

**CITY OF TEMECULA
AGENDA REPORT**

TO: City Manager/City Council

FROM: Luke Watson, Deputy City Manager

DATE: November 15, 2022

SUBJECT: Approve Quality of Life Master Plan (At the Request of Subcommittee Members Mayor Rahn and Council Member Edwards)

PREPARED BY: Matt Peters, Principal Planner

RECOMMENDATION: That the City Council approve, in substantial form, the Quality of Life Master Plan 2040.

BACKGROUND: The City’s Quality of Life Master Plan (QLMP) was adopted during the Fall of 2011 and identified six Core Values including:

1. Healthy and Livable City;
2. Economic Prosperity;
3. A Safe and Prepared Community;
4. A Sustainable City;
5. Transportation Mobility and Connectivity; and
6. Accountable and Responsive City Government

The initial version of the plan, referred to as QLMP 2030, reflected a 20-year planning period from 2010-2030. That document included specific goals; key accomplishments; key findings; metrics of progress; and strategic priorities. Since adoption of the plan, projects or programs proposed in the City’s Capital Improvements Program (CIP) and Annual Operating Budget (AOB) were required to describe how they help achieve the goals and objectives of the Core Values. Performance indicators were reviewed annually by all departments for conformance with the City’s Core Values and achievement of goals. Given the substantial progress made to implement the plan during the last several years, the General Plan Update Subcommittee at that time, consisted of Mayor Maryann Edwards and Mayor Pro-Tem Matt Rahn, decided it was time to update the QLMP to set the direction for the City over the next twenty years. It was also intended that the QLMP would provide the foundation for a comprehensive update to the City’s General Plan using the Core Values as the organizing principles.

Furthermore, the update includes the addition of a seventh Core Value, referred to as “Equity.” Inclusion of the Equity Core Value is based on direction from the City Council through a

Resolution passed on August 25, 2020 to implement three specific phases of the Race, Equity, Diversity, and Inclusion (REDI) initiative, which includes: 1) establishing a REDI Commission, 2) diversity training for City Staff, and 3) Equity Core Value in the QLMP.

Citizens' Community Opinion Survey

The first step in the process of updating the plan was to conduct a Citizen's Community Opinion Survey. The City regularly engages a third party to conduct community surveys of citizen satisfaction, priorities, and concerns on a variety of services that the City provides. The survey methodology combined mail and telephone recruiting strategies with online data collection to ensure accessibility and statistically reliable data sampling. The results of the survey were summarized for the Blue Ribbon Committee (BRC) at each meeting to inform the plan update and decision-making process.

Blue Ribbon Committee (BRC)

On April 19, 2021, the City Council appointed a Blue Ribbon Committee (BRC) to assist with the update to the QLMP. Like the first QLMP adopted in 2021, the BRC appointees represent diverse geographic, demographic, and economic interest of the City. The BRC included the following members:

- General Plan Update Subcommittee;
 - Mayor Matt Rahn and
 - Councilmember Maryann Edwards;
- A representative from each of the City's Commissions and Boards, including;
 - Public/Traffic Safety Commissioner David Matics;
 - Community Services Commissioner Kathy Sizemore;
 - Planning Commissioner Lanae Turley-Trejo;
 - Race/Equity/Diversity/Inclusion Commissioner Eric Faulkner; and
 - Old Town Local Review Board Member, Ross Jackson; and
- Community Representatives;
 - Aaron Petroff, Social Work Action Group (SWAG)
 - Amy Minniear, representing the Special Needs Community
 - Brooke Nunn, Temecula Valley Chamber of Commerce
 - Carl Love, Local Historian
 - Darlene Wetton, Temecula Valley Hospital
 - Gary Oddi, Bike Temecula Valley Coalition (BTV)
 - Jacob Mejia, Pechanga Band of Luiseno Indians
 - Jeremy Brown, Mount San Jacinto College (MSJC)
 - Juan Carlos Duron, Optiforms
 - Karen Valdes, Temecula Valley Unified School District (TVUSD)
 - Kimberly Adams, Visit Temecula Valley (VTV)
 - Sandy Rosenstein, Interfaith Council

- Chad Pelekai, Camp Pendleton
- Scott Treadway, Rancho Christian Schools
- Tammy Marine, Habitat for Humanity
- Teri Biancardi, Sierra Club

The BRC members played a vital role in the plan update. They held several meetings to review the Citizens' Community Opinion Survey results on topics related to each Core Value, consider new data on population and economic trends, and to discuss evolving issues and conditions in the City and surrounding region. Most importantly, they helped update the goals and objectives, and the Citizen's Priorities Timeline for the next twenty years.

Public Outreach

The QLMP 2040 update was developed through an extensive community outreach process, including three separate surveys. In addition to the Citizen's Community Opinion Survey, the City conducted another survey with questions focused on the goals and objectives in the QLMP. The QLMP survey was promoted on three major social media platforms, which resulted in over 800 responses. Results from the QLMP survey indicated a low number of responses from the youth and young adult demographic (ages 16-24) so a third survey was conducted, as well as a roundtable discussion with the City's Youth Advisory Committee (YAC).

In addition to the three surveys, the City held four Saturday morning pop-up events at community events and nineteen publicly noticed meetings on the QLMP update, including two City Council workshops, and two online virtual workshops. The City also had a dedicated webpage Temeculaca.gov/QLMP where residents could learn more about the update, sign up for e-mail notifications, and watch video recordings of each BRC meeting.

Equity Core Value

As mentioned previously, the City Council adopted Resolution No.20-59, on August 25, 2020. This resolution is often referred to as the City's Race/Equity/Diversity/Inclusion Initiative. The Agenda Report associated with the Resolution presented on July 14, 2020, recommended incorporation of the core principles of the Race, Equity, and Leadership (REAL) program, developed by the National League of Cities, of which the City is a member (Exhibit A).

City Staff and the QLMP Consultant held three meetings with the REDI Commission to develop the Equity Core Value. A Draft of the Equity Core Value was then presented to the BRC with background on the REDI Initiative provided by Director of Legislative Affairs/City Clerk Randi Johl, additional background about the process of developing the Equity Core Value was provided by REDI Commissioner, Eric Faulkner, and a pre-recorded video by Mayor Matt Rahn describing the City Council's perspective on including the Equity Core Value in the QLMP.

Vision Statement

The vision statement included in the QLMP 2040 update was based on input from BRC members, which focused on the themes of innovation, family, home, and small town character. The vision statement also utilized familiar references around City Hall. The statement “Old Traditions. New Opportunities.” is on the City seal. The Council Chambers, named after former Councilmember Jeff Comerchero, pays homage to his often-referenced statement, “You never regret doing it right.” And finally, City Staff often refer to our culture of doing things the “Temecula Way” in reference to collaborating with other departments and taking into consideration as much input as possible from local residents. All of these factors were combined, resulting in the following Vision Statement:

With a deep understanding of our history, the City of Temecula is a community and culture on the move. We are dedicated to family, neighborhoods, economic prosperity, education, health, and safety. Focused on doing it right the first time, we continue to pursue the highest quality of life for all – something we call... “The Temecula Way.”

Major Themes Incorporated into the QLMP 2040 Update

As a result of the community surveys, BRC meetings, and extensive public outreach, several themes became apparent for inclusion in the QLMP update. The major themes incorporated into include: A Focus on Safety; Creating Local Jobs and Providing Career Technical Education; Additional Youth Opportunities and Services; Increased Resiliency (as relates to infrastructure, the economy, natural resources, disaster planning and hazard mitigation); Preserving the Environment; Taking a Regional Approach to Address Traffic; Implementing Technology to Improve Service Delivery to Residents; working with Developers to Provide Attainable Housing; and Equity - including extensive community outreach and the removing barriers so all residents can participate in local government programs and activities.

Meetings with Commissions and the General Plan Update Subcommittee

City Staff and the consultant presented the Draft QLMP to the Public/Traffic Safety Commission on August 25, 2022, the Community Service Commission on October 10, 2022, the Race, Equity, Diversity, and Inclusion (REDI) Commission on October 13, 2022, and the Planning Commission on October 19, 2022. Staff recognized each commission representative on the BRC, answered questions, and recorded feedback. A summary of the meetings is included as Exhibit B.

Staff Recommendation

It is recommended that the City Council consider adopting the Quality of Life Master Plan 2040, in substantial form. The QLMP will be available on the City’s website at [Temeculaca.gov/QLMP](https://www.temeculaca.gov/QLMP) once it has been approved and adopted.

FISCAL IMPACT: There is no fiscal impact with this action. However, the QLMP and its implementation with all have an effect upon the City's Operating and Capital Improvement budgets in the coming years.

- ATTACHMENTS:**
1. Quality of Life Master Plan 2040
 2. Citizens' 20-year Priorities Timeline
 3. Exhibit A - July 14, 2020 Agenda Report to City Council with subject: Receive Report on Race and Equity Efforts and Provide General Direction Regarding the Same
 4. Exhibit B - Commissions Meetings summary