



CITY OF MENIFEE

SUBJECT: Strategic Visioning Plan Workshop

MEETING DATE: January 10, 2023

TO: Mayor and City Council

PREPARED BY: Mandy Stephens, Management Analyst

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Review and discuss the information gathered through the environmental scan and community engagement process to inform the Mayor and City Council in the development of Menifee's 2023-2028 Strategic Plan.

DISCUSSION

Background

A Strategic Plan establishes the vision for the future and provides a roadmap for the City to meet current and future needs. In July 2018, the City Council adopted the Strategic Visioning Plan that set the goals and objectives for five-years (2018-2023). The Plan lists projects identified to meet the business goals and objectives as it focuses the City's resources to deliver services. This document has continued to evolve as new projects are introduced, and projects are reprioritized based on available resources, staffing, capital, operating costs, and changes in technology. Since the current Plan was adopted in 2018, staff has continued to provide updates on the progress that has been made in completing the tasks outlined in the implementation plan, with the last update provided on May 4, 2022.

The City is now in the final year of the current five-year Plan. As such, it is important that as an organization we are proactive in identifying and establishing goals and objectives that align with the resources available. To ensure that the use of resources align, the new Plan will need to be adopted prior to developing the budget for this next fiscal year (July 1, 2023-June 30, 2024).

On August 17, 2022, the City engaged BerryDunn to facilitate the development of the next five-year Plan. Working with BerryDunn, the Plan will establish a long-term vision for the City and set a course of action for the coming five-year period by setting priorities, outlining actions to effectively achieve objectives, and setting a framework for reporting progress.

Development of the Strategic Plan

During the course of the last four months BerryDunn has worked closely with City staff to complete an environmental scan of internal and external forces impacting the organization while also engaging the community in the process. Community engagement and outreach has included a wide range of stakeholder interviews and focus group meetings, in-person and virtual community forums, as well as online community and employee surveys. The City has also contracted with FlashVote to conduct a statistically validated community survey to identify the issues and priorities important to Menifee residents. Information about the Menifee's strategic planning process has been shared through a centralized social pinpoint page posted on the City's website (www.cityofmenifee.us/strategicplan) and promoted through text messages, email notifications, social media, and print publications (i.e., Menifee Matters, HOA newsletters, community events). The information gathered from each of these sources will be presented to inform the Mayor and City Council in the development of the goals and objectives outlined in the next five-year Plan.

Next Steps

Based upon the information and direction received from the Mayor and City Council during the January 10 Council Workshop, the draft Plan will be prepared and presented during a second workshop in February. Following the Mayor and City Council's review of the draft document, the Plan will be finalized and presented for adoption in early March 2023. Additionally, staff will work with BerryDunn to develop an implementation action plan to support the established strategic goals and objectives. The action plan will be integrated within the City's Operating and Capital Improvement Program budgets. Staff will also provide the Mayor and City Council with an update on the implementation of the existing Strategic Plan (FY 2018/2019 - FY 2022/2023).

STRATEGIC PLAN OBJECTIVE

The development of the City's next five-year Strategic Plan involves all of the established Strategic Plan objectives.

FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

ATTACHMENTS

1. 2018-2023 Strategic Visioning Plan May 2022 Update