities that make Menifee a desired place to live, work, play, and stay.

Guiding Principles

- **People-Focused and Connected** – We create a sense of community by serving residents, businesses, employees, and visitors with compassion, kindness, and respect.
- **Accountable and Fiscally Responsible** – We use City resources responsibly and take actions to retain the trust of our community.
- **Responsive and Transparent** – We are honest, reliable, responsive, and open in our decision-making; creating environments for people to engage where all voices are heard.
- **Solution-Oriented and Proactive** – We look to strengthen and enhance our community by anticipating needs, being innovative, and making decisions that are forward-thinking.

Strategic Priorities and Goals

1. **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.

Objectives

- A. Conduct a place-making and tourism feasibility study as part of developing Menifee as a destination city.
- B. Conduct a regional events assessment to identify a signature event that will help make Menifee a destination city.
- C. Implement findings of the events assessment to develop a signature event that will help make Menifee a destination city.

Performance Measures

1. Complete regional events assessment by March 2024.
2. Complete the place-making and tourism feasibility study by December 2024.
3. Hold the first annual signature event by December 2025.

2. **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.

Objectives

- A. Amplify and diversify communication to enhance community awareness and understanding using print publications, electronic communications, Meniffee TV, and town hall meetings.
- B. Increase opportunities for the community to gather to support belonging and connectedness.
- C. Create engagement opportunities to enhance understanding and participation in City planning, community events, and activities.
- D. Develop unique park amenities, green spaces, trails, and-cultural and recreational facilities and programming that serves the diverse needs and desires of the community in alignment with the Parks Master Plan.

Performance Measures

1. Create a facility development plan by December 2023.
2. Initiate a comprehensive bi-annual residential satisfaction survey by December 2023.
3. Complete an assessment of all the City controlled websites to evaluate usability and compliance with regulatory standards by June 2024.
4. Produce and broadcast two original content videos per month by December 2024.
5. Increase the number of residents registered to receive city alerts (e-mails and texts) by 10% by June 2028.
6. Increase social media followers by 50% by June 2028.
7. Work in collaboration with Valley-Wide Recreation and Park District (Valley-Wide) to unify the parks in Meniffee to better serve the needs of residents by June 2028.

3. **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.

Objectives

- A. Create a business incubator program/facility to support startups.
- B. Streamline the development processes to support a business-friendly environment.

- C. Partner with higher education institutions and other stakeholders to create workforce development programming that supports the training and education of workers and business development.
- D. Create business incentive programs to attract and retain businesses in Menifee.
- E. Develop a Specific Plan for the Economic Development Corridor Southern Gateway (EDC-SG) Innovation District to support the diversification of Menifee's economy.
- F. Provide enhanced entertainment amenities to increase Menifee's commercial tax base and create an attractive environment for businesses and workers.
- G. Create and maintain a financial sustainability plan to support city government for the long term.
- H. Increase reserve fund balances to support the financial sustainability of city government for the long term.
- I. Diversify revenue streams to support the financial sustainability of city government for the long term.
- J. Implement an Enterprise Resource Planning (ERP) system to modernize and streamline City operations.
- K. Create reports for monitoring the performance of the development departments to streamline City operations.

Performance Measures

- 1. Create an Incubator Feasibility Plan by December 2023.
- 2. Establish a Financial and Economic Sustainability Plan by December 2024.
- 3. Increase the number of new jobs added year-over-year.
- 4. Acquire facility for Business Incubator Program by December 2024.
- 5. Establish metrics for monitoring the performance of the development departments to streamline operations by July 2024.
- 6. Create an Office and Lifestyle/Retail Development Incentive Program by June 2024.
- 7. Create an incentive program to fast-track the development process for targeted industries by December 2024.
- 8. Execute Memorandums of Understanding (MOUs) with higher education institutions for strategic partnerships by December 2025.
- 9. Adopt the EDC-SG Innovation District Specific Plan by June 2026.
- 10. Complete ERP system implementation by June 2026.

- 4. **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.

Objectives

- A. Enhance public safety response times to increase safety in the community.
- B. Develop and implement a city-wide safety plan to enhance security and a sense of well-being in the community.
- C. Improve safety infrastructure and technology (e.g., street lighting, speed radar feedback signs, rapid rectangular flashing beacons at crosswalks, and surveillance systems) to enhance the sense of security and well-being in Menifee.

- D. Continue to support ongoing professional training and development of the City's personnel to deliver high-quality services.
- E. Create a community preparedness plan in collaboration with community partners to ensure the safety of Menifee's neighborhoods, businesses, and vulnerable places surrounding spaces.
- F. Make progress towards the Vision Zero goal to reduce pedestrian and bicycle fatalities.
- G. Beautification of the streetscapes in the City's main transit corridors and gateways.

Performance Measures

- 1. Implement automatic aid agreements with adjoining fire departments to reduce response times by December 2023.
 - 2. Partner with high schools to develop and implement a student public safety training program by December 2024.
 - 3. Adopt a comprehensive citywide safety plan by June 2026.
 - 4. Develop citywide response map with future planned development and road infrastructure improvements that guides fire service facility and resource allocations by June 2026.
 - 5. Develop a response time matrix for the Menifee Police Department by June 2026.
 - 6. Develop a streetscape beautification plan to enhance the City's main transit corridors and gateways by December 2027.
 - 7. Decrease pedestrian and bicycle fatalities in accordance with Vision Zero by 25% by June 2028.
 - 8. Provide community cardiopulmonary resuscitation (CPR), first aid, and automated external defibrillator (AED) training as part of the Menifee Life Saver Program to 50 people per year through June 2028.
5. **Connectivity and Mobility** – Enhance accessibility and link the community with sustainable infrastructure to meet the City's needs.

Objectives

- A. Create a traffic mitigation plan to reduce congestion on Menifee's streets and roadways.
- B. Develop a transit mobility plan, identifying transportation options within the City.
- C. Install fiber optic cabling and interconnect signals along major corridors to improve traffic flow.
- D. Adopt the Complete Streets Plan to improve multi-modal infrastructure for thoroughfares throughout the City.
- E. Begin to implement the Smart City and Broadband Master Plan to expand interconnectivity throughout Menifee.
- F. Work in collaboration with the County of Riverside, surrounding communities, and regional partners to assess and mitigate the impacts of growth and development outside City limits, providing for regional infrastructure development and essential services.

Performance Measures

1. Maintain an average roadway Pavement Condition Index (PCI) of greater than 70 year-over-year through June 2028.
2. Increase satisfaction with alternative modes of transportation (trails, biking, etc.) bi-annually through June 2028.
3. Increase fiber optic connectivity to traffic signals and city facilities by 5% per year through June 2028.
4. Increase grant funding for capital projects year-over-year through June 2028.