

2015

City of Menifee



Legacy Workshop
City Council Priorities

City Council shared & discussed issues/projects by District at the 2015 Legacy Workshop to provide staff with direction over the next several years. Quarterly, the City Manager will update Council on the 90 items listed by category & by Councilmember District. After the Budget adoption in 2015, Staff will add the legacy items to the City's website on the City Council page.

City of Menifee 2015 Legacy Workshop, City Council Priorities

I. Economic Development (22 Items)

- A. Review current Economic Development Plan (sm)
- B. Review current Business Incentive Ordinance (sm)
- C. Establish the "Romoland Trade Zone" (RTZ) – unlock economic activity (see Line A) (sm)
- D. Establish the "Quail Valley Trade Zone" (QVTZ) – unlock economic activity (sm)
- E. Establish the "Sun City Trade Zone" (SCTZ) – 'Revitalize the Core' (sm)
- F. Specifically for Trade Zones:
 - 1. Create tax breaks, rebates, DIF Reductions, cash incentives, special financing (sm)
- G. Cherry Hills Plaza Revitalization Plan (ga)
- H. Events Center Development: modern & state of the art – plays, concerts, seminars, special events of all kinds – close to Menifee Town Center or identify separate attraction location. (ga)
- I. Revitalize California Golf and Art Colony – should be major attraction and a gem for the City – provide incentives, assist in finding a new owner, if possible (ga)
- J. Assist in promotion and any needed improvements to the North Golf Course – provide incentives for improvements (ga)
- K. Complete the McCall/I-215 Interchange as soon as possible (ga/jd)
- L. Develop a McCall Medical Corridor Planning Area (jd)
- M. Create entryway monuments along McCall eastbound to Heritage Lakes (jd)
- N. Comprehensive GIS Interface with connectivity to record data, including public works and utility plans (ml)
- O. Streamlined process with out of City Jurisdictions (Fire, Flood, Water, Gas, Edison) current system is not user friendly (ml)
- P. Fire planning, plan check and inspection IN HOUSE (ml)
- Q. More Branding of the City incorporated into projects (ml)
- R. Bradley Road Crossing (ml)
- S. Sidewalk Connectivity (ml)
- T. Holland Crossover (ml)
- U. Quail Valley Sewer (ml)
- V. Re-alignment of Holland Road at Murrieta (ml)

II. Public Safety (16 Items)

- A. Grow to 1:1000 Deputy/Resident Ratio (sm)
- B. Grow to add Fire Captain to each engine (sm)
- C. Grow to add Code Enforcement Officers (sm/ml)
- D. Increase our officer count and have more control over our contract with RSO. We need to get closer to 1:1000 and have more "presence" (ml)
- E. Add more motor officers and increase safety in school zones at peak times (ml)
- F. With the elimination of busing, parents are creating traffic congestion and un-mitigated impacts to our roads in increasing (ml)
- G. Parents make unsafe movements and road rage is regular issues at school drop off/pick up points (ml)
- H. How do we make the district more accountable? –IE if buses are not being provided the traffic impacts are higher with all the parents doing drop-offs. Should schools be required to have larger Pickup/Drop-off locations? (ml)
- I. Street Racing and Vandalism (ml)
- J. Speed sign on Newport Road east and west ends of town. (ml)
- K. Review fire engine needs: Paramedic on every engine (ml)
- L. New station in Northwest Part of the City to offset high call rate of senior core (ml)

- M. Increase police staffing for traffic and patrol (ga)
- N. Proactive Code Enforcement throughout the City (ga/jd/ml)
- O. Increase funding to the PMP and accelerate repairs (ml)
- P. Update all speed surveys to allow for enforcement (ml)

III. Financial (10 Items)

- A. Develop 2 year budget cycle (or set goal for transition to 2 year budget) (sm)
- B. CIP Review/Update – list all funded & unfunded projects as a roadmap for future (sm)
- C. Keep City Hall Special Reserve Fund in place (sm)
- D. Keep City Animal Shelter Reserve Fund in place (sm)
- E. Develop short range staffing plan (2015-19: bldg. inspc., plan check, eng., etc.) (sm)
- F. Develop long range staffing plan: all desired FTE's listing funded/unfunded positions (sm)
- G. RFP for Asset Management (same asset manager for 5 years) (sm)
- H. Explore use of new Enhanced Infrastructure Financing District (new law 1/1/15) (sm/ml)
- I. P.I.O. or public relations? (ml)
- J. Active links to budget information on Website? (ml)

IV. Facilities Master Plan (15 Items)

- A. Buy land for future City Yard (take advantage of current market) (sm)
- B. Buy land for future Animal Shelter (take advantage of current market) (sm)
- C. Develop plans for City Hall Complex (sm)
- D. Develop plans for City Yard Complex (sm)
- E. Develop Plans for Animal Shelter (sm)
- F. Develop 20-acre Park Site (next to PVHS) (sm)
- G. Build New Fire Station #7 (sm)
- H. Build New Fire Station #5 (Audie Murphy Ranch) (sm)
- I. Build New Fire Station in Romoland (sm)
- J. Development of a City TV Channel: live council meetings, community programming, etc. (ga)
- K. Expand options to expand transportation for Seniors (ga)
- L. Via new Dial-a-ride options (ga)
- M. Via expanded internal city bus routes (ga)
- N. Purchase of Land for Regional Park for Regional Events including space for Menifee's Legacy Events (ml)
- O. Purchase and install Traffic Mgmt system with cameras that record and store data (ml)

V. Policy Setting (27 Items)

- A. Review General Fund Reserve Policy – consider “operationalizing” reserve funds for public safety (sm)
- B. Establish Rural Business License/Registration Program (sm)
- C. Annexation/Sphere of Influence eastward – omit bifurcation of specific plans (sm)
- D. Per LAFCO's unanimous approval – work w/Valley-wide to being boundary transition plan (sm)
- E. Feasibility study, Fire JPA: Mid County Fire Authority (MCFA) – Hemet, San Jacinto, Menifee, Canyon Lake (sm)
- F. Establish a public relations / media policy (sm)
- G. Update City Council meeting schedule – adopt resolution to “go dark” in month of July (sm)
- H. Establish a Parks, Recreation, Open Space and Trails Master Plan (sm)
- I. Menifee Fireworks Ordinance – allow sales from June 28 – July 6 (non-profit fundraiser chosen by lottery keep 42% of sales) (sm)
- J. Uniformity & compliance of city sign ordinance (jd)
- K. Develop a proactive Code Enforcement punch list or ranking system for staff to work from (ml)
- L. Prioritize what the council wants to see enforced through Code Enforcement (ml)

- M. Increase legal enforcement of code cases so cases are closed and issues are resolved, rather than having violations stack up (ml)
- N. Establish Compliance board or Nuisance Abatement board similar to Lake Elsinore where code cases go to a board and are decided upon in a public hearing; could result in receivership and the city taking action to abate the issue. Swift action. (ml)
- O. Once an issue becomes a code case, it should remain with code enforcement until resolved. No code case can be closed unless closed by the issuing officer or senior officer. (ml)
- P. City wide Design Guidelines with focus on varied nature of the City (Rural, Urban, Senior Core, HWY 74 Chapters) (ml)
- Q. Rural Specific Design Guidelines (Lakeview-Nuevo, Wine Country Template) (ml)
- R. Project Submittal Accountability process/policy (ml)
- S. Fast track policy (tax base, job creation, or project cost based) (ml)
- T. Parks and Rec Department IN HOUSE (ml)
- U. Graffiti Abatement team IN HOUSE that can contract to neighboring regions (ml)
- V. Town hall meetings per district? (ml)
- W. Allow for horse related business operations (Boarding, Training, Riding Lessons) (ml)
- X. Develop Grandfathering policy for Business with little or no impact (ml)
- Y. Rural Advisory Committee (ml)
 - 1. Policies that affect rural property owners
 - 2. Code Enforcement
 - 3. Design guidelines
- Z. Residential Energy Conservation Ordinance (ml)
- AA. Less Contract- more IN HOUSE (ml)

MAYOR SCOTT MANN

I. Economic Development (6 Items)

- A. Review current Economic Development Plan (sm)
- B. Review current Business Incentive Ordinance (sm)
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- F. Specifically for Trade Zones:
 - 1. Create tax breaks, rebates, DIF Reductions, cash incentives, special financing (sm)

II. Public Safety (3 Items)

- A. Grow to 1:1000 Deputy/Resident Ratio (sm)
- B. Grow to add Fire Captain to each engine (sm)
- C. Grow to add Code Enforcement Officers (sm)

III. Financial (8 Items)

- A. Develop 2 year budget cycle (or set goal for transition to 2 year budget)
- B. CIP Review/Update – list all funded & unfunded projects as a roadmap for future
- C. Keep City Hall Special Reserve Fund in place
- D. Keep City Animal Shelter Reserve Fund in place
- E. Develop short range staffing plan (2015-19: bldg. inspc., plan check, eng., etc.)
- F. Develop long range staffing plan: all desired FTE's listing funded/unfunded positions
- G. RFP for Asset Management (same asset manager for 5 years)
- H. Explore use of new Enhanced Infrastructure Financing District (new law 1/1/15)

IV. Facilities Master Plan (9 Items)

- A. Buy land for future City Yard (take advantage of current market)
- B. Buy land for future Animal Shelter (take advantage of current market)
- C. Develop plans for City Hall Complex
- D. Develop plans for City Yard Complex
- E. Develop Plans for Animal Shelter
- F. Develop 20-acre Park Site (next to PVHS)
- G. Build New Fire Station #7
- H. Build New Fire Station #5 (Audie Murphy Ranch)
- I. Build New Fire Station in Romoland

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- B. Establish Rural Business License/Registration Program
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- D. Per LAFCO's unanimous approval – work w/Valley-wide to being boundary transition plan
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- F. Establish a public relations / media policy
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- I. Menifee Fireworks Ordinance – allow sales from June 28 – July 6 (non-profit fundraiser chosen by lottery keep 42% of sales)

VI. CIP Additions (5 Items)

- A. Murrieta Road Bridging at Salt Creek Channel
- B. Normandy Road Bridging at Salt Creek Channel
- C. Cherry Hills Bridging at Salt Creek Channel between golf courses
- D. Widening McCall Blvd East toward Menifee Road
- E. Completion of Briggs Road between McCall to Heritage High School

DISTRICT 1: COUNCILMEMBER GREG AUGUST**I. Economic Development (4 Items)**

- A. Cherry Hills Plaza Revitalization Plan
- B. Events Center Development: modern & state of the art – plays, concerts, seminars, special events of all kinds – close to Menifee Town Center or identify separate attraction location.
- C. Revitalize California Golf and Art Colony – should be major attraction and a gem for the City – provide incentives, assist in finding a new owner, if possible
- D. Assist in promotion and any needed improvements to the North Golf Course – provide incentives for improvements

II. Infrastructure (4 Items)

- A. Continue Sun City Median Improvements: Sun City, McCall & Cherry Hills between the golf courses
- B. Complete the McCall Interchange
- C. Complete the Bradley Bridge over Salt Creek
- D. Continue to fund the creation of a Menifee Animal Shelter

III. Misc. (3 Items)

- A. Continue to work toward School Unification
- B. Development of a City TV Channel: live council meetings, community programming, etc.
- C. Expand options to expand transportation for Seniors
 - 1. Via new Dial-a-ride options
 - 2. Via expanded internal city bus routes

DISTRICT 2: COUNCILMEMBER MATT LIESEMEYER**I. Public Safety (6 Items)**

- A. Increase our officer count and have more control over our contract with RSO. We need to get closer to 1:1000 and have more “presence”
- B. Add more motor officers and increase safety in school zones at peak times
 - 1. With the elimination of busing, parents are creating traffic congestion and un-mitigated impacts to our roads in increasing
 - 2. Parents make unsafe movements and road rage is regular issues at school drop off/pick up points.
 - 3. How do we make the district more accountable? –IE if buses are not being provided the traffic impacts are higher with all the parents doing drop-offs. Should schools be required to have larger Pickup/Drop-off locations?
- C. Street Racing and Vandalism
- D. Speed sign on Newport Road east and west ends of town.
- E. Review fire engine needs: Paramedic on every engine.
- F. New station in Northwest Part of the City to offset high call rate of Senior core.

II. Code Enforcement (5 Items)

- A. Add more Code Officers per previous year budget
- B. Increase Effectiveness – Proactive
 - 1. Develop a proactive punch list or ranking system for staff to work from.
 - 2. Prioritize what the council wants to see enforced.
- C. Increase legal enforcement of code cases so cases are closed and issues are resolved, rather than having violations stack up.
- D. Establish Compliance board or Nuisance Abatement board similar to Lake Elsinore where code cases go to a board and are decided upon in a public hearing; could result in receivership and the city taking action to abate the issue. Swift action.
- E. Once an issue becomes a code case, it should remain with code enforcement until resolved. No code case can be closed unless closed by the issuing officer or senior officer.

III. Planning/Development (10 Items)

- A. Comprehensive GIS Interface with connectivity to record data, including public works and utility plans
- B. Project Submittal Accountability process/policy
- C. City wide Design Guidelines with focus on varied nature of the City (Rural, Urban, Senior Core, HWY 74 Chapters)
- D. Rural Specific Design Guidelines (Lakeview-Nuevo, Wine Country Template)
- E. Streamlined process with out of City Jurisdictions (Fire, Flood, Water, Gas, Edison) current system is not user friendly
- F. Fire planning, plan check and inspection IN HOUSE
- G. Fast track policy (tax base, job creation, or project cost based)
- H. More Branding of the City incorporated into projects
- I. Parks and Rec Department IN HOUSE
- J. Purchase of Land for Regional Park for Regional Events including space for Menifee’s Legacy Events

IV. Public Works (8 Items)

- A. Purchase and install Traffic Mgmt system with cameras that record and store data
- B. Increase funding to the PMP and accelerate repairs

- C. EIFD Plan
- D. Sidewalk Connectivity
- E. Graffiti Abatement team IN HOUSE that can contract to neighboring regions
- F. Bradley Road Crossing
- G. Holland Crossover
- H. Update all speed surveys to allow for enforcement

V. Transparency (4 Items)

- A. Visible public noticing for projects above a certain level (SP GPA TPM, TTM over certain lot count signage on affected parcel for period of time, similar to other cities)
- B. P.I.O. or public relations?
- C. Town hall meetings per district?
- D. Active links to budget information on Website?

VI. District 2 (5 Items)

- A. Quail Valley Sewer
- B. Re-alignment of Holland Road at Murrieta
- C. Allow for horse related business operations
 - 1. Boarding, Training, Riding Lessons
- D. Develop Grandfathering policy for Business with little or no impact
- E. Rural Advisory Committee
 - 1. policies that affect rural property owners
 - 2. Code Enforcement
 - 3. Design guidelines

VII. Misc. (2 Items)

- A. Residential Energy Conservation Ord.
- B. Less Contract- more IN HOUSE

DISTRICT 4: MAYOR PRO TEM JOHN DENVER

Economic Development (3 Items)

- Complete the McCall/I-215 Interchange as soon as possible
- Develop a McCall Medical Corridor Planning Area
- Create entryway monuments along McCall eastbound to Heritage Lakes

Public Safety (2 Items)

- Increase police staffing for traffic and patrol
- Proactive Code Enforcement throughout the City

Policy (1 Item)

- Uniformity & compliance of city sign ordinance