



COMMUNITY PROFILE



COMMUNITY PROFILE



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INTRODUCTION

Almost 10 years ago, the Menifee community embarked upon the path to incorporation, motivated by a desire for a localized government comprised of leaders that understood and represented the Valley's unique values, priorities, and constituents. On June 3, 2008, residents voted to incorporate the new City of Menifee, which officially became Riverside County's 26th city—and California's 480th—on October 1, 2008.

MENIFEE

The City of Menifee is in southwestern Riverside County approximately 30 miles southeast of the City of Riverside. The city encompasses about 50 square miles with an overall population of nearly 60,000 persons. It is generally bordered on the north, west, and south by the Cities of Perris, Canyon Lake, Lake Elsinore, and Murrieta and on the southwest by the City of Wildomar. To the east and northeast, the City is bordered by unincorporated county territory.

The area was originally inhabited by the Luiseno and Pechanga Indian tribes, and in the 1700s fell under the Spanish empire. It was eventually annexed into the United States from Mexico in 1850 under California's statehood. Mining activity began in Menifee in the early 1880s with the discovery of a significant quartz lode by miner Luther Menifee Wilson, after whom the City was named.

Menifee is a city comprised of a collection of independently established communities. Early development of the City of Menifee began with Sun City in the early 1960s as the concept of an active retirement community was envisioned by Del Webb, a major building contractor from Phoenix, Arizona. Sun City is centrally located within the City of Menifee with a mix of age-restricted residential and commercial activity. The Menifee area began to grow further in 1989 with the master-planned community of Menifee Lakes and continues to be one of the fastest growing communities in California. Quail Valley is a small-lot, semirural residential community in the northwestern section of the city, and Romoland is a residential and commercial community in the northeastern section of the city.



THE REGION

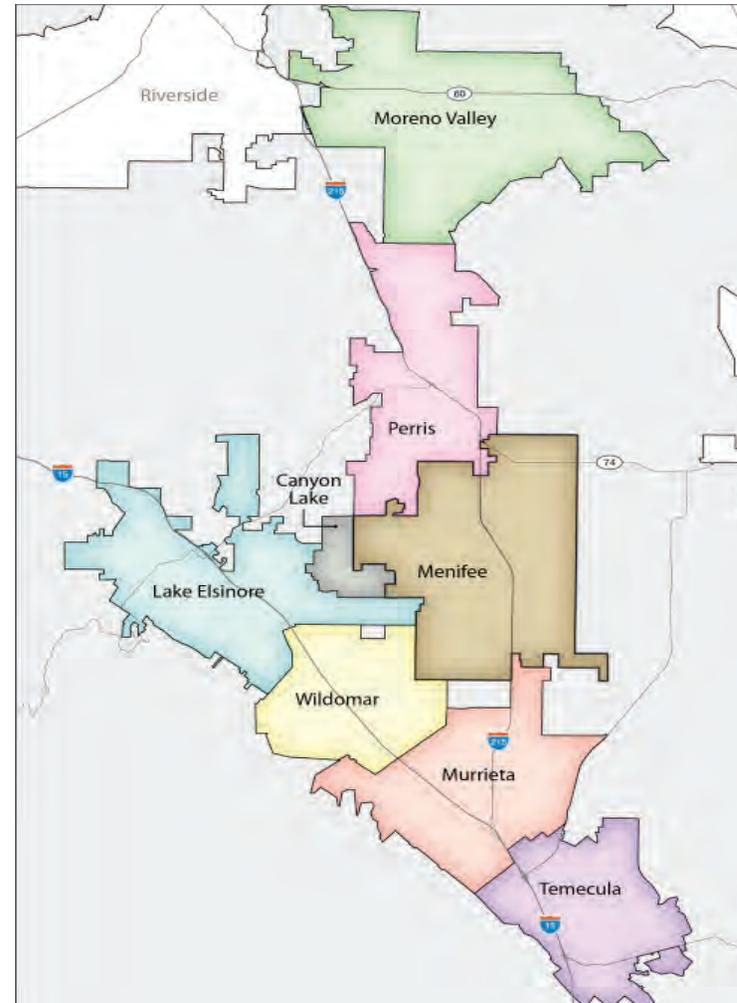
In 2009, the combined population for the region was 491,059. For the purposes of this profile, the region is defined as the cities of Lake Elsinore, Moreno Valley, Murrieta, Perris, Temecula, and Wildomar, as they are comparable in size and will face many of the same land use, circulation, and economic issues that Menifee will experience. Canyon Lake, a city between Lake Elsinore and Menifee, has intentionally been left out of the region because it is a gated residential community and does not represent an appropriate comparison to the City of Menifee. Menifee is a midsized city for the region, larger than Wildomar, Lake Elsinore, Perris, but smaller than Murrieta, Temecula, or Moreno Valley.

Because Menifee is a new City, some data typically used for analysis is limited in availability. Every effort has been made to describe Menifee as accurately as possible. Throughout the profile, where appropriate, Menifee is compared to the region, county, and/or the state. Viewing Menifee's profile in context will help develop more accurate conclusions and result in more effective recommendations regarding the General Plan's development.

Table 1. Regional Population and Households, 2009

Location	Population	Percent of Regional Population	Households	Percent of Regional Households
Wildomar	19,537	4%	6,171	5%
Lake Elsinore	51,299	10%	15,082	11%
Perris	56,312	11%	14,467	10%
Murrieta	75,872	15%	23,727	17%
Temecula	92,121	20%	28,066	20%
Moreno Valley	195,918	40%	52,352	37%
Total (without Menifee)	491,059	100%	139,866	100%
Menifee	64,628	-	24,305	-
Total (with Menifee)	555,687	-	164,171	-

Source: Claritas, 2009



Map 1. Cities in the Region



MOVING FORWARD

Menifee has historically been viewed as a collection of distinct communities with very different characteristics and needs. Ranging from rural to suburban, agrarian to industrial, and established senior residential enclaves to newer planned communities catering to families and a younger population, Menifee's biggest challenge is to find the common threads that will create a cohesive community, while maintaining the features that make each neighborhood unique.

The preparation of the City's first General Plan represents an opportunity to define the community vision for the next 20 years. Creating a vision statement that is representative of local values and priorities is especially important in this General Plan, and was a primary motivation for the City's incorporation in October 2008.

Menifee will be establishing its position in the region, creating a recognizable brand and identity for a completed community that is unlike any other in the area. The City's local values and unique attributes, such as the its natural valley setting, rolling hills, rugged rock outcroppings, and sweeping vistas, will distinguish it from other cities in the Inland Empire. The vision will be the springboard for Menifee to make its mark as a distinct community within the Inland Empire.

The civic assets that support this vision, such as distinct and diverse neighborhoods, abundant natural resources, and existing infrastructure systems, will be subjected to increasing stresses as the City matures. How will Menifee meet a growing demand for quality services and deliver them efficiently? How will Menifee expand and diversify its economic base while preserving its rural character? How will Menifee position itself in the region in comparison to its jurisdictional neighbors? How will Menifee best put its demographics and geography to work?



WHAT IS A GENERAL PLAN?

A General Plan is a set of long-term goals and policies that decision makers will use to guide growth in the City of Menifee for the next several decades. General Plans address a variety of issues including land use, housing, economic development, community design, transportation, open space, parks and recreation, infrastructure, natural resources, public safety and noise. State law requires that new cities adopt a General Plan as a condition of incorporation.

The General Plan will develop strategies to sustain the quality of life and economic prosperity desired by City residents and businesses. The General Plan embodies a new beginning for the City of Menifee, creating a future that is designed and directed by local residents, businesses, and City officials.

Looking forward, the General Plan provides the opportunity to identify sustainable land use strategies in the face of ongoing development pressures, and provides a mechanism in which to address the community's concerns and develop a cohesive vision for the area; an exercise that was never fully realized to the degree desired by residents in the area when Menifee was under the jurisdiction of the County.

Some residents support the maintenance of Menifee's rural lifestyle, while others want to encourage higher densities and a broader range of housing choices. Traffic issues related to the I-215 or the Newport Road extension are priorities of others. Development of high profile properties adjacent to the freeway are yet another concern of residents. Regardless of the position or point of view, this process gives residents, businesses and property owners the opportunity to voice their desires and come to a common understanding of the future of Menifee.

THIS DOCUMENT

This Community Profile provides a basic framework for understanding the broad range of issues in community planning, how Menifee compares to the region in these areas, and what the City may face in the future. It provides a snapshot of existing conditions, opportunities and constraints facing Menifee, as well as an overview of demographic and land use trends. The data collected as part of the Community Profile will serve as a basis for the formation of the City's General Plan goals, policies and implementation items. The identification of these three components are an integral part of the General Plan process, and ultimately will shape the City Council's priorities and future decisionmaking. The document contains three distinct parts:

I. COMMUNITY SURVEY

Where we are now. This part describes where Menifee stands today.

II. MARKET FORECAST

Where we are headed. This part provides projections for key community indicators.

III. EXTERNAL SCAN

What is in our way. This part describes national, state, and regional trends that may affect the approach to, and implementation of, the General Plan.



Community Survey: The community survey quantifies and describes where the Menifee community stands today. For major issues, it compares and contrasts Menifee to the region or the state.

COMMUNITY SURVEY

HUMAN AND SOCIAL CAPITAL

Human capital is the community's production and distribution of knowledge. It includes the stock of skills and technical knowledge that people can contribute to solving community challenges. Social capital refers to the supportive networks that serve a collective good and foster personal and communal achievement. Cultural institutions, community organizations, local gathering spots, and democratic involvement opportunities all work together to build a community's social capital.

A city's human and social capital, such as educational opportunities, health care, and social services, all contribute to the creation of a productive and cohesive community. Existing and projected demographic characteristics and social challenges, however, influence the types and scales of social infrastructure (e.g., educational facilities and civic organizations) that build such capital.



PEOPLE

Demographic factors, such as the relationships between income, household composition, age, race and ethnicity, and birth rates, affect current and future demands for housing, educational and recreational facilities, and community-serving programs.

Population

The City of Menifee is one of 26 cities in Riverside County, and the eighth most populous. From 2000 to 2008 Menifee’s population grew by 58.0%, moderately higher than the growth that occurred in the region and significantly higher than the growth that occurred in the state (51.8% and 12%, respectively). The City’s growth represents 14.2% of the region’s growth over the eight-year period.

Menifee’s population growth is examined in more detail in the Forecast section of this document; please refer to “Population Forecast” for further information.

Table 2. Menifee and Surrounding Cities Population Increase, 2000–2009

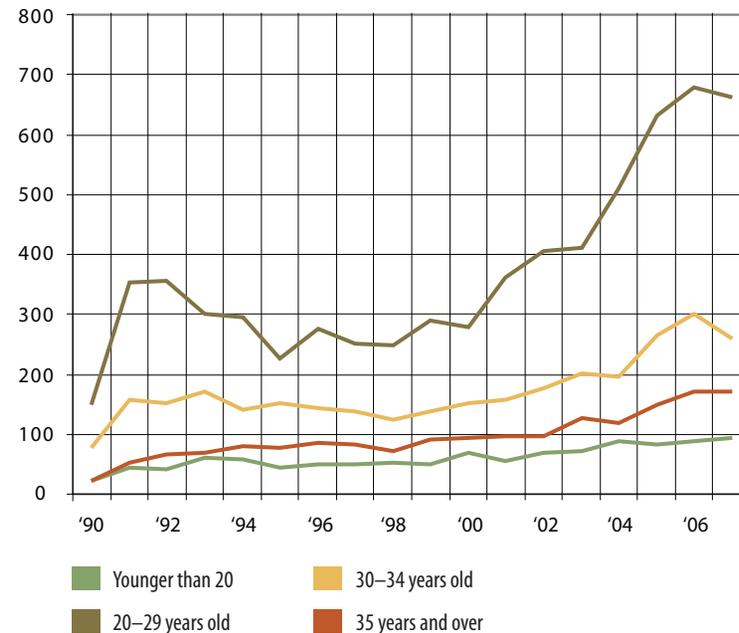
Location	2000	2009	Increase	
			Number	Percent
Menifee	40,907	64,628	23,721	58.0%
Region	323,560	491,059	167,499	51.8%

Source: Claritas, 2009

Birth Rates

Between 1990 and 2007 the number of births by age of mother has increased for all age categories. The largest increase in births occurred for women age 20–29. Nearly half of all births in 2007 were to mothers age 20–29. This indicates a rising number of new young families in Menifee. The largest number of births occurred in 2006.

Figure 1. Menifee Live Births by Age of Mother, 1990–2007



Source: California Department of Public Health, 2009



Racial and Ethnic Diversity

Menifee is more homogeneous than its surrounding cities; over 60% of Menifee’s residents are white (not of Hispanic or Latino descent), compared to less than 40% in the surrounding cities. Menifee and the region both have a significant Hispanic/Latino population, but Menifee to a lesser degree than its surrounding cities. In Menifee, only 8% of residents identify themselves as something other than white or Hispanic/Latino, compared to 22% in the region.

Age Distribution

Age composition is an important factor in determining demand for types of housing, health care, and community facilities. Menifee has a very sizeable senior population, attributed primarily to Sun City, a master-planned 55+ senior community within the City’s boundaries. Menifee has a proportionally smaller population of all other age ranges compared to the region.

Key General Plan Consideration:

The City’s population is older than that of the region, with average ages of 41.5 and 35.0. Families make up a slightly smaller portion of all households in the City than they do in the region, 69.0% to 75.4%. The City has a larger portion of married couple households with no children and a lower percentage of married couple households with children. This difference probably represents retirees and empty nesters, considering the higher average age.

Since the City has more retirees and empty nesters than the region, the community will be faced with an aging population. The General Plan should explore how to accommodate medical services and transportation opportunities, as well as strategies to attract a more well-rounded population over the long term.

Figure 2. Menifee and Regional Racial Diversity, 2009

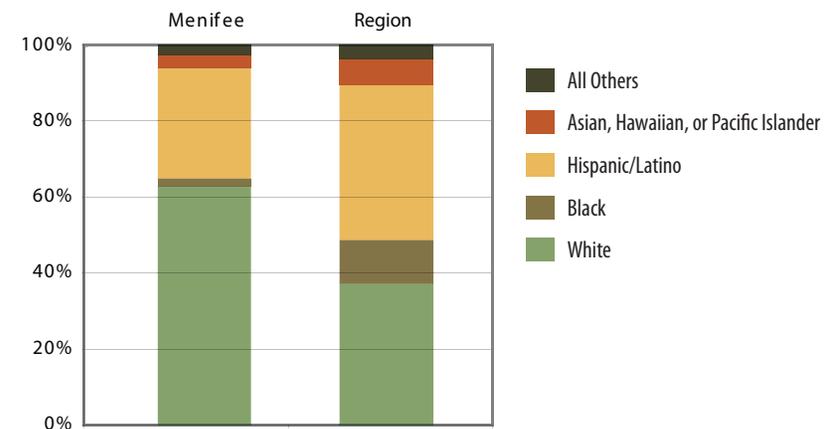
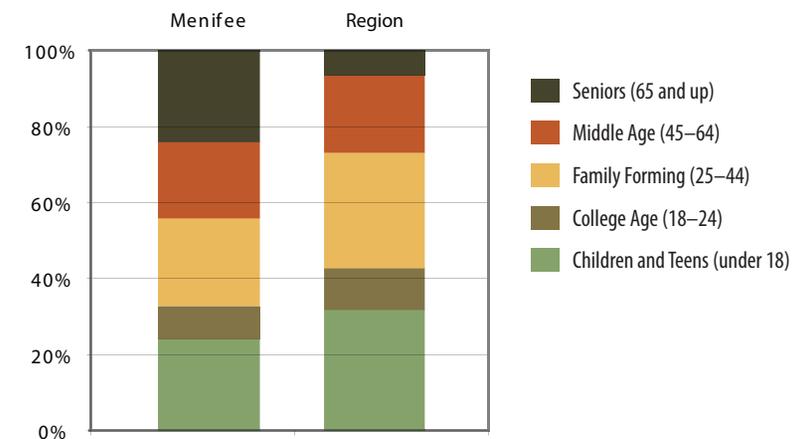


Figure 3. Menifee and Regional Age Distribution, 2009

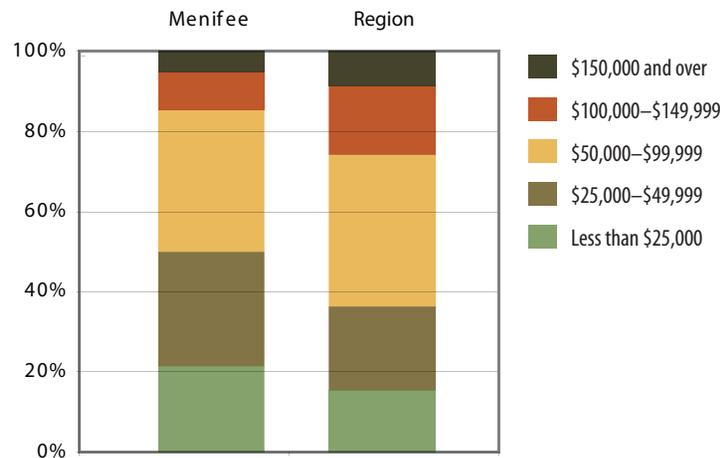


Source: Claritas, 2009

Household Income Distribution

In 2009, Menifee’s median household income was lower than the region’s; Menifee fell short of the region’s median by approximately 9% (\$60,800 to \$66,200, respectively). Menifee’s lower income may be a result of the City’s senior population, who generally live on limited incomes after retirement. Approximately 50% of Menifee households earn less than \$50,000 per year, compared to 36% of regional households. On the other end of the spectrum, 15% of Menifee households earn more than \$100,000 per year, compared to 26% of regional households.

Figure 4. Menifee and Regional Income Distribution by Income Group, 2009

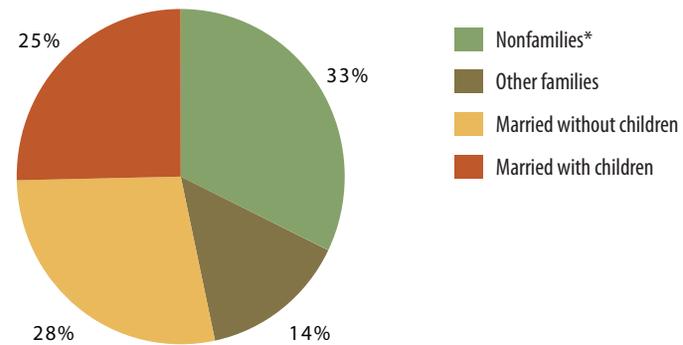


Source: Claritas, 2009

Poverty

Impoverished households lack the economic resources necessary to meet fundamental needs such as quality food and adequate housing. In 2009, 6.8% of the City’s families lived below the poverty level. Poverty affects all family types in Menifee. Menifee has a lower proportion of families in poverty than in the region; in 2009 9.8% of the region’s families lived below the poverty level.

Figure 5. Menifee Families below the Poverty Level by Family Type, 2009



*Nonfamily households are described as either a person living alone or a householder who is not related to any of the other persons sharing their home.

Source: Claritas, 2009

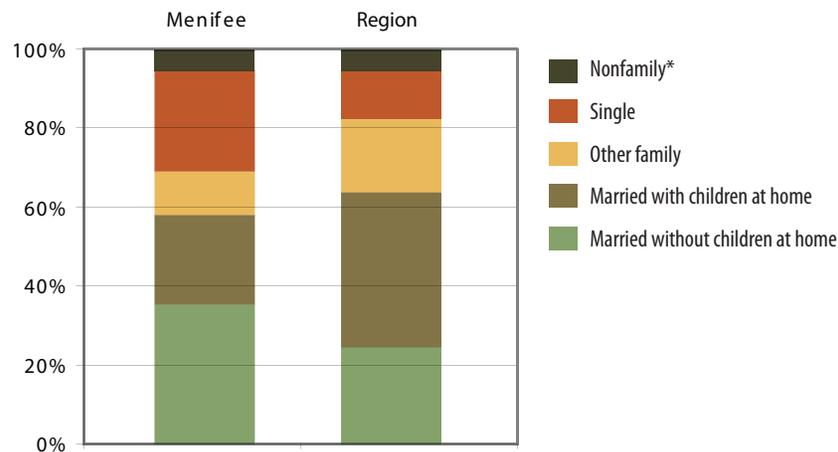


Household Composition

The relationship of household members contributes to the types of housing and services needed. For example, couples without children may desire more compact living units and entertainment activities, whereas family households with minor children create demand for K–12 school facilities and playgrounds, and may increase demand for single-family homes.

Menifee has a large proportion of married couples without children and singles. This can be explained by the City’s significant senior population (many of whom live in age-restricted communities of Sun City) who no longer have children living at home or may be living alone after the passing of a spouse.

Figure 6. Menifee and Regional Household Composition, 2009



*Nonfamily households are described as either a person living alone or a householder who is not related to any of the other persons sharing their home.

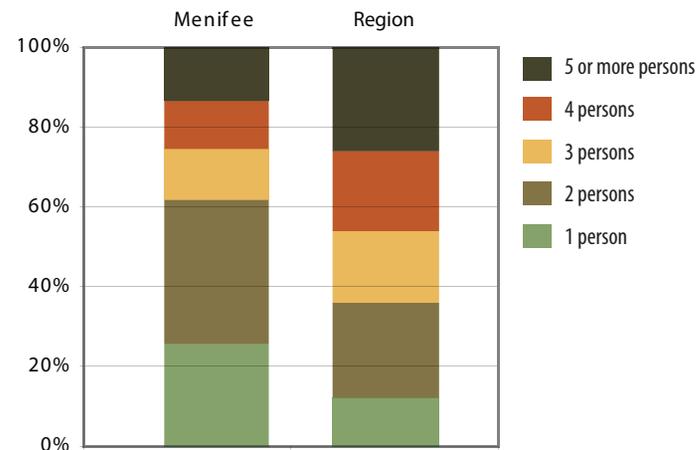
Source: Claritas, 2009

Household Size

Changes in household composition and size together significantly affect the need for different types of housing. The average household size for Menifee in 2009 was 2.64, nearly a full person smaller than the region’s average of 3.5. Over 60% of Menifee households were 1 or 2 person households compared to 35% in the region. Menifee also has a smaller proportion of large households (5 or more persons) than the region.

In comparison, the Sun City area alone has an average household size of 2.22 persons per household (pph). If the remainder of the City is evaluated separately, without the Sun City area, the average household population only increases to 2.79 pph, which is still significantly lower than adjacent cities that have a pph range from 3.1 pph (Murrieta) up to 3.8 pph (Perris).

Figure 7. Menifee and Regional Household Size, 2009



Source: Claritas, 2009

DEVELOPING HUMAN CAPITAL

Because people cannot be separated from their knowledge, skills, health, or values, they inherently possess various levels of human capital. Schooling, higher education opportunities, health care, general social services, and age-specific programs all develop human capital.

Measuring School District Performance

Three school districts serve the Menifee community: Menifee Union School District and Romoland School District for grades K–8, and Perris Union High School District for grades 9–12. School district performance indicators provide a basis for understanding and comparing student achievement. The profile examines all of Menifee Union and Romoland School Districts and focuses in on two Perris Union high schools, Paloma Valley High and Heritage High, that serve Menifee residents.

STAR is the umbrella program for some of California’s standardized tests. The tests include the California Standards Tests, the California Alternative Performance Assessment, the California Alternate Performance Assessment, and the Standards-Based Test in Spanish. Some of these tests play a part in determining various performance/achievement measures for schools and districts, including a district’s API score.

A school’s or district’s **API** score measures academic performance and school growth. It is a measure unique to California and is reported on a numeric index from 200 to 1,000, with higher numbers indicating higher performance. The federal No Child Left Behind Act (NCLB) requires each state to define Adequate Yearly Progress (AYP) goals, or targets for state test proficiency and other academic indicators. In California, API scores are used as one academic indicator. To demonstrate a school or district has achieved AYP, the school or district must increase their API score by 1 point or meet a target designated by the state. By 2014 all schools must achieve an API of 800. The API is calculated by weighting the results of various state assessments.

Reading and Math Proficiency (RaMP) indicates the percentage of students in a school or district who are proficient in reading/English and language arts and math. NCLB has a goal for 100% of students to become proficient in both reading and math (combined) by the year 2014; therefore, RaMP indicates how close a school, district, or state is to reaching this NCLB goal, in the aggregate.

Return on Spending Index (RoSI) measures the average number of RaMP points that a school district or state achieves per \$1,000 spent per student on core operations. RoSI is a proxy for exploring the relationship between achievement and spending but cannot be used to predict performance based on spending. Often, higher RoSI values are more favorable than lower RoSIs when comparing school districts that have similar demographic challenges and per pupil core spending levels.

School District Performance Results

This profile reviews the performance results for two elementary school districts that serve the City of Menifee (Menifee Union School District and Romoland School District) and two high schools that Menifee residents attend (Heritage High and Paloma Valley, part of Perris Union High School District).

In 2008 neither of the districts or high schools achieved the NCLB goal of an 800 API. Neither elementary school district achieved adequate yearly progress (AYP was achieved in math but not English language arts). Heritage High School did achieve their adequate yearly progress but Paloma Valley High did not. All districts/schools except Paloma Valley High exceeded the state’s average API of 741.

RaMP scores vary district to district and school to school. The two elementary school districts had lower RaMP scores for all categories than did the two high schools. On average Romoland School District had the lowest score while Paloma Valley High School had the highest score. In all categories the two



elementary school scores were approximately in line with the county's score, while the two high schools continually scored higher than the county. Data is unavailable for students with disabilities at the two high schools.

MUSD's overall RoSI is higher than the county's and the state's, meaning MUSD achieves more RaMP points per \$1,000 spent per student on core operations than the other two geographies. Romoland School District's overall RoSI is lower than the county's and the state's, meaning Romoland achieves less RaMP points per \$1,000 spent per student.

A district's RoSI indicator can be adjusted based on geographic differences in purchasing power and the type and number of special needs students (because educating students with special needs may require additional investment). When MUSD's and Romoland's RoSI is adjusted based for geographic differences and special needs students the score increases, indicating the districts are getting even more RaMP points per \$1,000 spent per student on core operations given the purchasing power of a dollar in Menifee and the type and number of special needs students in the districts.

Key General Plan Consideration:

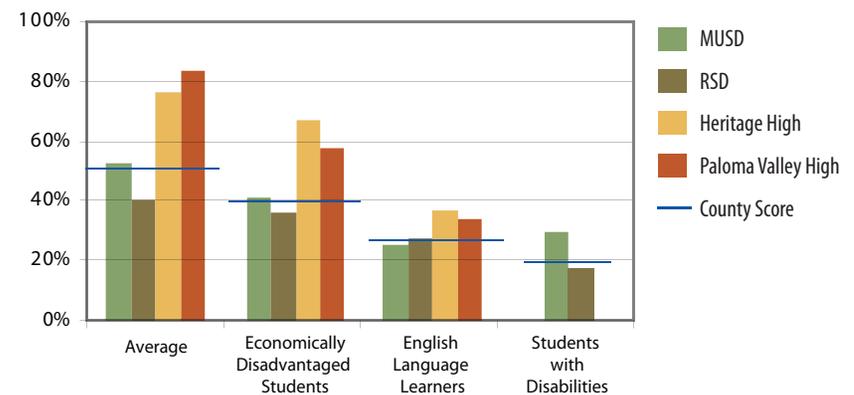
The data provided by Standard and Poor's reveals that Menifee's English language learners face unique challenges that inhibit their ability to achieve nationally determined educational targets. In the school districts that serve Menifee and the surrounding communities these challenges are especially apparent at the elementary and middle school levels when English language learners have the least familiarity with studying in English. Special attention must be paid to these students in the early years of their education to ensure they stay engaged in school and increase their knowledge and understanding of all subjects.

Table 3. District or School Academic Performance Index and Adequate Yearly Progress, 2008

District or School	API	AYP	RoSI	Adjusted RoSI
MUSD	787	No	7.7	11.8
RSD	790	No	5.3	9.7
Heritage High	679	Yes	-	-
Paloma Valley High	761	No	-	-
County	-	-	7.2	11.7
State	741	No	7.1	12.5

Source: Standard and Poor's, 2009

Figure 8. RaMP Scores, 2008



Source: Standard and Poor's, 2009

Higher Education Opportunities

Menifee is served by the Mt. San Jacinto Community College District, which covers 1,700 square miles in central and southwestern Riverside County. Named for the majestic 10,000-foot peak that dominates the area's skyline, the Mt. San Jacinto Community College District stretches 45 miles from east to west to include the communities of Banning, Beaumont, Idyllwild, San Jacinto, Hemet, Perris, Sun City, Lake Elsinore, Canyon Lake, Murrieta, Menifee, Temecula, Aguanga, and Anza.

In 1990 the district opened a Menifee Valley Campus (MVC) to serve the growing communities along the Interstate 215/Interstate 15 corridors. By the end of its first year, there were 2,100 students attending classes at MVC. Today the campus serves more than 7,000 students each semester, which is more than the number of students served by the San Jacinto Campus (SJC). In 2006, construction was completed for a new library or Learning Resource Center at MVC, and construction began shortly after for a new Technology Center. The San Jacinto Community College District Master Plan anticipates MVC to serve 15,000 to 20,000 students. In fall of 2009 MVC had 1,090 class sections and was operating at 93% capacity.



Menifee Valley Campus of Mt. San Jacinto Community College

Social Services

Menifee does not have a City-managed social services department. Residents receive social services from Riverside County's Department of Public Social Services (DPSS). The following programs are provided by DPSS:

- Adult services
- CalWORKs temporary financial assistance
- Child care financial assistance
- Children's services including child abuse
- Employment services
- Family resource centers
- First 5, supports early childhood development
- Food stamps
- Foster care benefits
- Homeless programs
- Medi-Cal
- Refugee cash assistance

In addition to county programs, the United Way of the Inland Valleys has assisted Riverside County residents with obtaining social services since 1931. In 2009, the United Way of the Inland Valleys Community Initiatives included income/ financial stability, childhood education, health, and disaster preparedness and recovery.



Adult Education

The Kay Cenicerros Community Center in Sun City offers adult classes for Menifee’s residents. These classes vary from season to season and may include adult tap dancing, line dancing, exercise, jazzercise, watercolor, embellishing, memoir writing, organ grinders, quilting, or Mah Jongg. (See “Senior Programming” for further information on the Kay Cenicerros Community Center).

Hemet Unified School District is the nearest school district that operates an adult education program. The Hemet Adult School offers classes in math, writing, computer skills, senior fitness, sewing, and more.



Adult education

Youth Programming

The City has a number of youth programs available to its residents. Youth sports are particularly popular in Menifee, with active clubs in all major sports (football, baseball, softball, basketball, soccer) and some minor sports (horseback riding, karate, hockey, volleyball, diving).

There are also opportunities for Menifee’s youth to engage with the City’s senior community. Examples include a class of elementary school students that worked with seniors to plant a garden at the Kay Cenicerros Community Center and computer classes for seniors taught by high school students.

The Riverside County Economic Development Agency has hosted four annual Menifee Youth Fairs at Lazy Creek Park in Menifee. The Menifee Youth Fair offers live stage entertainment and over 30 vendor booths, with a focus on youth activities. It is designed to showcase the many youth programs, both public and private, available in Menifee.



Menifee Valley Community Center

Senior Programming

Given Menifee's sizeable senior population, an active senior program plays an especially important role in the building of social capital. The Kay Cenicerros Community Center in Sun City offers social, recreational, and educational activities for all residents of the community. Intergenerational programs are promoted and the center functions as a community-hub providing services and programs for residents of all ages.

Senior programs offered at the Kay Cenicerros Center include:

- Caregiver support groups run by the Care Connexus Adult Day Care Program
- Food distribution run by Second Harvest Food Bank in Riverside
- Grief support managed by the Ramona VNA
- Computer classes run by volunteers from the Menifee Valley Computer Club
- HiCap, a free service provided by the Center that provides assistance with Medicare and other health insurance
- Menifee/Sun City Concern, a free program that provides information, assistance and referrals, and a variety of other programs
- Project Food Box, a weekly food program for seniors and low-income families offered at the Center through Western Eagle Foundation
- Kinship, a program for grandparents raising grandchildren
- Senior nutrition, a lunch program provided for seniors 60 years and older

Menifee/Sun City Concern, operating out of the Kay Cenicerros Community Center, is an organization that specifically links seniors and service providers. The purpose of this nonprofit corporation is to provide an information and assistance service in Sun City and the general area, to meet the emergency and other important needs of residents, and to centralize pertinent information concerning those desiring to register such data. Menifee/Sun City Concern provides the following services:

- Outreach program, a one-on-one assessment of needs for at-risk older adults who requires information/assistance and/or guidance of community resources to maintain their independence
- Telephone reassurance program, a program that offers a friendly call with the right to get in touch with a designated emergency contact should that be necessary
- Gatekeeper program, a program that trains employees of local businesses and organizations to recognize the signs of an at-risk older adult
- Friendly visitor program offers a weekly visit by a trained Menifee/Sun City Concern volunteer
- Bus trips to social destinations
- Bingo, held once a week and open to all ages

The Sun City Civic Association, a prominent homeowners association in Sun City, provides numerous activities at its facility, including an indoor tournament shuffle board court, tournament horseshoe pits, a fitness center, two pools, spa, tournament lawn bowling, and a variety of 60 clubs and social activities.



Health Care

Valley Health System (VHS), a California Local Health Care District, currently owns and operates Menifee Valley Medical Center, an 84-bed facility in Menifee's Sun City community, and Hemet Valley Medical Center, a 343-bed facility in Hemet. In December of 2009 Menifee voters approved Measure P which allows VHS to sell the two hospitals to a private group of doctors for \$80 million. VHS will use the proceeds of the sale to pay off most of its \$90 million to \$100 million debt which it has been in bankruptcy proceedings over since 2007. The passage of Measure P sets the stage for these two hospitals to become privately operated like other privately run hospitals in Southwest County include Rancho Springs and Inland Valley medical centers.

Including both facilities, Valley Health Systems is the region's largest employer, responsible for 1,400 direct health care jobs and 1,500 indirect jobs, representing an annual economic activity of \$834 million.

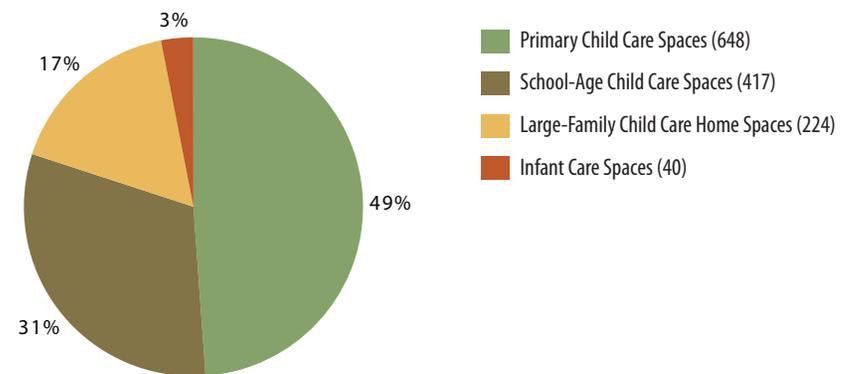
Menifee Valley Medical Center is the primary medical facility for Menifee residents. It is a full-service acute care hospital, licensed by the State of California and fully accredited by the Joint Commission. The hospital offers its patients a comprehensive list of health care services, from general family practice to cardiology. Services include 24-hour emergency care; in- and outpatient x-ray, surgery, and laboratory services; a critical care unit; respiratory services; physical therapy; diabetic and stroke support groups; joint replacement center; retina specialty surgeries; and a health education library. The Medical Center has been identified as a future economic opportunity for the City that should be studied further in the preparation of General Plan.

Additional medical facilities are available in adjacent cities. Loma Linda University Medical Center (Murrieta), Ranch Springs (Murrieta), and Inland Valley Medical Center (Wildomar) are all located nearby should Menifee residents need to utilize their facilities.

Child Care

In 2006, 4,078 persons under the age of 5 lived in Menifee. The City has 33 licensed child care locations with the capacity to care for 1,329 children. Primary child care centers for infant through school-age children provide 648 spots (all outside of private residences), 49% of the total. School-age child care centers provide 417 spots (31%). Large-family child care homes in Menifee (a large-family child care home is a child care program held in the caregiver's own home with less than 14 children) provide 224 spots (17%), and infant centers provide 40 spots (3%). These numbers indicate families may need to look outside of Menifee for a wider variety and availability of child care providers.

Figure 9. Menifee Child Care Spaces by Facility Type, 2009



Source: CA Department of Social Services, 2009

BUILDING SOCIAL CAPITAL

Social capital is an intangible resource community members can draw upon to solve collective problems. It consists of social trusts, norms, and networks that can alleviate societal problems. Civic engagement encourages feelings of reciprocity between community members and facilitates coordination, communication, and collaboration. A community's social capital is only as strong as its civic life.

Community Events

Throughout the year Menifee is home to small scale community events that celebrate its history and community pride. These events include an annual Civil War reenactment at the Wooden Nickel Ranch, car shows, the Menifee Community Barn Dance, and the Mayor's State of the City address, among others.

In 2009 Menifee commemorated its first "birthday" with a lively festival hosted by community leaders and sponsored by several community vendors. The event was extremely well attended, attracting several hundred. It is envisioned that, over time, this event could evolve into an ongoing community and regional celebration centered around a new theme that supports the image and vision of Menifee established through the General Plan process.



Civil War Reenactment



First Birthday Celebration, 2009

Key General Plan Consideration:

The success of Menifee's First Birthday Celebration indicates there is a strong desire among residents to establish a recurring community event in Menifee that brings the community together in a fun, safe, social setting. Feedback received at the event indicated that despite the fact that the City comprise a collection of very distinct communities, Menifee residents have a well-established and strong sense of community pride and belonging to the area. The general sentiment expressed by residents is that they liked the mix of rural and suburban lifestyle, but had a strong desire to bring additional amenities and uses to the area that would create gathering spaces or new activities for their community. The top-requested amenities desired by the community at the First Birthday Celebration, in no particular order, were:



First Birthday Celebration, 2009

- Movie theater
- Bowling alley
- Sports Park
- Community center
- Aquatic facility
- Skate park
- More restaurants
- Arts district
- Recreational trails (walking and biking)



Regional Events

A variety of events ranging from classic car shows to orchestra performances are held during the year in neighboring cities throughout the region. As Menifee establishes its own regional presence, it should look to host a signature event that unifies the community, distinguishes the City from its neighbors and draws a broader audience to Menifee.



Rod Run Car Show, Temecula



Jet Ski Races, Lake Elsinore



Black History Parade, Perris



Balloon and Wine Festival, Temecula

Moreno Valley

- Artoberfest
- Hikes to the Top
- Youthfest
- March Field

Murrieta

- Veterans Memorial Concert
- Veterans Day Parade
- Holiday Craft Boo-tique
- Battle of the Bands
- Fathers Day Car Show
- Concerts in the park
- Youth talent showcase
- Movies in the park
- Tribute concerts

Temecula

- Community Theater shows
- Temecula Rod Run car show
- Temecula Valley Balloon and Wine Festival
- Christmas tree lighting ceremony, parade and concert
- Music of the Season
- Temecula Live/Country Music Review
- Reenactment of Mormon Battalion March
- Temecula Special Games
- 4th of July Parade

- Temecula Valley International Jazz Festival
- Run for Fitness
- Temecula Gospel Fest
- Heritage Week
- Winery Events

Lake Elsinore

- Lake Elsinore Grand Prix
- Unity in the Community Parade
- Winterfest
- Oktoberfest
- Frontier Days
- Lake Elsinore Storm events
- Jet Ski Races National Tour
- Lucas Oil Off Road Racing

Perris

- Fall Fling
- Annual Rods and Rails Classic Car & Motorcycle Show
- Annual Tommy Thomas Kids Fishing Derby
- Winter BBQ and games
- Black History Month Parade
- Snow Day
- Annual Christmas Parade
- Veterans Day Parade
- Harvest Festival and Marionette Show

Civil Society Organizations

Civil society refers to the sphere of voluntary associations and informal networks of a community in which individuals and groups participate. Faith-based and neighborhood organizations, cooperatives, charities, unions, clubs, and social movements are all components of a strong civil society.

The Menifee Valley Chamber of Commerce is one of Menifee's strongest civil society organizations. In addition to supporting and promoting local business enterprise the Chamber also hosts Menifee's annual TGIF Golf Tournament, Annual Awards Gala SummerFest, monthly mixers, and the Honorary Mayor's contest.

Several national clubs are represented in Menifee: the Kiwanis Club of Sun City-Menifee, the Menifee Valley Lodge No. 289 for Free and Accepted Masons, the Sun City-Menifee Rotary Club, and the Menifee Valley Lions Club all meet regularly. In 2009 the Sun City-Menifee Rotary Club hosted the first annual Mayor's Ball and Menifee Motor Madness, a hot rod show, among other events.

Based on information collected by GuideStar, a database of nonprofit organizations, there are approximately 61 nonprofits registered in Menifee, including sporting leagues, woman's groups, and faith-based organizations. Based on 2009 population figures and GuideStar's database, there are approximately 0.95 nonprofits in Menifee per 1,000 residents; the region has a significantly higher average of 3.4 nonprofits per 1,000 residents.

Informal civil society organizations for Menifee residents are also facilitated by the digital world, with Menifee residents meeting together in online groups, chat rooms, and blogs. For example, the online networking site Facebook lists approximately eight Menifee-specific groups.



First Birthday Celebration, 2009



Mayor's Ball, hosted by the Rotary Club



Menifee Valley Chamber ribbon cutting ceremony



Voter Registration and Voting Rates

In 2009, Menifee had 32,839 registered voters, approximately 67% of the total eligible population. In Menifee, 46% of registered voters identified themselves as Republican and 33% identified themselves as Democrat.

In the latest Menifee municipal election on June 3, 2008, there were 30,854 registered voters and 12,066 ballots cast. This is 39% of registered voters and 25% of the total eligible Menifee population.

Library Branches and Holdings

Menifee residents rely on the 35-branch Riverside County Library System for access to books, periodicals, and other materials. There are three Riverside County Library branches in Menifee (Romoland, Sun City, and Paloma Valley), and several more branches nearby (including Canyon Lake, Perris, and Murrieta).



New Sun City library branch under construction in Menifee, 2009

Homelessness

Potential social problems, like homelessness, may result from a range of factors that generally foster individual instability and societal disorganization. To prevent and combat social problems and continue to build social capital, governments and private organizations provide local communities with a variety of resources and service programs.

Homeless persons and families are those who lack a fixed and adequate residence. The homeless typically have a primary nighttime residence in a refuge not designed for human habitation or in a supervised temporary living environment such as an emergency shelter, welfare hotel, or transitional housing facility for those with special needs (drug and alcohol rehabilitation, mental health treatment, childcare, etc.). There are no shelters or other services available for homeless persons or families in Menifee; the closest are in Perris and Lake Elsinore.

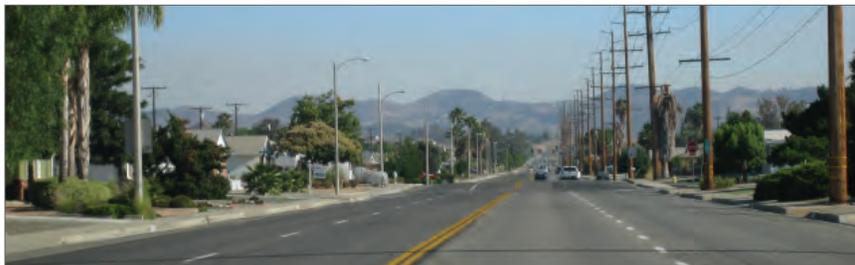
In 2009 community volunteers from throughout Riverside County set out to determine how many homeless people there are in Riverside County on any given day. Count findings revealed that 2,043 homeless individuals were unsheltered and 1,323 were sheltered, for a total homeless population for the county of 3,366 individuals. Looking specifically at Menifee, the count documented the location of homeless persons and identified 29 living in the communities that make up Menifee (2 in Menifee, 0 in Quail Valley, 0 in Romoland, and 27 in Sun City). While the current number of homeless persons in Menifee may not financially warrant a shelter, unstable economic conditions may increase the number of persons without a fixed residence, and should be taken into consideration in the General Plan Housing Element.



EXISTING LAND USE AND THE BUILT ENVIRONMENT

The built environment provides the setting for human activity—it makes up the places where residents live, work, play, and learn. It consists of buildings, roads, fixtures, parks, and all other infrastructure that forms the physical character of a community.

Residential and nonresidential development, mobility, public facilities, and overall community design all contribute to Menifee’s well-planned built environment. Together, they create a place that fosters a shared sense of community.

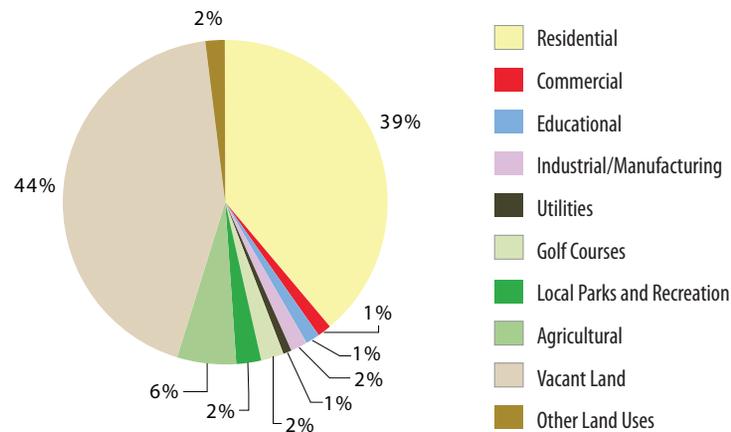


EXISTING LAND USE

At 29,818 acres, Menifee is Riverside County’s fourth largest city in land area, behind Palm Springs, Riverside and Moreno Valley. Residential uses occupy nearly 40% of the land within the current City boundaries, accounting for 10,150 acres. The majority of the remaining land, approximately 44%, is vacant, with another 6% used for agricultural purposes. Commercial, educational, industrial/manufacturing, utilities, golf courses, and local parks and recreation uses each account for 1%–2% of the City’s total acreage. All other uses combined only account for 2% of the total.

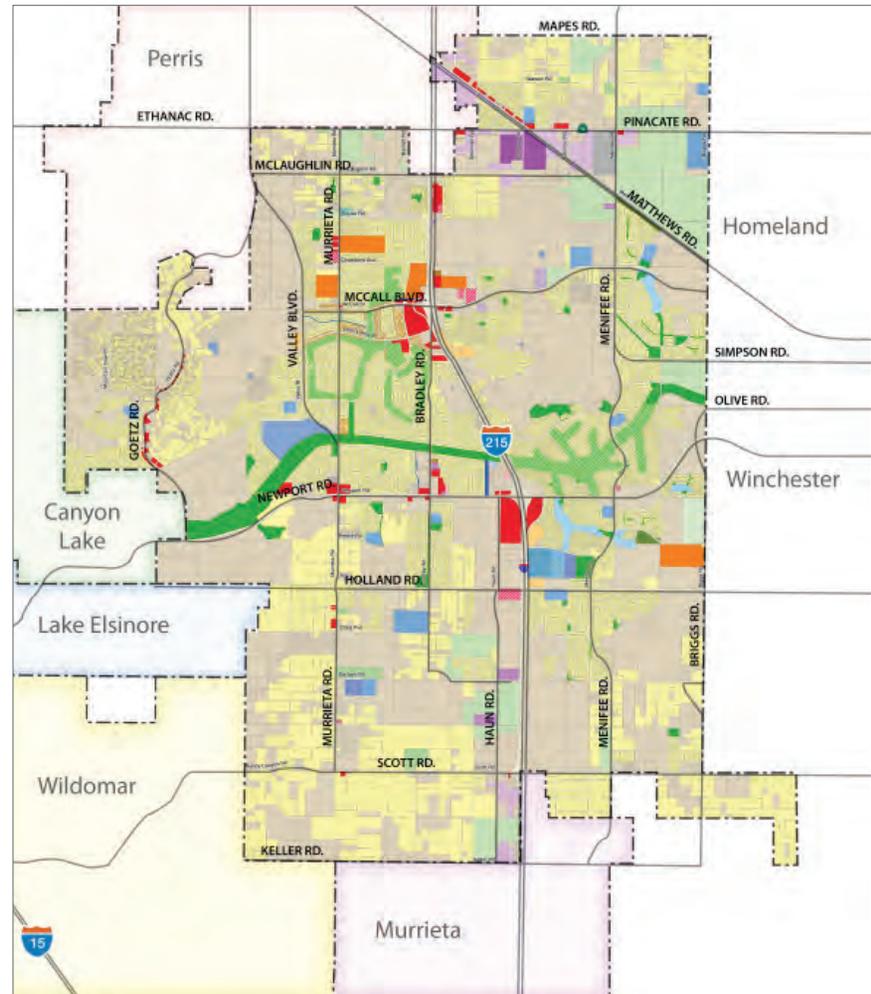
Map 2 displays a full inventory of Menifee’s existing land uses. While the map displays all of the different land uses in Menifee, it is used in this profile to demonstrate the abundance of residential development (shown in yellow) and vacant land (shown in tan) throughout all areas of the community.

Figure 10. Existing Land Use Distribution, Menifee, 2009



Source: The Planning Center, 2009.

Map 2. Existing Land Use Map, Menifee, 2009



Source: The Planning Center, 2009

Future Sphere of Influence

Land use planning does not necessarily stop at a City's boundaries. A City's sphere of influence (SOI) addresses unincorporated lands adjacent to city boundaries that are defined by the Riverside County Local Agency Formation Commission (LAFCO) as areas likely to be serviced or annexed by the City some time in the future. Cities do not have regulatory control over these lands, but they do have the authority to designate their preferences for land use planning in the County areas should the properties be annexed to the City sometime in the future. Since the City of Menifee is a newly incorporated City, its SOI boundary is contiguous with the City boundary.

Over time, the City of Menifee may engage in discussions with LAFCO and adjacent unincorporated areas that could ultimately lead to a future revision of the City's current SOI boundaries. The majority of land west and south of the City is located within the jurisdictional boundaries of adjacent cities. Therefore, if Menifee's SOI were to expand sometime in the future, it would likely include land east of the city toward Highway 79, or properties to the north such as the Romoland/Homeland area.

In anticipation that the unincorporated properties to the east may be included in the City's SOI at some point in the future, the land will be included as part of the General Plan Planning Area boundary. Together, the incorporated area of the City and adjacent unincorporated lands create the City's Planning Area for the General Plan. The unincorporated portion of the Planning Area delineates areas where it is anticipated that the SOI could eventually extend to over time, and where further coordination with LAFCO, property owners, and the County will be needed in the future.

It should be noted that the City Council does not desire to make any land use changes in the unincorporated County areas included in the Planning Area boundaries (Winchester and adjacent communities) at this time. Properties

within the Planning Area will provide the context for land use strategies developed for properties within Menifee along the city edge until such time that the City's current SOI is amended by LAFCO. Applications to amend the City's existing SOI will require appropriate California Environmental Quality Act (CEQA) review and a General Plan Amendment to update the Land Use Plan.

Undeveloped Land

Nearly half of Menifee's land (44%) is currently vacant. However, a significant amount of this land is already entitled under an approved specific plan (see next page), is in hilly areas with steep slopes, or is south of Garbani Road, a traditionally rural residential community. A large cluster of vacant land is in the northwest area along the Menifee/Perris border or between McCall Boulevard and McLaughlin Road, east of I-215.

Analysis of uses planned for vacant parcels is particularly important as it relates to the balancing of the City's rural lifestyle and future development needs. The City's large vacant areas give the impression that Menifee has unlimited opportunities for future growth, but in reality, much of that land has already been planned for development.

Key General Plan Consideration:

At the City's First Birthday Celebration, residents expressed a desire to maintain Menifee's rural roots, while also creating new development opportunities in the City. One of the primary ways to maintain Menifee's valued rural character would be to concentrate new and infill development in underutilized properties to help conserve natural resources and concentrate any future development in more urbanized areas, especially areas along I-215.

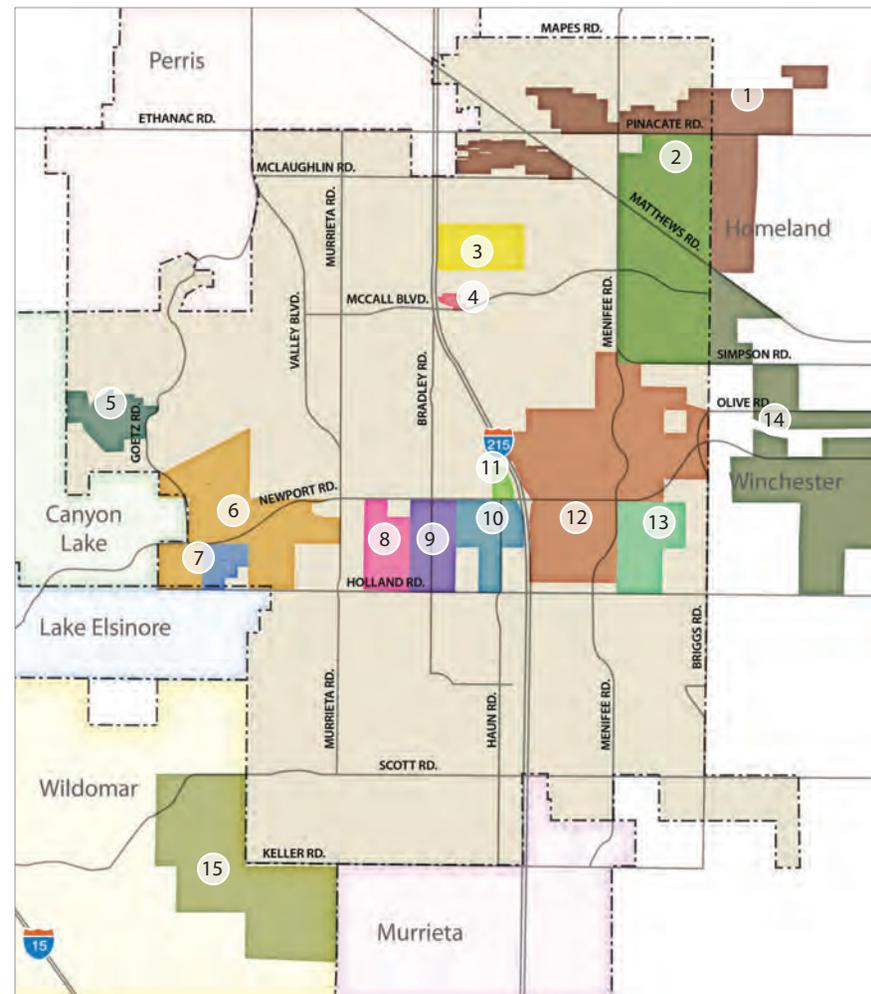
Specific Plans

Fifteen Specific Plans are within Menifee or immediately adjacent to the City's borders. The majority of the plans run along the eastern boundary of the City and along Newport Road. Specific Plans are typically designed to create a bridge between a City's General Plan and a specific development proposal. While a General Plan examines an entire city or county, a Specific Plan concentrates on the individual development issues of a particular project or region, and provides customized direction for the project that is unique to the individual development and that is different than what would ordinarily be permitted by the traditional zoning ordinance. Customized road widths and parkway design, land use densities and intensities, landscape concepts, and amenities programs are all examples of areas that may receive special regulatory or design guidance in a Specific Plan.

Thirteen Specific Plans have been adopted for properties within the City boundaries. They comprise approximately 7,200 acres of land and are predominantly located in the area between Newport Boulevard and Holland Road. Of the thirteen plans, the Canyon Heights, Cal Neva and Menifee Lakes Specific Plans are almost completely built out, and the Menifee Valley Ranch Specific Plan has been partially developed with new residential uses in the Heritage Lakes community. The remaining Specific Plans and their associated land use plans have been approved, but have not yet been developed.

- | | |
|-------------------------------|--|
| 1. Menifee North | 9. Cal Neva |
| 2. Menifee Valley Ranch | 10. Countryside |
| 3. Fleming Ranch (in process) | 11. Newport Hub |
| 4. Plaza del Sol | 12. Menifee Village |
| 5. Canyon Heights | 13. Menifee East |
| 6. Audie Murphy Ranch | <i>Specific Plans in Adjacent Areas:</i> |
| 7. Canyon Cove | 14. Winchester Hills |
| 8. Newport Estates | 15. The Farm |

Map 3. Specific Plans in and around Menifee, 2009



Source: The Planning Center, 2009



Redevelopment Project Areas and Special Districts

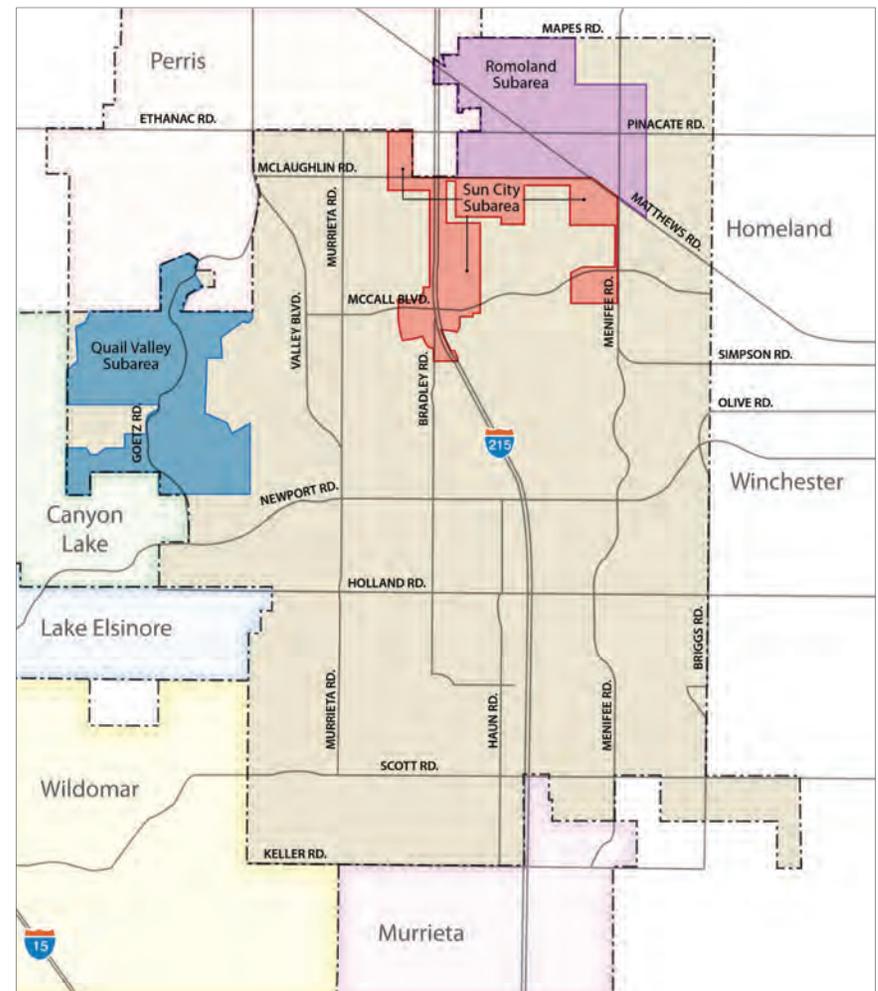
Menifee, through the Redevelopment Agency for the County of Riverside, has one redevelopment project area, the I-215 Corridor Redevelopment Project Area which has three subareas: Quail Valley, Sun City (along I-215 and McLaughlin Road), and Romoland (north of McLaughlin Road and west of Cumming Avenue). These three subareas are identified on Map 4. It is anticipated that the Redevelopment Project Areas may be annexed into the City in the near future.

County Service Areas & Landscape and Lighting Maintenance Districts

The City has several County Service Areas (CSAs) and Landscape and Lighting Maintenance Districts (L&LMDs), which are special assessment districts. CSAs can provide extended services such as sheriff protection, fire protection, local park maintenance services, water and sewer services, ambulance services, streetlight energy services, landscape services, and street sweeping to unincorporated areas of the County. For example, CSA 145 provides park maintenance and recreation services to the Sun City area, among other things.

ValleyWide Recreation operates three Park and Landscape Maintenance Districts in Menifee: Menifee North, Menifee South, and Wheatfield. Additionally, the City is in the process of annexing L&LMD No. 89-1 (Location 52, Zone 3) from the County of Riverside (18 parcels located at Valley Boulevard and Ridgemoor Road). L&LMDs finance the installation, maintenance, and servicing of landscaping, bioswales, trails, fencing, traffic signals, graffiti removal, and streetlights.

Map 4. Redevelopment Subareas, Menifee, 2009



Source: The Planning Center, 2009, using data from the Redevelopment Agency for the County of Riverside

COMMUNITY DESIGN

A community's identity is often defined by design features such as entryways, corridors, nodes and streetscapes. Since Menifee is comprised of a collection of independently established communities, these community design features become particularly important in distinguishing one neighborhood from another while creating a cohesive image for the City.

For example, the I-215 serves as a significant gateway into the City. However, there are no significant landmark features such as landscaping, monument signage, or iconic buildings along the freeway that visually signify to passersby that they have entered Menifee. As Menifee continues to create a vision for the community, community design features will play a prominent role in the future development of new projects and streetscape improvement plans.

Corridors

The City is comprised of several vital corridors, including: the Scenic I-215 Corridor, which links Menifee to northern Riverside and San Diego Counties; Ethanac Corridor, which provides the primary east-west access to Highway 79; Newport Road, which is located at the ceremonial heart of the City and serves as a focal point of activity in the community; and Scott Road, which provides additional access to Highway 79. The General Plan should evaluate opportunities to refine existing land uses in these corridors and confirm that the development objectives in these critical areas respond to the community's future needs and economic sustainability

Neighborhood Identification

The City of Menifee is well defined by both its natural and built environments. At the neighborhood level, unique design techniques like gateway signage and landscaping are used to identify different residential communities, especially in the Sun City area and east of I-215 along McCall Boulevard.

Key General Plan Consideration:

One of the City's biggest challenges will be to develop ways to maintain the distinct community identities of unique neighborhoods that have traditionally operated independent of one another, while undertaking efforts that establish Menifee as a unified community in the Inland Empire. Measures to implement unique and thoughtful design practices, including distinctive landscaped medians and citywide signage programs, should be included in the Community Design Element of the General Plan.



Examples of distinctive neighborhood identification signage



HOUSING

Housing characteristics—types of housing, tenancy, vacancy rates, affordability, and new construction—affect those who live in Menifee now and, in part, determine who will be able to afford adequate housing here in the future.

Housing Type

A review of assessing records indicates that, over the past 20 years, the City of Menifee has grown by 19,904 new housing units of all types. This is an annual growth rate of 5.8%. Single-family detached housing has accounted for 81.8% of all housing growth.

As of the beginning of 2009, single-family detached housing constituted a fairly large 80.6% of all housing. In contrast, in the other cities of the region, it provided 76.4% of all housing, and the rate throughout Riverside County was 66.7%. Mobile homes were less common in the other cities, 4.9% of housing, and in the County, 12.2%. Multi-family housing, however, is much less common in Menifee, representing only 6.2% of housing units. In the other cities, multi-family provided 18.7% and in the county, 22.2% of all housing units.

Table 4. Change in Housing by Type, City of Menifee Boundaries, 1988–2009

	1988		2009		Increase 1988 to 2009
	Number	Portion of Total	Number	Portion of Total	
Single-family Detached	7,393	78.1%	23,684	80.6%	16,291
All Multifamily	877	9.3%	1,824	6.2%	947
Mobile Homes	1,193	12.6%	3,859	13.1%	2,666
Total	9,463		29,367		19,904

Source: The Planning Center, 2009, using data from the Riverside County Assessor (1988) and CA Department of Finance (2009)

Key General Plan Consideration:

If present trends continue over the next 20 years, Menifee could grow by 30,684 new housing units through 2030, an annual growth rate of 2.3%. Single-family housing would continue to dominate housing construction, accounting for 88% of all housing in 2030.

As the City prepares its General Plan, it will have to consider the appropriate mix of housing for Menifee. The community will have to question whether the predominance of single-family detached housing is sustainable with coming demographic changes and whether continuing the trends in housing construction would provide the balance to achieve community goals.



Single-family detached homes in Canyon Heights

Year Built

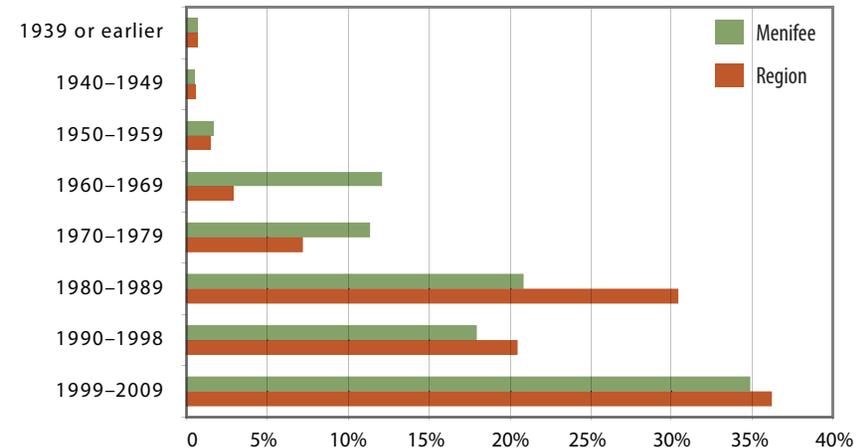
Well-maintained housing is a critical part of safe and healthy neighborhoods. Housing conditions also influence property values and the City’s image. Homes generally begin to show age after 30 years and can require more significant maintenance and even extensive rehabilitation. Generally, homes built 50 or more years ago (unless well maintained) are more likely to require substantial repairs to meet current building codes. Homes built in Menifee in the last 30 years, for example those built in areas such as in Heritage and Menifee Lakes, are in good condition with minimal near term repair or maintenance required.

The housing stock for Menifee has a proportionally equal number of homes (2–3%) over 50 years old (built before 1960) as compared to the County. A substantially larger proportion of Menifee’s housing stock was built during the 1960s and 70s compared to the region; 25% of Menifee homes were built from 1960–1979 compared to 10% of the region’s.

In Sun City, which contains a large number of homes built over 50 years ago, frequent homeowner turnover is common, due in part to the age of the residents living there (predominantly 55 years of age and older). Homeowner turnover coupled with aging residential units creates inconsistent upkeep of the units in the area, more so than in newer areas of the City.

In areas of the City such as Quail Valley and Romoland, housing was constructed on substandard lot sizes. These areas experience some of the most significant challenges as it comes to preservation of housing stock, since they lack adequate infrastructure and because general upkeep of homes is more sporadic than in other areas of the City. These areas may benefit from the implementation of Neighborhood Improvement Programs to prevent further deterioration of the City’s housing stock.

Figure 11. Housing Stock Age in Menifee and the Region, 2009



Source: Claritas, 2009



Tenure

Tenure refers to whether a household owns or rents its current home. Ample homeownership and rental opportunities allow people of all incomes, household sizes, and preferences to have housing type and location choices. In 2009, owners accounted for 82% of Menifee households and renters 18%. In the surrounding cities, 74% of units were owner occupied and renters made up 26%.

Residential Vacancy Rates

The housing vacancy rate measures how the supply of available housing meets the demand for different types of housing. Housing policy analyses usually consider vacancy rates of 5% to 6% for rental units and 1.5% to 2% for ownership housing as reasonable. Menifee’s housing vacancy rate is slightly higher compared to surrounding cities (8% and 6%, respectively). Menifee’s housing vacancy rates are higher than desired because of the economic downturn and increase in foreclosures. These factors have resulted in lower rents and prices for housing.



Triplex unit for rent in Sun City

Housing Costs and Affordability

In 2009 the average rent for a 2-bed/2-bath apartment was \$1,106 per month. In order to afford this rent an individual or family would need to earn approximately \$44,000 per year. In 2008 and 2009 there were 4,040 homes sales in Menifee—777 were new home sales and the balance, 3,263, were resales. To afford an average single-family home (\$216,000) would require a yearly income of approximately \$70,000. Home prices in Menifee vary throughout the City, with estate properties south of Garbani and new construction homes east of I-215 commanding the highest values. To purchase one of Menifee’s new homes in a private residential association (average price \$315,000) would require an income of approximately \$100,000. In addition to apartments, more affordable housing options may include smaller-lot single-family homes, condos, or mobile/manufactured homes. Affordable choices are especially important for young adults and seniors, who often live on low or limited incomes.

Table 5. Rental Rates and Home Sales Prices, Menifee, 2008–2009

Apartment Code	1 Bed / 1 Bath	2 Bed / 1 Bath	2 Bed / 2 Bath	3 Bed / 2 Bath
A	\$614	-	-	-
B	\$649	-	\$809	\$879
C	-	\$870	\$1,000	-
D	\$1,018	-	\$1,295	-
E	\$1,010	-	\$1,250	\$1,535
F	\$935	-	\$1,178	-
Average Rent	\$845	\$870	\$1,106	\$1,207
Home Type	Number of Sales 2008-2009	New Sales Price	Resale Price	Average Price
Condominium	61	-	\$100,000	\$100,000
Mobile/Manufactured Home	27	\$195,000	\$200,000	\$201,000
Single Family Home	3,778	\$315,000	\$198,000	\$216,000

Source: The Planning Center, 2009. Home sales information from DataQuick.

MOBILITY

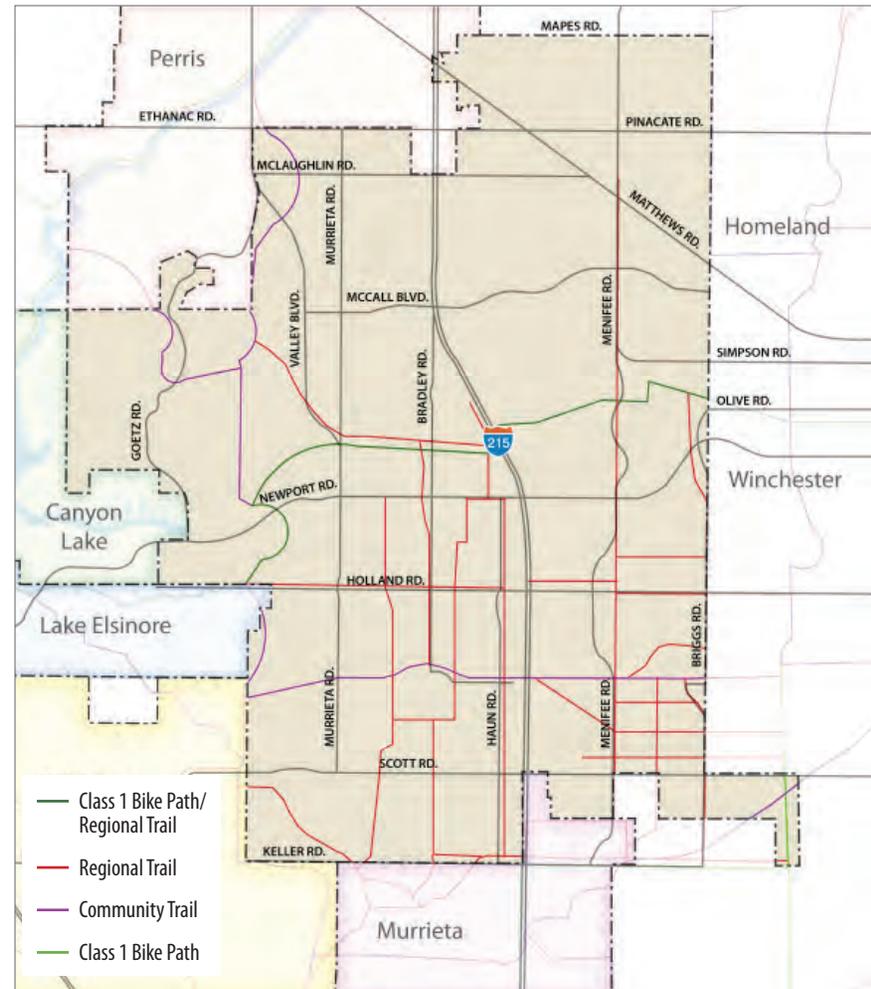
The availability and affordability of transportation options shape not only the way people navigate the physical environment, but also the environment itself. Encouraging alternative modes of transportation can yield positive impacts to individual physical health, reduce environmental impacts, and increase social connectivity.

Pedestrian, Bicycle, and Golf Cart Circulation

Access to pedestrian and/or bicycle trails in Menifee varies throughout the City. Bike paths and regional trails for Menifee have been planned for in the Sun City-Menifee Area Plan for the Riverside County Integrated Project (RCIP). Menifee has one Class 1 Bike Park/Regional Trail that runs along Salt Creek from Lake Elsinore, through Sun City and Menifee Lakes to Hemet. A system of regional and community trails work to link together Menifee south of Newport Road. No bike paths or trails are currently identified for Quail Valley, Romoland, or most areas north of Salt Creek; however, they could be incorporated in the City's new General Plan efforts if the demand for new trails is present.

Some streets in the Sun City area are designed for golf cart use through striping or signage. Striped golf cart lanes, like those on Bradley Road from Cherry Hills Boulevard to Potomac Drive, provide a clear and safe way for Sun City residents to access major community destinations (i.e., the golf course and Sun City shopping center) without the use of a private vehicle. Other streets have signage allowing for golf cart use but do not have designated lanes. Currently, there is no golf cart or neighborhood electrical vehicle (NEV) circulation plan for the City of Menifee; however, one may be developed as part of the General Plan as an alternative to existing transportation options and routes.

Map 5. Pedestrian and Bicycle Trails, Menifee, 2009



Source: The Planning Center, 2009, using data from RCIP



Transit

The Riverside Transit Agency (RTA) currently provides four tiers of fixed route services to the urban and rural areas of Western Riverside County. One local route (61), three rural routes (27, 40, and 74), and two commuter routes (208 and 212) serve Menifee residents. No base routes, the “backbone” of RTA’s transit system, traverse through Menifee.

In a 2007 report RTA found deficiencies in nearly all of the routes serving Menifee. Routes 40, 61, 74, and 208 had very low ridership and route 61 did not operate at a standard local route frequency. RTA classified routes 61 and 74 as having major deficiencies and routes 27 and 208 as having minor deficiencies. Additionally, RTA identified urban areas within their coverage zone that do not have a bus stop within walking distance (1,500 feet). These areas include the Sun City-McCall corridor east of Menifee Valley Medical Center and Quail Valley.

Table 6. Riverside Transit Agency Routes, Menifee, 2009

Route	Destinations	Service Tier	Frequency	Passengers Per Hour
Route 27	Hemet-Riverside	Rural	60 minutes	16
Route 40	Lake Elsinore-Menifee	Rural	60 minutes	7
Route 61	Sun City	Local	40 minutes	3
Route 74	Perris-Hemet	Rural	80 minutes	8
Route 208	Temecula-Riverside Metro	Commuter	36 minutes	5
Route 212	Riverside-Hemet	Commuter	N/A	N/A

Source: Riverside Transit Agency, 2009.

Metrolink

In 2007, a study was conducted of the Ethanac Corridor east of I-215. The purpose of the study was to evaluate the existing land uses adjacent to the corridor and make recommendations for future land use changes or aesthetic enhancements in the area that would serve as a guiding vision for future development. The study identified the potential for a transit-oriented development (TOD) in the Romoland area, adjacent to the Riverside County Transportation Commission (Atchison, Topeka and Santa Fe) railroads. The study indicated that if the market feasibility of industrial uses continued to decline in future years, that the opportunity may arise to redesignate some of the land uses in the area to allow for a TOD and possibly a new Metrolink Station.

General Plan Consideration

As the City moves forward with the General Plan, the uses in this area will warrant a closer look to respond to the community’s concerns about the rising cost of fuel (which affects vehicular travel), an overall interest in increased transit options for the City, proximity to Metrolink stops planned in neighboring communities, and preservation of jobs-generating land uses that are essential to a fiscally sustainable City.

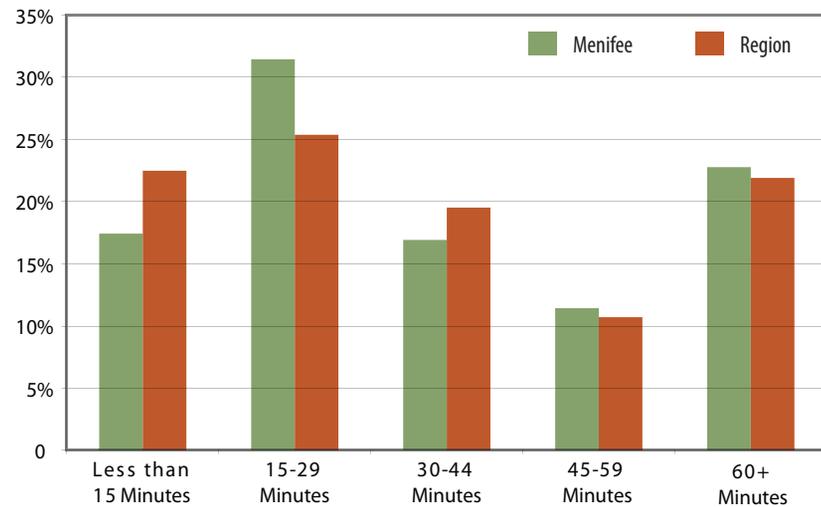
Transit Opportunities for Seniors

Access to public transportation is especially important for Menifee’s seniors. Senior residents tend to rely heavily on transit because of fixed incomes, health reasons, and dependable services. Menifee should work with RTA and Metrolink to develop strategies to maximize service for all community residents as the City continues to grow.

Commute Times

Travel time to work affects quality of life; long commutes detract from the time one can spend with family and friends, and can be an unproductive time, especially for those commuting by single-occupancy vehicle. In 2009, most Menifee residents not working from home commuted between 15 and 29 minutes to work. Approximately 17% of employed Menifee residents traveled less than 15 minutes to work and 23% traveled 60 or more minutes to work. Regional residents are more likely to have very short (less than 15 minute) commute times than Menifee residents, while roughly equal proportions of Menifee and region residents travel more than 45 minutes to get to work.

Figure 12. Time to Work for Menifee and Region Residents, 2009



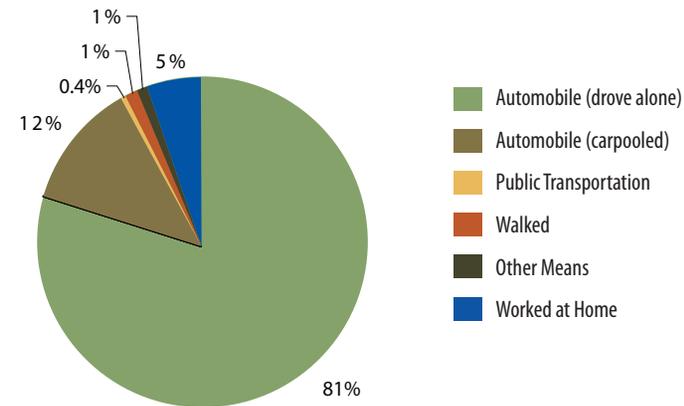
Source: Claritas, 2009

Means of Transportation to Work

Ninety-three percent of all working Menifee residents travel from home to work by automobile (compared to 85% statewide), of which 12% traveled in a carpool of two or more people. Walking, bicycling, and other modes account for only 2% of the total work trips by Menifee residents (compared to 9% statewide), while 5% of people work from home. Less than 1% of Menifee residents (82 persons) used public transportation to get to work.

Given the large percentage of residents who drive to work alone, it is not surprising that Menifee residents own 40,548 vehicles (about 0.63 vehicles per person).

Figure 13. Means of Transportation to Work for Menifee Residents, 2009



Source: Claritas, 2009



State Highways

Menifee is bisected by California Interstate 215, which runs north–south through the City. Known as the Escondido Freeway, I-215 travels north to join SR-60 in Moreno Valley and travels south to meet I-15 in Murrieta. Interchanges are at SR-74, Ethanac Road, McCall Boulevard, Newport Road, and Scott Road. State Route 74 travels east–west through the community of Romoland before it merges with I-215 for three miles (northward) before splitting in Perris.

Airports

The Ontario International Airport, about 44 miles to the northwest, connects with all major airports and has direct service to many North American cities. In addition, there are several major air freight carriers at Ontario. Passenger service is also available at the Palm Springs Airport. Riverside Municipal Airport, approximately 35 miles to the northwest, has several operators and general aviation services.

Four smaller airports also operate in Menifee’s vicinity. Perris Valley Airport is a privately owned and operated airport open to public use. The airport has one runway and is used for general aviation and extensive skydiving. A skydiving drop zone operates at the airport, and skydivers land about 50 feet from the runway. The nearby county-owned Hemet-Ryan Airport has a 4,300-foot runway and also has general aviation facilities. French Valley Airport is a county-owned public-use airport on Highway 79 in Murrieta. French Valley Airport has one asphalt-paved runway. Finally, Skylark Field Airport in Lake Elsinore is a private airport with 3 runways and is used for general aviation and skydiving activities.

COMMUNITY FACILITIES

Quality public facilities provide Menifee residents with a variety of opportunities and amenities. A city's cultural, educational, and recreational facilities, coupled with notable community design elements, are the foundation for a strong built environment.

Cultural Facilities

Although Menifee's central location in the region provides its residents easy access to a variety of amenities in other cities, Menifee itself has a limited number of cultural facilities.

The Bouris Antique Farm Equipment Museum, located on a ranch west of I-215 between Clinton Keith and Scott Roads, displays a collection of restored farm equipment. Even the ranch is a piece of history; wheat, sugar beets, safflower and other crops were cultivated on the farm from 1920 through 2007 and a family home on the property, built in 1888, is believed to be the oldest in Menifee (*The Californian*, 9/14/08). The museum is available to tour by appointment, and generally hosts groups once or twice a week.



Bouris Antique Farm Equipment Museum

The Motte's Romola Farms barn, a longtime landmark on Highway 74, is currently being converted into a museum that will showcase the history of the pioneer families who first settled the Perris Valley and document the area's agricultural roots.

Menifee's major park and recreation facilities (i.e., Heritage Park and Wheatfield Park) act as de facto cultural facilities for the community. In addition, due to the limited number of citywide community facilities, many private community associations such as Menifee Lakes and Heritage Lakes have developed club houses or other elements that can serve as central gathering facilities for their residents.

Key General Plan Consideration:

Currently, Menifee residents must drive to Temecula for entertainment experiences like going to the movies, dining out, or simply gathering with friends in areas with daytime and evening activities. Menifee has the opportunity to create gathering spaces and activity centers, specifically in the heart of the community (near Newport Road and I-215).



Motte's Romola Farms

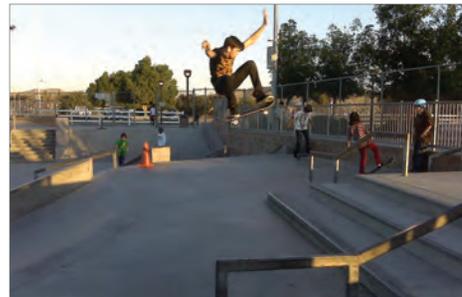


Regional Recreation Facilities

The region offers a wide variety of recreational and cultural opportunities for residents and visitors. Within the region are forested mountains, lakes, rivers, and desert areas that provide diverse year-round sports and recreation. Community parks and playgrounds also offer many areas for baseball, soccer, football, and other field sports. For the more adventurous, skydiving, hang gliding, hot air ballooning, and motocross riding are also available. The 640-acre Kabian Park, located just north of Quail Valley, provides 1 acre of developed park space and another 639 acres of hiking and equestrian trails.



Perris Raceway



Skate Park, Moreno Valley



Lake Perris Recreation Area



Lake Elsinore

Moreno Valley

- Equestrian trails
- Dog park
- Joint-use of school aquatic facilities
- New movie theater
- Stake park
- Historic downtown

Murrieta

- California Oaks Sports Park (basketball, soccer, baseball, aquatics, tennis, volleyball)
- Community center with multipurpose rooms, kitchen, and theatrical stage
- Movie theater
- Historic downtown

Temecula

- Ronald Reagan Sports Park (roller hockey, baseball/softball fields, soccer, volleyball)
- Skate park
- Community recreation center (pool, amphitheater, game room, indoor basketball)
- Duck pond with sculptures
- Movie theater
- Old Town Community Theater
- Temecula Museum
- Pennypickles Children's Museum

Lake Elsinore

- Skate park
- Cultural center (room rentals, museum and research library)
- Lake Community Center (gym for indoor sports)
- Senior Activity Center (computer lab, billiard room, multipurpose room)
- Joint-use aquatic facilities
- Diamond Stadium
- Main Street Museum
- Youth opportunity center
- Lake Elsinore
- Lucas Oil Motorsports Complex

Perris

- Skate Park
- Lake Perris Recreation Area (boating, swimming, camping, horseback riding, fishing, hiking, rock climbing, sailing)
- Lake Perris Fairgrounds
- Foss Field Park (tennis, volleyball, basketball, baseball, community center, gym)
- Bob Glass Gym (basketball, theatrical stage)
- Orange Empire Railway Museum
- Movie theaters
- Perris Raceway

Educational Facilities

Menifee is served by three school districts: Menifee Union School District (MUSD), Romoland School District, and Perris Union High School district. MUSD has one preschool, nine elementary schools, and three middle schools. MUSD serves three communities: Menifee, Winchester, and a small area of Murrieta. Winchester residents send their children to Southshore Elementary and Bell Mountain Middle School, and Murrieta residents served by MUSD send their children to Oak Meadows Elementary and Bell Mountain Middle School. The district encompasses 50 square miles and had 8,759 students in 2007.

Romoland School District has three elementary schools and one middle school, all located within the City of Menifee since incorporation. Romoland School District encompasses 32 square miles and had 2,485 students in 2007.

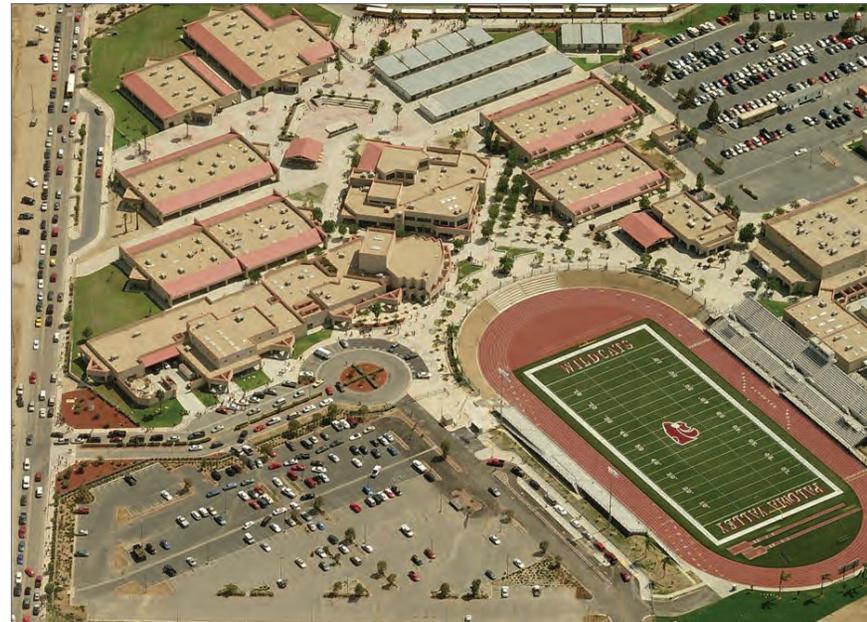
Perris Union High School has two high schools in the City of Menifee, Paloma Valley High and Heritage High, to serve Menifee residents. In 2007, Paloma Valley High had 3,434 students. School facilities are situated on 56.5 acres and cover 233,630 square feet. Facilities were built in 1995 and include a media center, theater, gym, outside amphitheater, 97 permanent classrooms and 26 portable classrooms. A new two-story wing with 20 classrooms is under construction. Heritage High, which opened for the 2007–2008 school year, had 1,080 students. The campus consists of 85 classrooms, a 1,600-seat double-wide gymnasium, a 500-seat theater, a 4,500-seat football stadium, 2 baseball fields, and 3 softball fields. An Agricultural Science Farm sits on 2.5 acres. Heritage has 5 fully equipped computer labs with 35 stations in each lab.



Menifee Elementary School



Bell Mountain Middle School



Paloma Valley High School



Parks and Recreational Open Space

The Menifee community offers a variety of parks and open space to its residents and visitors. These parks vary from small pocket parks to neighborhood and school parks to larger area and regional parks. Menifee has 20 park facilities with a broad range of activities. There are approximately 95 acres of park space in Menifee. Valley Wide Recreation and Parks administers Menifee's parks east of I-215 while Riverside County Economic Development Agency, County Service Area #145 administers the parks west of I-215 on behalf of the City.

Active Recreation Facilities

The largest active recreation facility is the Menifee Recreation Center/Wheatfield Park located at the southwest corner of Menifee and La Piedra Roads. The Rec Center and park provide a gymnasium, baseball fields, basketball, tennis and volleyball courts, horseshoe pits, and a picnic area. Overall, sixteen of Menifee's parks have playground facilities and 14 parks have sports fields/courts.

A new 25,000-square-foot community center is currently under construction in northern Menifee. The \$16-million project on Briggs Road will include a child-care center, gymnasium, multipurpose rooms, kitchen, snack bar, park with two lighted baseball fields, a tot lot, and picnic shelters.

Passive Recreation Facilities

The City's passive recreational facilities offer space for relaxing outdoor activities. Some of Menifee's 20 parks are designed especially for passive recreation activities. Desert Green Park, Pepita Square Park, and Richmond Park are three spaces in the City devoted entirely to passive recreation. Aldergate Park and E. L. Pete Peterson Park also have off-leash dog parks.



La Ladera Park



Richmond Park



Wheatfield Park



THE NATURAL ENVIRONMENT

The natural environment plays a critical role in sustaining a desirable and livable community as cities throughout the region face the increasing demands of population and economic growth. Open space, groundwater, farmland, and other systems serve as essential infrastructure. The health of these natural systems, often besieged by the process of urbanization, indicates the importance cities place on the provision of basic services—clean air, available potable water, and on-demand electricity.

This section describes Menifee and the surrounding area’s natural resources and how the City manages these resources, which contribute to the health and wellness of its citizens.



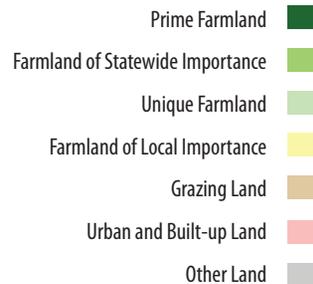
NATURAL RESOURCES

The following sections provide a snapshot of the city's natural land resources. This includes farmland, wildlife habitat, viewsheds, access to regional recreation, water, air, waste, and energy.

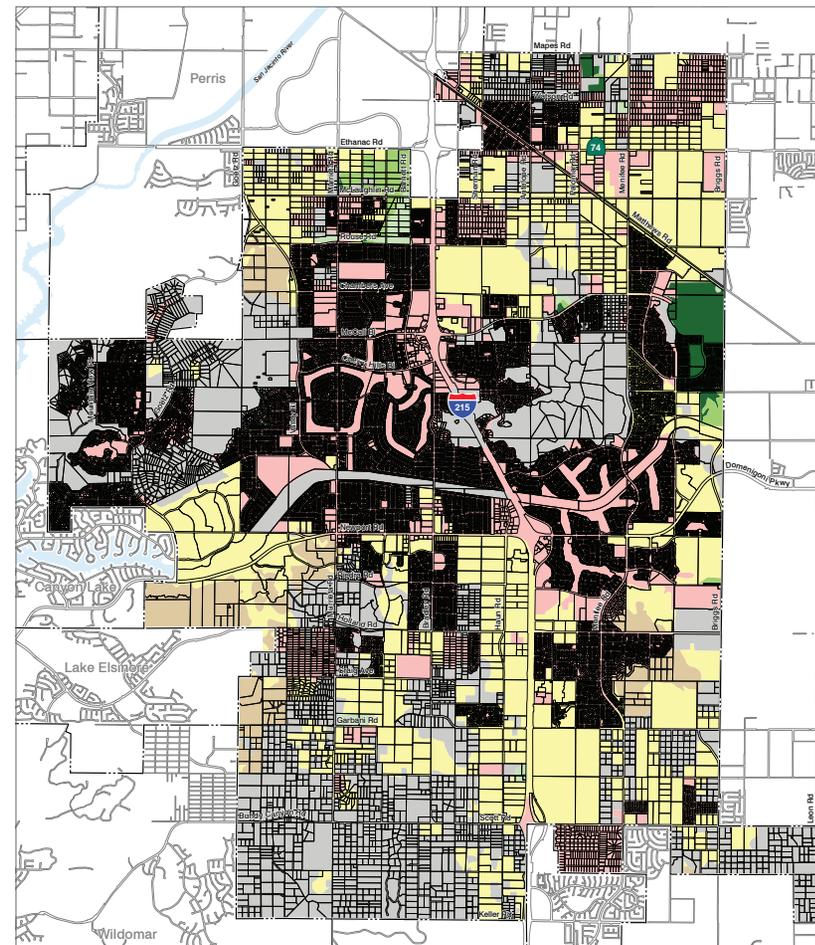
Farmland

As of 2008, the City of Menifee contained 429 acres of Prime Farmland, 242 acres of Farmland of Statewide Importance, 150 acre of Unique Farmland, and 8,395 acres of Farmland of Local Importance. Although urban expansion over the past few decades has resulted in loss of farmland within the City limits, some farms remain.

Some of this farmland is conserved through the California Land Conservation Act, known as the Williamson Act. Property owners commit their land to farming for a minimum of 10 years and in return receive tax benefits based on their agricultural production rather than the property's market value. The termination of Williamson Act contracts can be initiated by the property owner or the jurisdiction. In the City there are 77 acres of lands (4 parcels) under Williamson Act contracts, all of which have filed not to renew their contracts upon completion of their 10-year commitment. All parcels went into nonrenewal in 2007, meaning they will be out of contract in 2016.



Map 6. Farmland, Menifee, 2008



Source: California Department of Conservation, 2008



Wildlife Habitat

Wildlife, including threatened or endangered species, may make their homes in urbanized areas, agriculturally productive areas, and open space areas. The main general habitat types commonly encountered within the City of Menifee include grasslands, nonnative grasslands, coastal sage scrub, and wetland/riparian/woodlands. These areas support various native and nonnative wildlife species. Key species found within the City's boundaries include burrowing owl, fairy shrimp, coastal California gnatcatcher, and Quino checkerspot butterfly. In Menifee, impacts to wildlife and habitats are addressed through two regulatory frameworks: the Western Riverside Multiple Species Habitat Conservation Plan (MSHCP) and the California Environmental Quality Act (CEQA). All discretionary actions undertaken by the City, such as approving a grading permit for a new housing subdivision, requires environmental review under the MSHCP and CEQA.

The MSHCP is a habitat conservation plan prepared pursuant to the federal Endangered Species Act (ESA) and the state's Natural Community Conservation Plan (NCCP). The MSHCP was adopted in June 2003, and the federal and state permits were issued in June 2004. The County of Riverside, along with the 16 cities in the western portion of the county, are all participants in the MSHCP, and a member from each jurisdiction sits on the Regional Conservation Authority (RCA) Board. The RCA was created as a joint powers authority, and with incorporation, the City of Menifee is a part of the joint powers authority overseeing the implementation of the MSHCP. Participants also include Caltrans, State Parks, County Flood Control, County Waste Management, Riverside County Transportation Commission, and County Parks.

Future development projects will need to evaluate their impact on Menifee's biological resources and ensure they are in compliance with the MSHCP. Certain design measures, such as protecting certain trees or clustering development away from a riparian corridor, may be utilized to preserve Menifee's wildlife habitat for future generations as the City continues to grow.

Hillsides

Menifee is a community with a dynamic topography; hills and small mountains can be found throughout the City. The steepest slopes and largest cluster of hillsides can be found north of Menifee Lakes, traveling northward across McCall Boulevard. Quail Valley also has a significant number of steep hillsides that influence development patterns in the area. Menifee's two tallest peaks—Quail Hill at 686 feet and Bell Mountain at 563 feet—are important landmarks in the City.

As available land in the more central areas becomes more limited, it will become increasingly important to establish guidance for the protection and thoughtful development of Menifee's hillsides. The intent is to ensure that proposed development is carefully designed to respect the views that residents have identified as one of the City's most valuable assets in addition to the sensitive biological resources that can be found there.



Bell Mountain, Menifee

WATER RESOURCES

The Eastern Municipal Water District (EMWD) provides water service to the City of Menifee. EMWD has three sources of water supply: imported water from the Metropolitan Water District, local groundwater and recycled water. Sources of potable water supply—water that is suitable for all uses, including human consumption—include groundwater from the San Jacinto Watershed, desalination plants and microfiltration plants that filter water from the Colorado River or State Water Project through membranes to remove particulate contaminants to achieve potable water standards. EMWD also has several water supply sources that provide water that may not be suitable for drinking but can be used for agriculture, landscape irrigation, and industrial processes.

Recycled Water

Recycled water is former wastewater that has been treated to remove solids and impurities before it is reused for nonpotable uses. To reduce its consumption of groundwater and maintain a healthy water supply, more than half of EMWD's recycled production is sold to agricultural and irrigation customers. Schools, parks, a cemetery, more than a dozen golf courses, and streetscapes will be using recycled water when planned pipelines are completed.

Desalination

The desalination process taps specially drilled wells in areas where groundwater is too brackish (salty) to use. It removes salts that have accumulated over the years—in some cases, over 100 years—as a result of natural causes and agriculture uses in the region and converts that water into drinking water. The Menifee Desalter was EMWD's first groundwater desalination plant that began operation in winter of 2001. The desalination plant helps to protect quality water sources from degradation by pumping and treating the lower

quality water before it flows into the supplies of good quality water that will be needed in future years. The desalter turns out as much as three million gallons of drinking water each day that is blended into EMWD's system, enough for approximately 3,500 households. A second desalination plant, the Perris I Desalter, was built next to the Menifee Desalter and expanded the capacity of desalinated water production from three to seven million gallons per day.

Wastewater

EMWD sees sewage treatment as a way to convert a nuisance and an expense into a resource that extends water supplies in many ways. By the 1920s, wastewater processing consisted of primary treatment, a mechanical process involving settling, skimming off floating materials and removing sludge. By the end of World War II, it became apparent this process was not enough. The next phase incorporated biological processes into a more advanced secondary treatment. This advance in technology is based on natural occurrences after solids have dropped out—organisms consume remaining nutrients. Simply put, the treatment plant speeds up the natural water cycle process.

During the late 1980s, even more advanced treatment became feasible—tertiary treatment. This highest level of treatment removes bacteria and viruses and virtually all suspended solids. Water at this level can be used for almost any purpose short of direct human consumption.

Every gallon of water that is used at least one more time means one more gallon of fresh water can be left in the ground or one less gallon needs to be imported through aqueducts from hundreds of miles away. According to EMWD, Heritage Lakes is a major user of recycled water and both local Sun City golf courses (California Golf and Art Country Club and North Golf Course) have been long-time users of tertiary-quality recycled water.



Sun City Regional Water Reclamation Facility

During the 1960s, the Del E. Webb Corp. announced it would develop its third major retirement community after having acquired large tracts of land in the Perris and Menifee valleys. This provided the Eastern Municipal Water District with their first sewage project. Temporary oxidation ponds, built in 1964, were replaced by a permanent one million gallon per day (mgd) plant two years later. Expansion in 1987 brought that to 2 mgd, then to 3 mgd in 1991.

Located adjacent to Salt Creek on 123 acres, the Sun City regional facility redirects the wastewater from residents living within a 57-square-mile service area and sends it to Perris for processing. Onsite storage capacity totals 187 million gallons of tertiary recycled water.

Perris Valley Regional Water Reclamation Facility

Located on a 300 acre site west of I-215 and north of Ethanac Road, the Perris Valley Regional Water Reclamation Facility receives sewage from a 120-square-mile area including Perris, Sun City, Romoland, Homeland, and a portion of Moreno Valley. Recycled to high standards for beneficial reuse, the water is sold to farmers who irrigate about 900 acres. Some water also goes to duck clubs and to the San Jacinto Wildlife Area. Surrounding agricultural customers buy the entire output of the Perris Valley plant during the summer. In winter, EMWD must be ready to store the daily production during rainy weather. With two billion gallons of storage available, the Perris Valley plant, if necessary, could successfully sail through stormy weather lasting three months or more.

Sewer Facilities in Quail Valley

All residences within the Quail Valley community are on individual septic systems, since there is no community collection system. Failing septic systems have resulted in polluted water in the community and in Canyon Lake, a potable water supply reservoir for the Elsinore Valley Municipal Water District,

which is downstream from the Quail Valley. The primary problem is simply that there is inadequate land and leaching surface to accommodate the volume of effluent produced due to the size of residential lots in the area, typically 4,000 square feet. In addition, the soil conditions in Quail Valley are not conducive to sustainable leaching of septic effluent. The 152-unit Quail Hills development was recently approved and includes plans to build a sewer line 2,300 feet south of the project that would connect to a system that services nearby Canyon Heights. EMWD engineers are exploring opportunities to help Quail Valley by building extra capacity into Quail Hills' new sewer lines and pumps.

Regional Stormwater Facilities

Operated and maintained by the Riverside County Flood Control District (RCFCD), and part of the Romoland/Homeland Master Drainage Plan area, the City's storm water facilities include a regional storm drain system referred to as Line A. The Line A storm drain systems and its subsidiaries consist of a series of open channel and closed conduit systems running in a general east-west direction and out flowing into the San Jacinto River watershed system. These facilities are designed to accommodate regional storm water flow through the City.

Residential, commercial, and industrial development associated with future buildout of Menifee will increase the amount of impervious hardscape throughout the City. During rainfall events, this increase in developed areas amplifies the amount of runoff storm water. The City should work in concert with the RCFCD to monitor regional storm drain systems, including Line A, to ensure long term viability and adequacy of this infrastructure. The City should also consider requiring all new development to install above or below ground retention systems capable of managing runoff associated with a 100-year storm event.

Conservation

The City actively promotes water conservation initiatives, such as residential plumbing retrofits, water system audits and repairs, water metering, large landscape conservation programs, rebates for high-efficiency washing machines and ultra-low-flow toilets, and educational programs. The City collaborates with EMWD and a variety of organizations to spread the conservation message.

For example, EMWD partnered with the Inland Empire Utilities Agency and Western Municipal Water District in 2008 to recognize local residents that utilize California-friendly landscapes as part of the second annual Western Water-Wise Landscape Contest. Conserving water during times of drought is one of the biggest challenges in the region, and adoption of water-wise landscapes contributes to EMWD's conservation efforts. Implementation of drought-tolerant landscapes, compliance with EMWD's recently-adopted landscape ordinances and other water-saving practices should be incorporated as part of future development or streetscape improvements.

Key General Plan consideration

Availability of water resources have become increasingly limited in recent years, which in turn can have an effect on the amount of development that can be sustained in a City. As a result, it will be critical for Menifee to work with EMWD to ensure that water resources are available to serve future development proposed in the City and to employ water conservation measures whenever it is feasible to do so.

AIR QUALITY

Because Southern California had (and still has) one of the worst air quality problems in the nation, the South Coast Air Quality Management District (AQMD) was created by the 1977 Lewis Air Quality Management Act. The AQMD is the agency principally responsible for comprehensive air pollution control in the South Coast basin. Specifically, the AQMD is responsible for monitoring air quality as well as planning, implementing, and enforcing programs designed to attain and maintain state and federal ambient air quality standards in the district. Programs developed include air quality rules and regulations that regulate stationary source emissions, including area and point sources, and certain mobile source emissions.

The AQMD is also responsible for establishing permitting requirements and issuing permits for stationary sources and ensuring that new, modified, or relocated stationary sources do not create net emissions increases. The AQMD enforces air quality rules and regulations through a variety of means, including inspections, educational and training programs, and fines.

The AQMD has jurisdiction over an area of 10,743 square miles, the South Coast air district. This area includes all of Orange County, all of Los Angeles County except for the Antelope Valley, the nondesert portion of western San Bernardino County, and the western and Coachella Valley portions of Riverside County.

Both the district and the South Coast basin are surrounded by mountains, which tend to restrict air flow and concentrate pollutants in the valleys or "basins" below. The South Coast basin is almost entirely urban, and its pollution is typically related to dense population and associated area sources, heavy vehicular traffic, and industrial sources.



Air quality issues in the South Coast air district are addressed through the efforts of federal, state, regional, and local government agencies. Local governments work in concert with their Councils of Governments (COGs) and the AQMD to improve air quality through a variety of programs, including regulatory actions, policy making, and education programs. City policies, particularly in land use, transportation, and energy, are essential to achieve state and federal air pollution standards and reduce localized air pollution impacts.

For many local governments in the district, the General Plans consolidate air-quality-related goals, objectives, and policies into an optional air quality element; a stand-alone air quality element gives direction for sound decision making on air-quality-related issues and provides a solid basis to inform the public, as well as developers, about air quality policies to protect public health.

Local design standards such as requirements for bicycle racks and bicycle paths may result in reducing motor vehicle trips, and administrative actions can be taken that reduce air pollution, such as creating a telecommunication program that enables employees to work at home. Also, capital improvement programs can fund transportation infrastructure projects such as bus turnouts, energy-efficient street lights, and synchronized traffic signals that contribute to improved air quality. Menifee has included the preparation of an Air Quality Element in the work program for the new General Plan.

SOLID WASTE

California law requires cities and counties to develop solid waste diversion and recycling programs to meet gradually increasing performance standards. With decreasing capacity in local landfills, cities recognize that recycling and reusing waste materials becomes more cost-effective than traditional disposal practices. Recycling of construction and demolition debris, curbside recycling, green waste collection, and other creative programs also translate into cost savings for manufacturers and consumers.

Waste Management provides collection and disposal, recycling, and green waste services to Menifee's residents and businesses. Residential and commercial solid waste produced in the City is transported to the Corona Landfill, approximately 17 miles away.

Like all municipalities, Menifee must meet the solid waste diversion mandates established by the California Integrated Waste Management Board under State Assembly Bill 939 (AB 939). Currently, Waste Management provides a comprehensive recycling program for residents with separate bins for green waste and other recyclables. During the General Plan process the City should look for additional ways to encourage waste reduction and consider programs to capitalize on the recycling efforts already underway.

ENERGY

Whether it is fuel to operate automobiles or electricity to light, heat, and cool buildings, energy is constantly being used to meet our daily needs. Generating the energy to meet California's increasing demand calls for sustainable energy resources. In addition, with the passing of state legislation to decrease fossil fuel reliance and mitigate the impacts of global climate change, cities must act accordingly to address energy management issues.

Electricity

Southern California Edison (SCE) provides electricity and maintains a distribution network for Menifee. Changes in electricity usage and future development may prompt SCE to reassess the capacity of existing substations to provide adequate power.

Substations

Substations are links in the electricity distribution chain. High voltage is needed to transfer electricity from a generating facility over long distances to serve customers. That voltage then has to be reduced at a substation to a level that can be used by consumers.

Substations do not produce electricity, but they make it usable by homes and businesses. The more substations, the more electricity can be converted for consumer use. That relieves stress on the system, which is important during periods of peak use.

The only substation handling the transmission load for the I-15 corridor between Corona and Murrieta is a facility at Highway 74 and Menifee Road in the Romoland Area (Valley substation). However, once constructed, the Alberhill System Project (substation) proposed in Lake Elsinore near Temescal Canyon Road will help to handle the demand along the I-15 corridor.

Inland Empire Energy Center

The Inland Empire Energy Center (IEEC) is located on approximately 46 acres in the Romoland area of Menifee. Created through a joint partnership of General Electric and Calpine Corporation, the IEEC is an approximately 670-megawatt power plant that serves the energy needs of almost 600,000 households in one of the fastest growing regions in the state. The IEEC uses gas turbine technology (GE's "H System") to generate electricity when energy officials have predicted that energy supplies may not be sufficient to meet demand.

The H System represents the most efficient gas-turbine, combined-cycle system available to the energy industry. GE's innovative gas turbine technology enables the H System to provide superior fuel economy and environmental performance. For every unit of electricity produced, the system employed at the IEEC uses less fuel and produces less greenhouse gases and other emissions than other large gas turbine combined-cycle systems. The IEEC is not only a source of energy for the region and state, but it is also a large employment-generating facility for Menifee.

Natural Gas

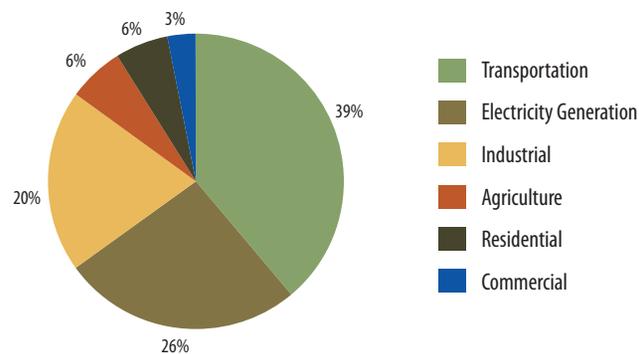
Natural gas in Menifee is provided by the Southern California Gas Company. According to the 2008 California Gas Report, gas demand in all market sectors is expected to grow at an annual average rate of just 0.02% from 2008 to 2030. Demand is expected to be virtually flat for the next 22 years due to modest economic growth; California Public Utilities Commission-mandated Demand Side Management goals and renewable goals; a decline in commercial and industrial demand; and continued increased use of nonutility pipeline systems by Enhanced Oil Recovery-Related Cogeneration customers.



GLOBAL CLIMATE CHANGE

Climate is changing as a result of human activities. The primary human-caused driver of climate change is the emission of greenhouse gases (GHG) associated with the combustion of fossil fuels. The documented and projected impacts of this and other activities are wide ranging: rising temperatures result in increased energy demand; rising sea levels threaten heavily populated coastal communities; changes in hydrologic cycles, precipitation patterns, and decreased snowpack leads to water supply shortfalls. Other adverse impacts include increased intensity of weather (extreme heat or severe cold) leading to public health risks, such as exacerbated air quality, the disruption of growing cycles and agricultural productivity, and the loss of habitat for sensitive species.

Figure 14. California Greenhouse Gas Emissions Inventory, 2004



Source: California Air Resources Board

Regulatory Responses

While the consequences of global climate change affect society as a whole, cities have the authority and the tools to address the root causes. In particular, California cities enjoy local land use authority to regulate for the health, safety, and welfare of their citizenry. Absent a nationwide initiative or regulatory framework proposed by the federal government, California has been leading the country's efforts to combat the consequences of global climate change, and has solicited the support of local municipalities to follow suit.

Assembly Bill 32

At the state level, the passage of AB 32, the Global Warming Solutions Act of 2006 and the issuance of the Governor's Executive Order S-3-05 brought global climate change to the forefront of the public policy debate. The landmark legislation calls for a reduction of the state's greenhouse gas emissions to 1990 levels by 2020 and will require the state to cut emissions by 30% over projected levels. The California Air Resources Board (CARB) is examining potential policies and programs to reduce greenhouse gases and develop a comprehensive emissions-reduction plan. Reduction measures proposed to meet the 2020 target levels are to be adopted by the start of 2011.

Senate Bill 375

California Senate Bill 375 (SB 375) requires the CARB to set regional targets for 2020 and 2035 to reduce greenhouse gas emissions from passenger vehicles. If regions develop integrated land use, housing, and transportation plans that meet the SB 375 targets, new projects in these regions can be relieved of certain review requirements of the California Environmental Quality Act (CEQA).

The targets apply to the regions in the state covered by the 18 metropolitan planning organizations (MPOs)—the MPO that represents Menifee is the Southern California Association of Governments (SCAG). SCAG is the nation's largest MPO, representing six counties, 189 cities, and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to encourage a more sustainable environment.

Measures to Mitigate Impacts of Climate Change

Because of such scrutiny and the uncertainty of the forthcoming regulations, many California cities are examining their internal operations and development processes as a precautionary measure. Municipal governments are also joining efforts such as the US Mayors' Climate Protection Agreement and the Sierra Club's Cool Cities program to demonstrate their commitment to making changes at home. Some are looking to implement land use planning strategies to reduce the impact of and adapt to global warming. Focusing on smart growth principles, adopting green building policies, and promoting public transit and alternative modes of transportation, these cities recognize the value of implementing adaptation measures.

Examples of strategies that can be used to mitigate the impacts of climate change are:

- Compact, multiuse development
- Infill redevelopment and adaptive use in built-up areas
- Alternative modes of transportation (public transit, bicycling, walking)
- Alternative energy (biofuels, wind, solar, geothermal)
- Enhancing the urban forest, increasing tree canopy coverage to reduce heat
- Green buildings (energy efficient design, water and resource conservation, recycled materials)



Green Buildings

Green buildings are one example of how the impacts of climate change can be mitigated. Green building, also known as green construction or sustainable building, involves creating structures and using processes that are environmentally responsible and resource-efficient throughout a building's life-cycle: from siting to design, construction, operation, maintenance, renovation, and deconstruction. Green buildings are generally designed to reduce the overall impact of the built environment on the natural environment by efficiently using energy, water, and other resources; protecting occupant health and improving productivity; and reducing waste, pollution and environmental degradation.

The U.S. Green Building Council (USGBC) is a non-profit trade organization that promotes sustainability in how buildings are designed, built and operated. The USGBC manages the Leadership in Energy and Environmental Design (LEED) green building certification system, the leading program for rating the design, construction and operation of green buildings.

Within Menifee there are five projects listed with the USGBC that have achieved or are seeking LEED certification. The new Kohl's department store has achieved LEED certification. The 827,000-square-foot warehouse and office space project Commerce Point (Phases I and II) and the 129,000-square-foot Newport Square project are registered with LEED to achieve CS2.0 (Core and Shell). The final project registered in Menifee is the 23,464-square-foot Southern California Edison Substation Annex, which is registered to achieve NC2.2 (New Construction).



Kohl's Ribbon Cutting Ceremony



THE LOCAL ECONOMY

The conventional model of regional growth and development holds that economic performance drives growth. Regions with expanding economies generate jobs that attract migrants from other areas and that retain a higher portion of the indigenous population. Regions with stagnant or declining economies do not attract many migrants and generate out-migration of those looking for better wages and jobs. Thus, increases in the number of jobs yield growth in households—and a growing population and expanding total income generate more retail spending, attracting new businesses.

The Western Riverside region has grown to its current extent by attracting new households that predominantly commute to the edges of the region and beyond for their jobs. Continued growth and prosperity in the region, however, will require economic growth that brings living wage jobs. As the new City of Menifee begins to establish policies and programs to promote local economic growth, it will benefit from robust partnering opportunities with other non-governmental organizations, neighboring cities, and regional entities that are already working to secure a balanced and sustainable regional economy.

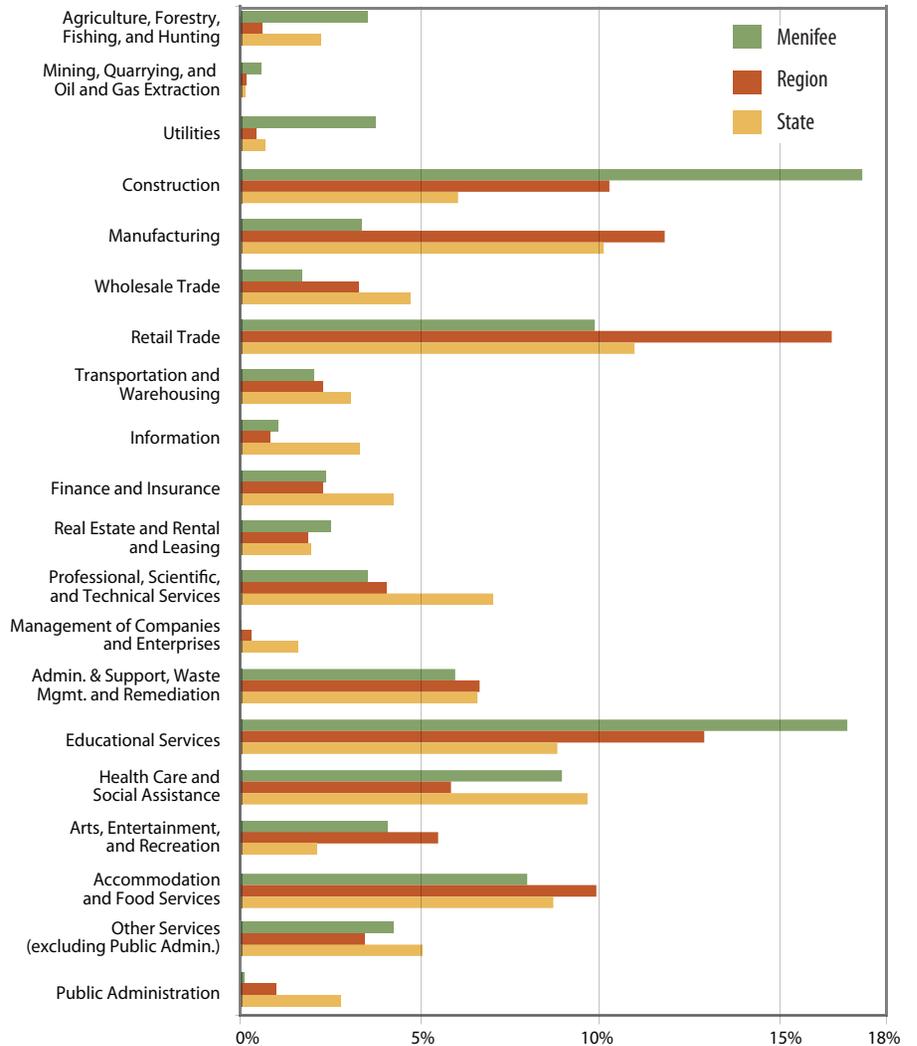


STRUCTURE OF THE LOCAL ECONOMY

To understand the structure of a local economy, economists most often look at the number of jobs in each of the major economic sectors. Because sectors differ in the value of their products, employment is considered an indicator of the relative economic activity and the relative importance of each sector in the economy.

Figure 15 shows the portion of total jobs in each economic sector for Menifee, the region, and California in 2006. Comparing Menifee to the region illustrates some of the differences in the distribution of economic activity in the cities. The distribution of jobs among the sectors at the state level illustrates a relatively normal distribution in a complete economy. The differences in the structure of the economy between Menifee and the state show where the local economy is specialized and where it has gaps. The following paragraphs describe some of these important differences.

Figure 15. Share of Total Employment by Economic Sector, Menifee, Region, and State, 2006



Source: The Planning Center using employment data from the US Census Bureau's Local Employment Dynamics Program



Goods-Producing Sectors

This group of economic activities includes primary extraction of commodities, processing, and manufacturing of final goods. Specifically, it includes agriculture, forestry, fishing and hunting; mining, quarrying, and oil and gas extraction; construction; and manufacturing. In 2006, the goods-producing sectors accounted for 24.8% of local jobs and were about 30% more important in the local economy than they were at the state level.

Construction, however, accounts for all of this difference. Because the current economic recession has hit the construction industry particularly hard, one can assume that the number of jobs has decreased substantially since 2006 and that goods-producing is not currently a particularly important component of the local economy. As the national and regional economies recover from the recession and once again begin to expand, construction could expand and once again play an important economic role.

In 2006, Manufacturing accounted for only 3.4% of local jobs, about 30% of the sector's 10.1% share of state jobs. The fact that manufacturing constitutes 11.8% of the jobs in the other cities in the region indicates that Western Riverside can generate and support manufacturing businesses. Manufacturing thus represents a potential opportunity that Menifee should investigate through its general plan and economic development strategy.

Utilities and Distribution

This group of economic activities includes the production and distribution of energy and water; the collection, treatment, and disposal of sewage; wholesaling of merchandise; transportation of passengers and cargo; and warehousing, storage, and distribution of goods. Specifically, it includes the utilities; wholesale trade; and transportation and warehousing sectors. This group of sectors accounts for 7.5% of local employment, slightly more than its 6.0% share in the region and slightly less than its 8.5% statewide share.

Within this group, however, the Utilities sector is particularly important: its 3.8% share of local employment is five times greater than the sector's share of statewide employment. The Inland Empire Energy Center probably accounts for a large portion of this employment. Through its general plan process, the City should investigate how it can capitalize on the Utility sector's operations and investments to promote economic development.

The remaining two sectors, wholesale trade and transportation and warehousing, are only about half as important locally as they are statewide. Many in the Inland Empire tout these sectors as a driver for economic growth and job creation. However, these sectors also bring increased truck traffic and added air pollution challenges and often provide fewer jobs per land area than other businesses. The community will have to decide the degree to which, if any, to plan for and actively recruit Wholesale trade and Warehousing and distribution facilities.

Retail, Services, and Entertainment

This group of economic activities includes businesses that provide goods and services directly to residents and visitors. Specifically, this group includes the retail trade; arts, entertainment, and recreation; accommodation and food services; and other services sectors. This group of sectors accounts for 26.2% of local employment, about the same amount as at the state level (26.9%), but about a quarter less than the level among the other cities in the region (35.3%).

Other indicators of retail capacity, such as retail sales and consumer spending, better measure a community's supportable level of retail, services, and entertainment activity and are explored later in this section. The employment numbers, however, suggest that Menifee should not expect a substantial increase in these economic sectors beyond what will result from a growing population.

Knowledge-Based Sectors

Knowledge and education are primary job qualifications for the majority of jobs in this group of economic activities. Specifically, this includes information; finance and insurance; professional, scientific, and technical services; and management of companies and enterprises. This group of sectors is an important component of the statewide economy and accounts for nearly one in six California jobs. In Menifee and among the cities in the region, this group of sectors provides only about 7% of jobs, less than half the statewide share.

Although a number of factors influence the location decision of businesses in these sectors, access to a skilled and educated labor force with particular qualifications is a necessary prerequisite. While the employment numbers suggest that knowledge-based sectors could represent a potential economic development opportunity, capitalizing on that opportunity will require additional considerations of labor force characteristics.



Health and Education Sectors

The health care and social services and educational services sectors include both public and private sector jobs. The composition of the local population—number of school-age children, number of older residents, etc.—largely influences the relative size of these sectors. This group of sectors accounts for 25.9% of all jobs in Menifee, compared to 18.8% among the other cities in the region, and 18.9% statewide.

Within this group, the educational services sector is a very important component of the local economy, accounting for 16.9% of all jobs, compared to 12.9% among the cities in the region and 8.8% statewide. The number of educational jobs is notable given Menifee's relatively higher level of households without children.

The health care and social services sector accounts for 9.0% of local jobs, about the same as statewide (9.7%) and somewhat larger than among the cities in the region (5.9%). It is well known that the nation, the state, and the region lack sufficient health care facilities and sufficient health care workers to accommodate growing demand as the baby boom generation ages. Health care represents a potential economic development opportunity. However, capitalizing on this opportunity requires not only having health care customers but having a workforce with the necessary skills, education, and training.

Other Sectors

This final group includes those sectors that do not fit neatly into the other categories. Specifically, this group includes the real estate and rental and leasing; administration and support; waste management and remediation; and public administration sectors. This group of sectors accounts for 8.6% of local jobs, somewhat less than its share of jobs among other cities in the region (9.5%) and statewide (11.4%).

Within this group, the real estate and rental and leasing sector is slightly more important locally than it is among the other cities in the region and statewide. Menifee's being a new and growing city probably accounts for the slightly higher number of jobs in this sector. Public administration accounted for almost no jobs in Menifee in 2006, but one would expect that this sector has added more jobs now that the city has incorporated.

LABOR FORCE

The term labor force refers to an area’s residents who are age 16 and older and who are either employed or unemployed but looking for work. Of those age 16 and older who are not part of the labor force, some are in the armed forces, some are students, some are retired, and some are homemakers.

For 2009, Claritas estimates that of Menifee’s 50,898 residents over the age of 16, 25,071 (49.3%) are in the labor force. In comparison, among the region’s other cities, 64.2% of the residents over the age of 16 are in the labor force, and statewide the labor force participation rate was 62.0%. A higher number of retirees probably explains most of this sizeable difference in labor force participation.

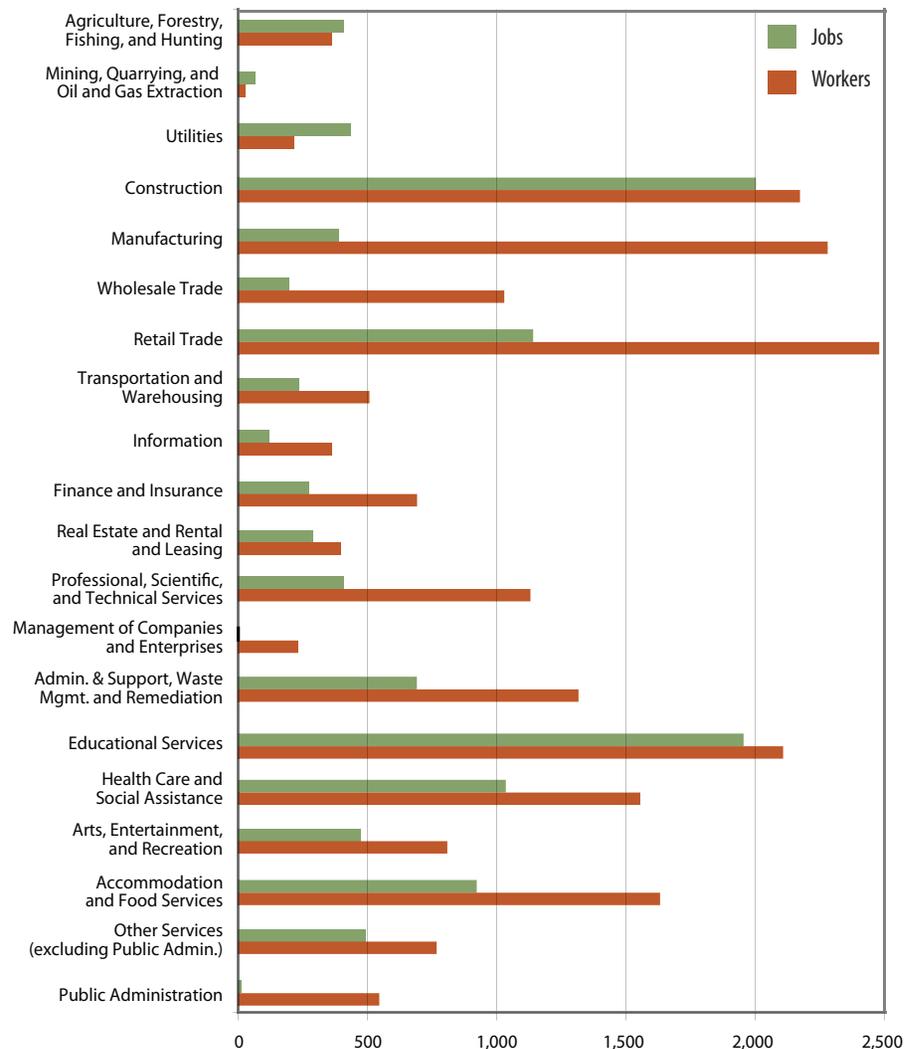
Availability of a qualified labor force is the leading factor in location decisions for businesses, influencing firms in almost all economic sectors. Effective economic policy-making and successful economic development requires understanding the composition and skills of the local and regional labor force.

Jobs and Workers

As of 2006, the area within Menifee’s current city boundaries provided 11,556 total jobs, and the residents living in this area worked in 20,622 jobs (regardless of where those jobs were located).¹ Figure 16 shows the total number of jobs and workers in each sector in Menifee. In sectors in which the number of workers exceeds the number of jobs, the City has a net exodus of workers each day. In sectors in which the number of jobs exceeds the number of workers, the City has a net import of workers each day.

¹ The data from 2006 are taken from federal employment statistics that do not include the self-employed and jobs that are statutorily exempt from unemployment insurance. The 2009 data are estimates from Claritas and are based on Census Bureau surveys that do identify all workers. Thus the census-sourced data tend to show a higher number of workers.

Figure 16. Comparison of Local Jobs to Workers by Economic Sector, Menifee, 2006



Source: The Planning Center, using data from the US Census Bureau’s Local Employment Dynamics Program.



The manufacturing sector has the largest discrepancy between jobs and workers in Menifee, with a net export of 1,888 workers. Industrial land uses typically include the manufacturing; wholesale trade; and transportation and warehousing sectors. These sectors together export almost 3,000 workers, over 14% of the City’s labor force. Clearly, Menifee has an available labor force to support the growth and expansion of these industrial sectors.

The retail sales sector has the second largest discrepancy between jobs and workers, with a net export of 1,337 workers. Retail sales and accommodation and food services together export over 2,000 workers, nearly 10% of the labor force. While Menifee has the labor force to support more retail, accommodation, and food services jobs, further analysis is necessary to determine if the market can support additional retail, accommodation, and food service businesses.

Salaries and Wages

As of 2007, jobs located in Menifee provided, on average, an annual wage of \$32,026. The city’s average wage is on par with the average annual wage throughout Riverside County, \$32,678. Table 7 shows the average annual wage by economic sector for jobs in Riverside County in 2007. As the City considers if and how to invest in economic development, such investments should be weighed, in part, on the wages new jobs would provide.

Table 7. Average Annual Wage by Economic Sector, Riverside County, 2007

Economic Sector	Average Annual Wage
Forestry, Fishing, Hunting, and Agriculture Support	\$32,678
Mining	\$17,620
Utilities	\$56,610
Construction	\$73,080
Manufacturing	\$39,246
Wholesale Trade	\$39,757
Retail Trade	\$43,609
Transportation and Warehousing	\$25,182
Information	\$33,327
Finance and Insurance	\$44,062
Real Estate and Rental and Leasing	\$56,085
Professional, Scientific, and Technical Services	\$32,728
Management of Companies and Enterprises	\$45,235
Administrative and Support and Waste Management and Remediation Services	\$75,899
Educational Services	\$23,424
Health Care and Social Assistance	\$38,892
Arts, Entertainment, and Recreation	\$28,328
Accommodation and Food Services	\$15,910
Other Services (except Public Administration)	\$22,964
Unclassified	\$12,180

Source: The Planning Center, using data from the US Census Bureau’s County Business Patterns

Jobs-Household Balance

One issue that many contemporary General Plans try to address is achieving balance between jobs and housing. Such a balance can improve the fiscal foundations of communities that have in the past been more of a bedroom suburb. Proponents of the jobs-housing balance also argue that communities with jobs closer to housing have fewer total vehicles miles travelled and consequently fewer carbon emissions.

In 2006, the area encompassed by the current Menifee city boundary had about 0.9 workers (employed and those looking for work) per household and had 0.5 jobs per household. Taken as a whole, the other cities in the region had 1.3 workers per household and 0.9 jobs per household. In comparison, the state had 1.2 workers per household and 1.2 jobs per household. Menifee’s lower number of workers per household reflects the higher number of retirees. Even though the City has fewer residents in the labor force, it still provides even fewer jobs per resident worker than the other cities in the region.

As the City prepares its General Plan, the community should consider how to plan for a better balance between housing and workers. It must consider whether future residents will have the same labor force participation rate or if future growth will have fewer retirees and more workers. Beyond just a balance in the raw numbers, the City should also consider the balance between the types of jobs available in the City and the types of jobs in which its residents are employed.

Education

The level of education is one key indicator of the skills and qualification of the local labor force. Table 8 shows the highest level of education of residents age 25 and older in Menifee and the region. The level of education among Menifee’s residents is comparable to that among the other cities in the region, although Menifee has slightly more residents with a high school diploma and slightly fewer with a bachelor’s degree. The older average age in Menifee probably explains some of this difference, as overall levels of education, especially at the college level, have been increasing over time in the United States.

Both Menifee and the region have fewer residents without a high school diploma than does the state. However, they also have fewer residents with a bachelor’s degree or higher. This lower level of college education may challenge efforts to attract business and jobs in knowledge-based sectors of the economy.

Table 8. Educational Attainment of the Population Age 25 and Older, Menifee and the Region, 2009

Highest Level of Education	Menifee	Region
No high school diploma	21.0%	21.3%
High school diploma	28.4%	25.0%
Some college	37.0%	37.8%
Bachelor’s degree	8.7%	11.1%
Education beyond a bachelor’s degree	5.0%	4.9%

Source: Claritas, 2009



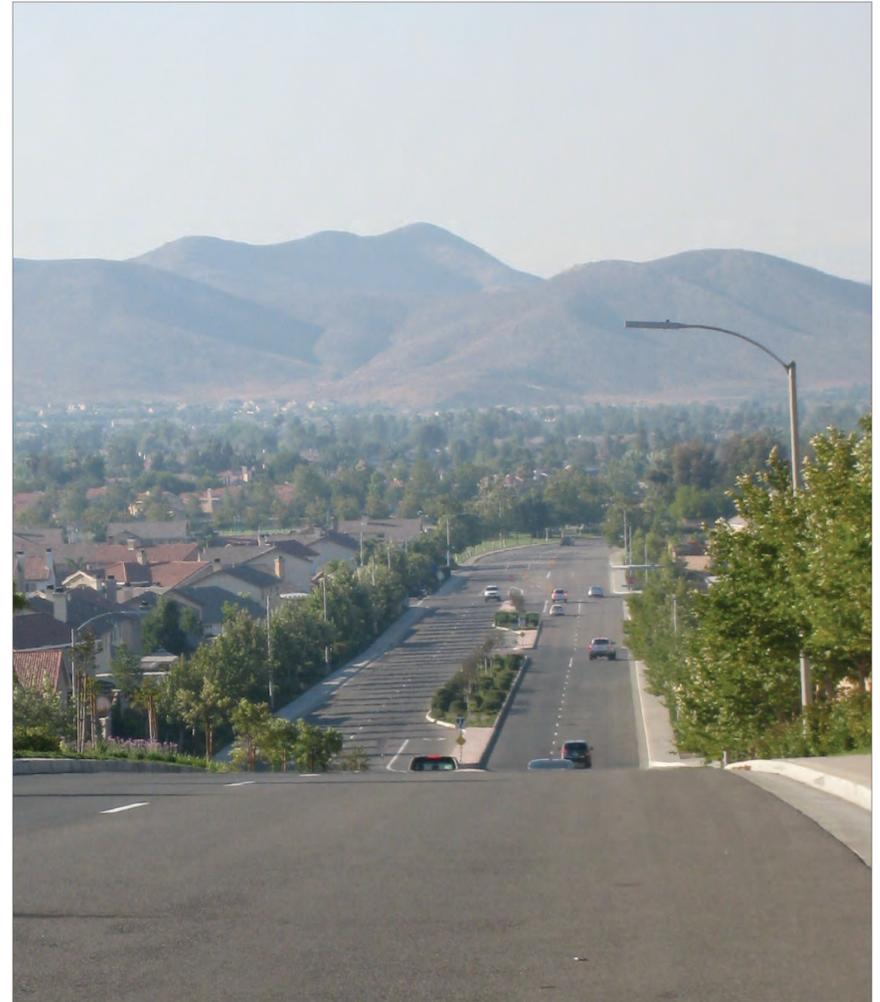
Market Forecast: The forecast provides projections for key community indicators.

MARKET FORECAST

Preceding sections have described Menifee as it exists today. As it begins the first plan for long-term growth and development, however, the community will begin to ask how the City's demographics and economy could change in the future and what those changes imply for the amount of development. This section begins to answer some of those questions.

The following analysis addresses the issue of the amount of change the City should expect if present trends continue. While not all current trends will necessarily continue in the future, the results provide a starting point for discussion, and future stages in the General Plan process will refine the community growth and development goals, and translate those goals into land planning.

Because Menifee is a new city, little information is readily available about demographic and economic conditions within the current municipal boundaries. Some data is reported for zip code areas and Census Bureau blocks and block groups. These boundaries closely approximate the current boundaries, but they are not exactly the same. Nevertheless, this is the best available data for planning use.



RESIDENTIAL DEVELOPMENT PROJECTIONS AND LAND-PLANNING IMPLICATIONS

Three factors determine the amount of land necessary to accommodate future housing growth. First, and most important, the number of new households in the City, whether generated by migration or new household formation, determines the number of new housing units needed. Below, we project the population and household growth for Menifee for the period from 2010 through 2030.

Cities, however, have little direct control over the growth in households. The community can influence some quality of life characteristics that affect household growth, such as quality of schools, perception of personal safety, or amenities. Nevertheless, local governments have few means to use the characteristics to directly control household growth.

Second, the mix of housing types—single-family detached, townhouses, apartments, and condos—affects the amount of land the City will need to provide housing for new households. The City has direct influence over the housing mix. Below we discuss the mix of housing and some broad trends that may affect the demand for various housing types.

Third, the density at which developers build those housing units—the number of units per acre—determines the land area required for new housing units. The City has direct control over density through its planning and zoning regulations. However, more discussion and decisions about densities will be tackled during the development of the Land Use Element of the General Plan.

Population and Households

We estimate that the City's population increased by 4.7% per year from 1990 to 2009. Assuming that the current economic recession will have some lingering effects on job growth, migration, and housing development, we project that, if present trends continue, the City's population would increase by 43,482, from 67,705 in 2009 to 111,187 in 2030, an annual growth rate of 2.4%.

From 1990 to 2009, the number of households in the City increased by 4.3% per year. If present trends continue, under the same economic assumptions, the number of households would increase by 15,354, from 27,124 in 2009 to 42,478 in 2030, an annual growth rate of 2.2%.

Housing Projection

We first project the amount of housing, by type, that Menifee should expect based on the projected growth in households and the present trends in housing construction. Later we will discuss how variation in the housing-mix assumption could alter the amount of land needed for residential construction.

If present trends continue, Menifee would grow by 12,838 housing units, from 29,646 at the end of 2010 to 42,478 in 2030, an annual growth rate of about 1.8%. Of the total increase, single-family detached housing would account for 10,354 units, multifamily for 797 units, and mobile/manufactured homes for 1,687 units.



Housing Mix

The amount of land area needed to accommodate the projected growth in households will vary, depending, in large part, on the types of housing constructed. Single-family detached housing tends to require more land area per unit to accommodate yards and streets. As discussed earlier, Menifee has a higher portion of its housing and a larger percentage of its housing construction in single-family detached housing.

Because land has a high and fairly fixed cost, higher density housing can provide more affordable housing because there are more units over which to spread the land cost, often the highest single factor in housing price. Although single-family detached housing can often be built at higher densities than it has been, multifamily housing is usually the way to provide higher density and lower cost housing.² Beyond the affordability issue, however, there are certain demographic changes that will increase the market demand for multifamily housing.

Professor Arthur Nelson, director of the Metropolitan Research Center at the University of Utah, projects that the aging of the baby boomers through the empty nest stage and into retirement; the movement of Gen Y (echo boomers) out of their parents' homes and into their own homes; and the increasing numbers of minorities as a share of national households will drive future market demand and that multifamily housing will constitute 85% of the new housing units built nationally through 2030.

The California Department of Finance's population projections from 2005 to 2020 show that those age 18 through 27 as of 2020 (an age group that often lives in multifamily housing) will account for 16% of the statewide population growth. In contrast, those age 28 to 45 as of 2020 (a group representing first-

time homebuyers and family housing) will account for only 7% of growth. Remarkably, those who will be age 46 to 70 in 2020 (empty nesters and early retirees) will constitute 48% of total population growth. This final age group has demonstrated an increasing proclivity to downsize and to favor more urban environments that are safe and provide amenities. Taken together, these changes in population indicate a much higher demand for multifamily housing than the state has experienced in the last 20 years, and a much lower demand for single-family housing than in the recent past.

Furthermore, many communities inadvertently discourage the development of multifamily housing. Communities that desire more multifamily housing can restrict the acreage zoned for single-family detached housing. They can also increase the acreage zoned for multifamily and, more important, zone such areas with a high enough density to create a financial incentive to attract developers. Communities that desire less multifamily housing can do the opposite: increase the acreage zoned for single family housing and restrict the acreage zoned for multifamily development. They can also limit the density of multifamily to decrease the financial return on multifamily housing and discourage developers. It is not uncommon for cities to follow this latter path without ever intending to restrict multifamily housing.

As Menifee moves forward with its General Plan process, the community will have to make certain key decisions, including the types of housing and densities it desires. The decisions will have implications for the amount of land developed for housing, the prices of housing, and the ability of a variety of age and income groups to live in Menifee.

²The term multifamily includes all housing except single-family detached and mobile homes. This housing could be single-family attached townhouses, duplexes, apartments, and condos. It is important to note that multifamily housing includes both rental and ownership housing, just as a single-family detached house can be owner occupied or renter occupied.

RETAIL DEVELOPMENT PROJECTIONS AND LAND USE IMPLICATIONS

Retail businesses provide goods and services residents need. All of those trips that residents make to retail businesses, however, are a substantial part of transportation's contribution to greenhouse gas emissions. Perhaps most importantly, though, those retail sales generate tax revenues that help pay the costs of providing local services to residents. In the FY2009/2010 budget, the City expects sales taxes to account for almost 20% of general fund revenues.

To understand the nature of retail development and plan its share of land use throughout Menifee, one must first understand two important characteristics: types of retail and trade area.

Types of Retail

Retail markets can be categorized into two broad groups: 1) convenience goods and services and 2) comparison goods.

Convenience goods and services are those that people need on a regular basis. For these regular purchases, most consumers have built-up knowledge of where to go to get what they want, whether their discriminator is price or convenience or quality. Groceries, medicines, and hair care are typical convenience goods and services. Because convenience goods and services usually have low cost margins and high sales volumes, convenience retailers are located throughout an area, close to concentrations of households.

Comparison goods are those other retail items that consumers purchase infrequently or rarely. For these purchases, consumers tend to compare goods across brands and across retailers. This habit of comparing induces retailers to

locate near each other. It also promotes larger-scale retailers who can stock many different brands of similar products. Clothing, electronics, and furniture are quintessential comparison goods. Because comparison goods have higher cost margins and lower sales volumes and because consumers purchase these goods infrequently, comparison goods retailers tend to locate close to major transportation corridors that give access to a greater number of consumers. These businesses typically locate in community, regional, and super-regional shopping centers.

Eating and drinking places are a cross of convenience and comparison goods. Sometimes, consumers are looking for convenience when buying food away from home. Fast food and limited service restaurants typically satisfy this convenience demand. Other times, consumers are looking for a higher level of quality and are willing to travel a longer distance and pay more for the cuisine they desire.

A third, hybrid type of retail is experiential shopping. In this type of shopping, the experience of the trip is of equal if not greater importance than the material need for a good or service. The experiential value may accrue from socialization with friends, entertainment, or the quality of the place. Downtowns, new town centers, lifestyle centers, and even shopping malls all attempt to enhance the shopping experience and provide a mix of businesses and amenities to create an enjoyable shopping experience. Because most consumers infrequently invest their time in experiential shopping, most are willing to travel further and forego quick and easy access for the value of the experience. Experiential shopping is a destination trip, and draws from a community, regional, or even super-regional size trade area, even if it does not offer the commensurate amount of retail square footage.



Trade Area

A trade area is the geographic area from which a retail center will draw the majority of its customers. The trade area varies with the type of retail and the corresponding type of shopping center. Convenience and neighborhood centers usually provide mostly convenience goods and services. Community, regional, and super-regional centers usually provide mostly comparison goods. Table 9 describes the basic trade area for each type of shopping center.

Several factors affect the size and boundaries of the trade area, including the type of shopping center, location of competitive retail facilities, physical barriers, and visibility and access to major roads and highways. Sophisticated market analysis models for individual retailers often define primary, secondary, and even tertiary trade areas. Nevertheless, the primary trade area described in Table 9 should generate about 80 percent of the customer base for an individual shopping center.

As the community moves forward through the General Plan process, land planning will require a more detailed consideration of the locations and types of commercial areas throughout the City. For present purposes, however, the Community Profile considers total retail across the City.

Table 9. Shopping Center Types

Shopping Center Type	Building Size Range (sq. ft.)	Trade Area	
		Size (radius in miles)	Population Range
Convenience	<30,000	0.5	<5,000
Neighborhood	30,000–100,000	1.5	3,000–40,000
Community	100,000–450,000	3–5	40,000–150,000
Regional	300,000–900,000	8	150,000 or more
Super-Regional	500,000–2 million	12	300,000 or more

Source: Beyard, Michael D. et al., Shopping Center Development Handbook, 3rd ed., Washington D.C.: Urban Land Institute, 1999.

Retail Development Projection

The key to projecting the appropriate amount of retail building space is to calculate how much building space can be supported by the consumer spending of existing households in Menifee. Because Menifee residents make some of their purchases outside of the city, not all of that building space will necessarily be located in the city boundaries. That money spent outside of the city is referred to as “leakage”. Cities are concerned about leakage because the sales tax generated by leaked spending supports public services in other cities, not in Menifee.

The retail analysis uses data from Claritas, the leading national provider of marketing data, to estimate the total spending by existing Menifee households in each type of retail store. Dividing the total spending by the average sales efficiency (annual dollars of sales per square foot of building area, based on estimates from the Urban Land Institute and the International Council of Shopping Centers) provides the total amount of supportable retail building space in 2009.

To project the amount of retail building space that could be supported in 2030, the analysis first divides the total supportable space for each type of retail store by the number of existing households in Menifee. Multiplying this supportable retail square footage per household by the projected number of households in the City in 2030 provides the projected amount of supportable retail building space. Although a certain amount of retail spending is leaked to other cities, the analysis assumes that new retail development will eliminate the leakage by 2030.

Table 10 shows the current and projected supportable retail building space by type of store. If present trends continue, household growth in Menifee could support an additional 1.3 million square feet of new retail development.

Of the total projected retail development, convenience goods and services will account for about 362,784 square feet. These are the types of uses that the City should plan to provide in closer proximity to residential areas. Comparison goods and services will account for about 753,220 square feet. The City should plan these retailers near the major transportation nodes to provide access to larger numbers of households. Finally, eating and drinking places, which will account for an additional 224,432 square feet, can be located with both convenience goods and services and comparison goods centers.

The projected number of households drives the amount of supportable retail building space. As the community progresses through the general plan process, both the 20-year projection of households and the total households at build-out of the city could change. Thus, the projected retail development is a starting point for the process and it will change as assumptions about residential development change.

Table 10. Projected Retail Development, Menifee, 2010 through 2030

Retail Stores	Supportable Retail Building Space (sq. ft., 2009)	Supportable Retail Building Space (sq. ft., 2030)	Retail Building Space Increase 2010 to 2030
Furniture and Home Furnishings Stores	129,118	225,662	96,544
Electronics and Appliance Stores	61,990	108,341	46,351
Building Material, Garden Equipment Stores	209,968	366,966	156,998
Food and Beverage Stores	205,889	359,838	153,948
Health and Personal Care Stores	162,442	283,903	121,461
Gasoline Stations	97,366	170,169	72,803
Clothing and Clothing Accessories Stores	179,499	313,715	134,216
Sporting Goods, Hobby, Book, Music Stores	67,383	117,768	50,384
General Merchandise Stores	291,687	509,788	218,101
Miscellaneous Store Retailers	97,798	170,823	73,126
Foodservice and Drinking Places	289,549	506,052	216,503
Total	1,792,688	3,133,142	1,340,436

Source: The Planning Center, 2009



NONRESIDENTIAL DEVELOPMENT PROJECTION

Employment growth will drive the demand for nonresidential development (excluding retail development). To project the long-term market demand for non-residential development, future employment in the City must be projected. Then employment growth can be converted into building-space demand using standard estimates of the number of jobs per square foot for major land use categories.

Employment Projection

Using employment data from the US Census Bureau’s Local Employment Dynamics program for 2006 through 2008 for Riverside County the County’s employment can be projected from 2010 through 2030. The 2010–2030 employment projection is then multiplied by Menifee’s share of total county jobs by economic sector to calculate the increase in local jobs.

Table 11 shows the projected increase in employment and the annual growth rate by economic sector for Menifee. If present trends continue, Menifee could expect the total number of jobs in the City to increase by 5,612 jobs, from 11,216 estimated jobs in 2009, to 16,828 jobs in 2030, an annual increase of 2.0% per year.

Table 11. Employment Projection by Economic Sector, Menifee, 2010 through 2030

	2009	2030	20-Year Change	Annual Growth Rate
Total Jobs	11,216	16,828	5,612	2.0%
Agriculture, Forestry, Fishing and Hunting	374	97	-277	-6.5%
Mining, Quarrying, and Oil and Gas Extraction	61	102	41	2.6%
Utilities	363	331	-32	-0.5%
Construction	1,361	1,918	556	1.7%
Manufacturing	349	254	-95	-1.6%
Wholesale Trade	207	349	142	2.7%
Retail Trade	1,121	1,655	535	2.0%
Transportation and Warehousing	269	552	283	3.7%
Information	123	185	63	2.1%
Finance and Insurance	241	336	95	1.7%
Real Estate and Rental and Leasing	296	444	148	2.1%
Professional, Scientific, and Technical Services	408	879	470	3.9%
Management of Companies and Enterprises	2	1	-1	-1.9%
Admin. & Support, Waste Mgmt & Remediation	630	784	154	1.1%
Educational Services	2,114	3,272	1,158	2.2%
Health Care and Social Assistance	1,287	2,326	1,040	3.0%
Arts, Entertainment, and Recreation	500	829	330	2.6%
Accommodation and Food Services	960	1,570	610	2.5%
Other Services (excluding Public Administration)	545	931	386	2.7%

Source: The Planning Center, 2009, using data from the US Census Bureau’s Local Employment Dynamics program.

Economists are often concerned with the basic sector of the economy. The basic sector includes those businesses that import most of their goods and services outside of the local and regional economy, thus bringing new dollars into the local economy. We define the basic sector as all of agriculture, mining, and manufacturing, half of transportation and management, 20% of wholesaling, and 10% of finance, administration, and other services. If present trends continue, the basic sector will grow by 211 jobs or 0.72% per year through 2030, accounting for 2.9% of total jobs.

The non-basic sector includes the remainder. These sectors provide goods and services in the local economy, recirculating the dollars that already exist locally. If present trends continue, the non-basic sector will generate 97.1% of all jobs in Menifee from 2010 through 2030.

This difference between basic and non-basic sector growth in Menifee will challenge the local economy. If present trends continue, Menifee would provide an increasingly smaller share of the types of jobs that bring new dollars into the regional economy.

The job projection based on current trends will also challenge the jobs-housing balance. At projected annual growth rates, new households, increasing at 2.2% per year, would exceed job growth, at 2.0% per year, thus lower the number of jobs per household.

Nonresidential Development Projection

To project the long-term demand for nonresidential development, we allocate the employment forecast among the major remaining land use categories: commercial (other than retail), office, and industrial. The projection does not include retail uses (projected previously), and it does not account for employment in the agricultural, mining, and public administration sectors. We then multiply the job increase in each category by the typical building square footage per employee.

Table 12 below projects the amount of new nonresidential building space needed to accommodate projected economic growth in Menifee. If present trends continue, the City would need to plan sufficient area for 1.5 million square feet of new building space for commercial, office, and industrial businesses.

Table 12. Projected Increase in Non-residential Building Space Demand, Menifee, 2020 through 2030

	Employment Increase	Building Square Footage per Employee	Building Space Demand
Commercial	1,005	350	351,876
Office	1,744	300	523,087
Industrial	896	700	627,219

Source: The Planning Center, 2009

Where the City plans areas to accommodate these uses and how such development and uses are regulated are major issues in the preparation of the General Plan. More importantly, though, the community will have to decide whether or not the trends of a decreasing jobs-to-housing ratio and an increasingly less important basic sector to the local economy are a concern. To address these issues, the City will have to establish an economic development program to attract more business and more jobs of the types that build on the community’s vision. If the City wants to change the current economy and employment trends, the General Plan should memorialize that desire in the vision and goals, and the land use plan for the City will have to accommodate even more nonresidential development than projected above.



External Scan: The external scan describes regional, state, and national trends that might affect how the City can implement the new General Plan.

EXTERNAL SCAN

The General Plan will guide decision making to achieve Menifee’s goals. Many trends and issues beyond the City’s control will affect how and what the community can accomplish. This chapter discusses the aging and retirement of the baby boom generation, the national economy, and global climate change.

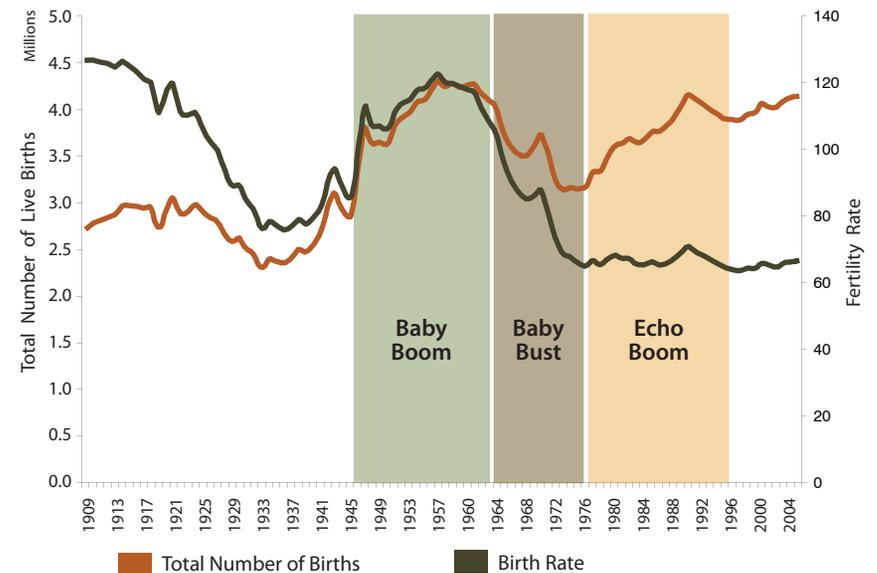
DEMOGRAPHIC AND BABY BOOMERS

After World War II, the number of births in the US increased substantially above its long-term norm, peaked around 1957, and showed a sharp decline from 1964 to 1975. Starting in 1976, the number of births then began to climb once again as the baby boomers started families, although the actual fertility rate has, since 1973, remained at historical lows of under 70 live births per 1,000 women age 15 to 44.

Although many commentators and academics debate whether or not the baby boomers represent one or more social generations, the 20-year period does create a population bubble. The subsequent 10-year period, when the birth rate dipped below the long-term average (down to the Depression-era rate), produced significantly fewer people. This period is often referred to as the baby bust, or, more commonly, as Generation X. Finally, the generation born from 1977 to 2000, with more total births than during the previous baby bust period, is often referred to as the echo boom, or Generation Y. Although the basic fertility rate has not changed much since 1973, the increasing number of women in the child-bearing years has resulted in the increase in total number of births in the echo boom. Slightly more babies are born in the US than the replacement rate; thus the nation’s population would continue to grow even without immigration.

This demographic pattern of baby boom, baby bust, and echo boom poses several challenges for the US, the state, the region, and the City of Menifee. Some of these important challenges are the aging of the baby boom generation, the coming labor shortage, and, for the Menifee Valley, the challenge of employing echo boomers.

Figure 17. Total Number of Births and Generational Definitions, US, 1909–2005



Source: The Planning Center, 2008, using data from the US CDC, National Center for Health Statistics

Aging Baby Boomers and Retirement

In 2008, the first baby boomers became eligible for early retirement. Just as this demographic group has shaped every stage of life it has passed through, it will now put its own spin on retirement.

Retirement

Current surveys suggest that boomers, on average, intend to work about three years longer than previous generations. Will boomers work much longer? Will they get up and move when they retire as some in previous generations did? Will they retire, only to open their own businesses? Will they swell the ranks of civic volunteers? No one really knows the answers to these questions. Even where survey research has been conducted, it is, at best, only a reflection of what the survey respondents felt they would probably do. But when the time comes to retire, baby boomers may change their minds and fool all of the surveyors. Current economics, mainly the 30% drop in stock-exchange indices, will likely encourage many baby boomers to stay employed longer to rebuild that part of their retirement nest egg.

Wealth Transfer

Wealth will drive some of the retirement behavior changes that occur with the aging of the baby boomers. Their real earnings are higher than those of previous generations, even though savings rates are lower. More importantly, though, their parents' generation was the first in the US to, en masse, become homeowners and create widespread family wealth. As this generation passes on, many are leaving this wealth to their children and grandchildren. The baby boomers are becoming the recipients of the largest inter-generational transfer of wealth in history. No one really knows how this wealth will affect baby boomers' choices for and after retirement.

Medical Care

What is known is that this country is woefully unprepared to deal with the cost of medical care as baby boomers age. Although social security is often reported to be in jeopardy, it is much better funded than Medicare. More important, as this generation enters the ages that require the most medical care, the US will face an acute lack of skilled nurses, doctors, hospital beds, and other required resources related to health care.

So, what does this mean for Menifee?

With the same portion of its population in the baby boom and older generation as the US (44%), Menifee will surely face the same trials as the rest of the country as its residents grow older. Menifee should remain especially in tune to the wants and needs of aging baby boomers and retirees because of Sun City. As a large retirement community within the City, Sun City residents will influence the future of Menifee to an extent unmatched by any other age group. Activities for seniors, easy access to comprehensive public transportation, the provision of medical services, and the affordability of housing are all important issues Menifee must address in order to responsibly serve a significant portion of its residents.



The Coming Labor Shortage

Nationally, the 15-year segment of the population following the baby boom has 5.3 million fewer people (an 8.1% decrease) than the final 15 years of the baby boom generation. Even the entire echo boom has 2.8 million fewer people than the baby boom generation (and they are 20 years younger, 20 years less experienced). As boomers move into retirement, the US labor force does not have enough workers to fill their jobs.

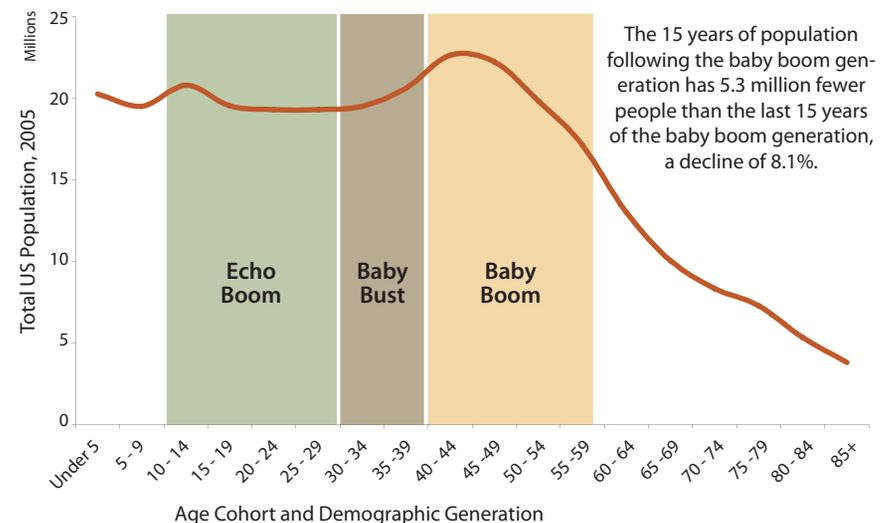
The US economy faces a monumental challenge over the next 20 years. It will either have to bring in more skilled and educated immigrants, or the economy will have to become 8.1% more productive (just to maintain the status quo), or else more US jobs will be shipped overseas. As boomer retirement progresses, one can expect American jobs to chase American workers. Communities that have the quality of life to attract the highest educated and highest skilled workers will also attract the jobs that need those highly skilled and educated workers. As in the late 1990s, proximity to available labor will be the most important factor for business location decisions, surpassing land costs, perceived business climate, or where company executives reside.

As the coming labor shortage forces businesses to compete nationally for workers, Riverside County's demographics will pose a challenge. The county has 11.2% fewer people following the baby boomers than it has in the baby boom generation. In Menifee, the fall-off in population is even more pronounced than it is for the county: 31% fewer residents follow the baby boom generation than are in it.

Employing the Echo Boomers

The challenge, however, is assuring that the regional workforce has the skills and education needed to fill those positions that will be hunting for workers in the future. The jobs in question will require skills and education. Most regions will have a ready supply of under-educated and low-skill workers, potentially

Figure 18. Portion of the Population by Age Group and Generational Definition, United States, 2005

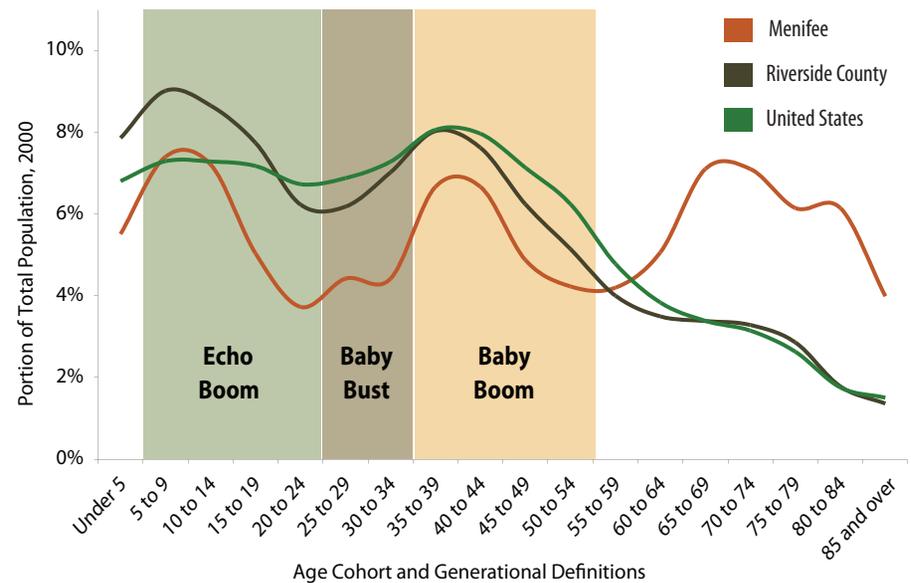


Source: The Planning Center, 2009, using data from the US Census Bureau's American Community Survey 2005

a greater supply than demand. In addition, the baby bust and echo boom generations have not generally pursued science and engineering education to the degree the national economy will need. Workforce development is and will continue to be one of the primary challenges for the region to address in order to capitalize on the shift from baby boom to baby bust.

It is during the teens and twenties when most individuals are best suited for education and learning skills, changing career tracks, and making life adjustments. During this time individuals are most able to significantly improve their earnings potential. As people age, start families, and generally settle down, they typically see less dynamic growth in their incomes. Menifee, and even more so the region, has a large pool of echo boomers. Continuing to provide skills and education with life-long learning will help the region build on the economic growth and development as these echo boomers move into and through the workforce.

Figure 19. Portion of the Population by Age Group and Generational Definition, Menifee, the Region and the United States, 2000



Source: The Planning Center, 2009, using data from the 2000 US Census



THE ECONOMY

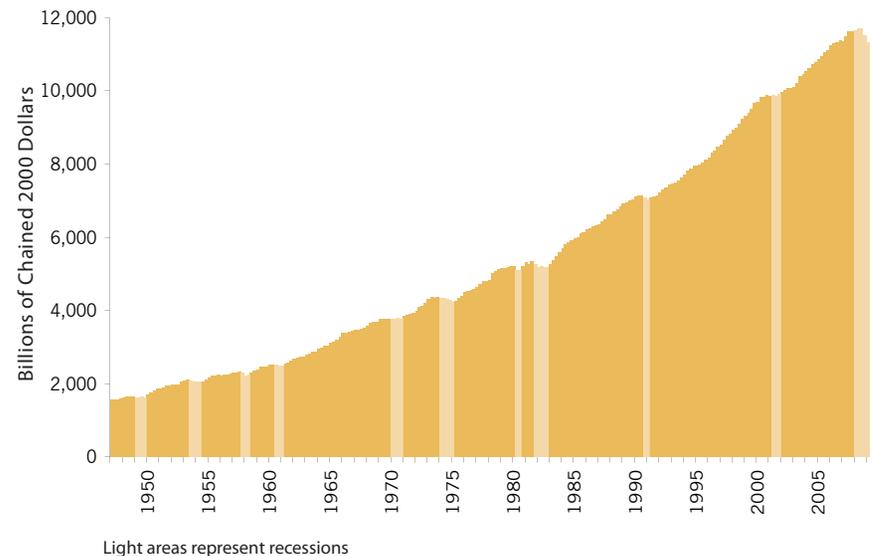
The performance of the economy may affect the goals of the General Plan and will definitely drive the City's ability to achieve those goals. It will also affect the phasing and pace of development that the community should expect.

The US economy is currently in a recession, which began in December 2007. With the most recent federal report indicating that the economy expanded in the third quarter of 2009, current thinking suggests that we may be at the bottom of the recession and beginning the recovery and expansion cycle. Although there is an expectation of modest economic growth for 2010, currently high unemployment will likely remain and not begin to decline until the latter half of 2010.

A real concern for national economic policy makers is the threat of escalating inflation. The Federal Reserve pumped literally trillions of new dollars into the economy to prevent a collapse of international finance. In addition, the federal economic stimulus will add hundreds of billions of dollars of new spending to the economy. The Federal Reserve and the Treasury Department have issued statements that make it clear we can expect monetary policy to result in progressively higher interest rates as the economy begins to climb out of recession (i.e., sooner rather than later). While these interest rate hikes will serve to balance overall economic performance, they will directly affect the housing market and will likely lengthen the time for the housing industry to recover. Housing is, perhaps, the industry most directly affected by interest rates. Higher interest rates will keep some potential homebuyers out of the market and will lower the total purchase price that other homebuyers can afford. In Menifee, where construction was a relatively important sector of the local economy, higher interest rates and a weak housing market could continue to dampen economic performance.

Over the long term, however, national economic production, as measured by the gross domestic product (GDP), tends to grow at about 3% per year. In some periods it grows slower or faster; spikes and dips in growth and recessions are part of our economic history and, for most, part of our memories. While we do not know exactly when or in what form the economy will climb out of recession, the long-term trend of about 3% growth will prevail.

Figure 20. United States Quarterly GDP in Real (Inflation-Adjusted) 2000 Dollars and Recessions, United States, 1947 through 1st quarter of 2009



Source: The Planning Center, 2009, using GDP data from the US Bureau of Economic Analysis and recession date data from the National Bureau of Economic Research

