



CITY OF MENIFEE

SUBJECT: Strategic Visioning Plan Update

MEETING DATE: June 16, 2021

TO: Mayor and City Council

PREPARED BY: Imelda Huerta, Senior Management Analyst

REVIEWED BY: Rochelle Clayton, Assistant City Manager

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Review and discuss City Council Strategic Visioning Plan updates as provided during the March 15, 2021 workshop; and,
2. Provide further revisions and/or clarification as needed; and,
3. Approve updated City Council Strategic Visioning Plan with any noted revisions.

DISCUSSION

Plan Background:

In July of 2018, the 2018 – 2023 Strategic Visioning Plan (Plan) was adopted by the City Council. 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 efficient and available City resources, including technology, staff, capital, and operating funds. This five-year strategic visioning provides a roadmap that will help the City close the gap between current and future needs and was accomplished through a collaborative effort between the City Council and City Staff.

It is important to ensure that the Plan remain current with the City's quickly evolving environment, which includes periodic review of priorities as well as goals and objectives. New initiatives may be added and/or existing projects updated or removed, based on progress and the current business of the City. It is crucial to maintain the Plan as a "live" document.

The Strategic Visioning Plan consist of four main goals and various objectives and tasks. The goals are as follows:

- Goal 1 - Safe & Attractive Community
- Goal 2 – Livable & Economically Prosperous Community
- Goal 3 – Responsive & Transparent Community Government:
- Goal 4 – Accessible & Interconnected Community

There are six goal areas (areas of strategic priority) that have been identified and encompass one or more of the noted foundational goals above:

- 1) Public Safety (Safe and Attractive Community)
- 2) Land Use (Livable & Livable & Economically Prosperous Community)
- 3) City Hall (Responsive & Transparent Community Government)
- 4) Infrastructure (Accessible & Interconnected Community)
- 5) Community Outreach (Responsive & Transparent Community Government)
- 6) Workforce and Facilities Management (Safe and Attractive Community, Livable & Economically Prosperous Community, Responsive & Transparent Community Government, Accessible & Interconnected Community)

Updates:

Staff presented updates to the City Council on May 7, 2019, December 4, 2019, March 12, 2020 (workshop), January 20, 2021, and March 15, 2021 (workshop).

Updates presented by staff at the March 15, 2021 workshop included information on the following:

- 27 additional tasks added at the March 2020 workshop
- 21 total tasks completed from March 2020 to March 2021
- As of March 2021, a total of 109 tasks or 60% of the Plan have been completed

March 15, 2021 Workshop Additions/Revisions:

During the March 15, 2021 special meeting (workshop), City Council added and/or revised various actions/tasks in the Strategic Visioning Plan. Significant updates include the following:

Public Safety:

- 1.3 Aesthetics of the City
 - Added program element to current item 1.3.10 – Illegal Dumping Enforcement and noted the task as ongoing
- 1.4 Police Department Formation
 - Added 1.4.10 – First Year Update (including Code Enforcement Transition & Homeless Program)
 - Added 1.4.11 – Menifee Police Department First Year Anniversary Event
- 1.6 Fire Services Citywide Needs Assessment
 - Added 1.6.2 – Fire Ladder Truck

- Added 1.6.3 – Second Paramedic Unit in City
- Added 1.7 – Homeless Program
 - Added 1.7.1 – Create Homeless Program Plan
- Added 1.8 – Future Police Department Needs
 - Added 1.8.1 – Evaluate Crime Fighting Technology System
 - Added 1.8.2 – Evaluate need for Commercial Inspection Program (truck routes for commercial inspection)
 - Added 1.8.3 – Police Department Substations

Land Use:

- 2.3 Parks & Trails/Enhance Standards of Park System
 - Open Space/Nature Preserve Conservation Effort (Open Space Purchases) – revised from a completed status to ongoing
 - Added 2.3.7 – Update Parks, Trails, Open Space, and Recreation Master Plan
 - Added 2.3.8 – Explore unique recreation amenities as parks are developed
 - Added 2.3.9 – Evaluate possibility for a parking area at Salt Creek Trail
- 2.6 Economic Development Plan
 - Added 2.6.20 – Explore opportunities for temporary use of City-owned property at Cherry Hills & Bradley
 - This item is needing further consideration

Infrastructure:

- 4.8 Northern/Southern Gateway
 - Added 4.8.1 – Infrastructure Assessment
 - Added 4.8.4 – Explore Specific Plan for Economic Development Corridor Southern Gateway
 - This item is needing further consideration
 - Added 4.8.5 – Outreach/workshop with Southern Gateway owners
 - This item is needing further consideration
- 4.10 Smart Cities for Infrastructure
 - Added 4.10.2 – Citywide Broadband
- Added 4.11 – Streetlights
 - Added 4.11.1 – Evaluation of streetlights in rural areas
- Based on internal and previous Council meeting discussions, staff Added 4.12 – Scott Road / Bundy Canyon Road Widening and related actions/tasks:
 - 4.12.1 – Funding Strategy
 - 4.12.2 – Design & Environmental (not including NEPA)
 - 4.12.3 – ROW Acquisition
 - 4.12.4 – Utility Relocation

- 4.12.5 – Project Construction Award
- 4.12.6 – Construction Start
- 4.12.7 – Construction End

Community Outreach:

- 5.4 Community Education Outreach
 - Added 5.4.5 – Create informational interactive maps

Workforce and Facilities Management:

- 6.3 Update Technology
 - Added 6.3.2 - IT Assessment

Additionally, staff revised the “Goal” column on the Implementation Plan spreadsheet to “Area of Strategic Priority”, as noted above. This will help with differentiating the four foundational goals with the six areas of strategic priority, which encompass the four goals as noted on page two of this staff report.

The point-of-contact (POC) has also been revised to note department names versus employee names to minimize modifications as roles/employees may change over time.

Staff is also utilizing the City’s new program, OpenGov, to update the Plan online, which will tie directly to the FY2021/22 City budget book, and enhance transparency.

STRATEGIC PLAN OBJECTIVE

This is an update of the five-year Strategic Visioning Plan; all objectives apply.

FISCAL IMPACT

There is no fiscal impact associated with the recommended action.

ATTACHMENTS

1. Updated 2018 - 2023 Strategic Visioning Plan