



CITY OF PERRIS

CITY COUNCIL

AGENDA SUBMITTAL

MEETING DATE: June 13, 2023

SUBJECT: Fiscal Year 2023-2024 & 2024-2025 Two Year Operating Budget

REQUESTED ACTION: Approve the Resolution for Fiscal Years 2023-24 & 2024-25 Operating Budget for all City Funds

CONTACT: Matthew Schenk, Director of Finance

BACKGROUND

In accordance with Section 2.08.060 of the Perris Municipal Code, the City Manager is responsible for the presentation of the fiscal budget to the City Council for approval. Under the direction of the Finance Director, the Finance Department conducts the analysis and makes projections required to complete the budget document after receiving input from all the City departments. The draft budget was presented to the Ways and Means Committee on May 10th with the recommendation to present to the Council. The Council held a special council meeting for a budget workshop on May 16th to which there were no recommended changes. Staff is happy to present a balanced budget for fiscal years 2023-24 & 2024-25.

DISCUSSION

The budget presented for the City Council's consideration covers the 2023-24 and 2024-25 Fiscal Years. By adopting the budget, the City Council is setting approved appropriation levels for the following categories of funds:

- General Fund
- Special Revenue Funds
- Proprietary (Enterprise) Funds
- Agency (Trust) Funds

In crafting this budget, several overriding principles and concepts were employed as described in the following sections.

Reasonably conservative estimates. Developing a budget involves making projections and assumptions about the future. Budget estimates that are too restrictive can lead to unnecessary tightening and cutbacks, whereas overly-optimistic estimates can result in unexpected deficits and reductions in reserves. The estimates developed for this budget are somewhat conservative while being realistically achievable.

Structurally Balanced. This budget does not rely on one-time revenues, deferment of costs, or accounting techniques to balance the budget. Ongoing revenues are sufficient to cover ongoing costs.

Reserves. The City's reserve policy has served the City well for 18 years. Adherence to the policy has allowed the City to weather difficult economic times and accumulate funds during prosperous periods.

Transparency. The budget document presented as part of this report is primarily to set appropriation levels and allow the City to fund its programs, projects and day-to-day operations. As such, it is a numbers-based document. A full budget document should be a strategic policy document that presents a vivid picture of the City's accomplishments, goals, and objectives. The City has purchased software to create such a document and will be preparing a full budget document in the coming months.

A New Department. This year the general fund is adding an additional department within the General Fund. Under the recommendation of the City Council, engineering services are being brought in house. This department will be responsible for a multitude of items including the design, project management and inspection of capital improvement projects. Engineering will also be in charge of developing and maintaining a capital improvement plan along with reviewing of the engineering and traffic proposals of private development plans. The new department will also be providing counter services to facilitate the issuance of encroachment, grading, transportation, and other types of permits. Within the 2023-24 budget is a sizeable investment to the creation of the engineering department, however it is projected by the third year the department will have a net surplus.

General Fund. The general fund budget for Fiscal Year 2023-24 contains revenues of \$73,331,330 against expenditures of \$73,265,201, for a small surplus of \$66,129. For Fiscal Year 2024-25, revenues total \$73,195,499 against expenditures of \$73,141,379, for a surplus of \$54,120.

Special Revenue Funds. This particular fund contains programs such as Measure A, the Gas Tax, the Road Bridge and Benefit District (RBBD), and state and federal grants. Total revenues in the Special Revenue Fund in Fiscal Year 2023-24 are \$55,253,825 against expenditures of \$48,620,389 for a surplus of \$6,633,436. In Fiscal Year 2024-25, revenues total \$41,522,822 against expenditures of \$53,232,213 for a deficit of \$11,709,391. The reason for the significant swing between the two fiscal years is due to \$10,200,000 in revenue under the Federal Grants department for fiscal year 2023-24 is not budgeted for the following year. This is related to the building of the skills training center. There will be a transfer in from the American Rescue Plan Act monies already received of approximately 3 million. The City is also budgeted to receive two grants for this project from the Federal Economic Development Administration & the Community Project Funding Grant for approximately 5.5 million & 1 million respectively.

Enterprise Funds. Contained within these funds are the city's utilities such as water and sewer. Total revenues for Fiscal Year 2023-24 amount to \$8,041,741 against expenditures of \$8,661,574 for a projected deficit of \$619,833. In Fiscal Year 2024-25, revenues total \$8,536,933 against expenditures of \$8,835,508, for a projected deficit of \$298,575.

Agency (Trust) Funds. These funds represent the city's Community Facility Districts, Assessment Districts, Public Finance Authority, Joint Powers Authority, and the Redevelopment Agencies. For Fiscal Year 2023-24, revenues totaled \$49,657,979 against expenditures of \$43,512,357, for a surplus of \$6,145,622. In Fiscal Year 2024-25, revenues amount to \$49,856,693 against expenditures of \$43,522,446, or a surplus of \$6,334,247.

Citywide. For Fiscal Year 2023-24, total citywide revenues (all funds) equal \$186,284,875 against expenditures of \$174,059,521, or an excess of \$12,225,354. In Fiscal Year 2024-25, revenues will decrease to \$173,111,947 against expenditures of \$178,731,546, or a deficit of \$5,619,599. This results in a surplus of \$6,605,755 over the next two years. Of the four funds mentioned above, only the general fund contains monies that may be used at the approval of City Council. The other three funds are restricted and can only be used for the designated purposes.

BUDGET (or FISCAL) IMPACT: Appropriations for the fiscal years 2023/24 and 2024/25 provide the basis for City operations. For fiscal year 2023/24 the General Fund has total revenues and expenditures of \$73,331,330 and \$73,265,201 respectively. The Special Revenue Funds have total revenues and expenditures of \$55,253,825 & \$48,620,389 respectively. The Enterprise Funds have total revenues and expenditures of \$8,041,741 & \$8,661,574 respectively. The Agency Funds have total revenues and expenditures of \$49,657,979 & \$43,512,357 respectively. For fiscal year 2024/25 the General Fund has total revenues and expenditures of \$73,195,499 & \$73,141,379 respectively. The Special Revenue Funds have total revenues and expenditures of \$41,522,822 & \$53,232,213 respectively. The Enterprise Funds have total revenues and expenditures of \$8,536,933 & \$8,835,508 respectively. The Agency Funds have total revenues and expenditures of \$49,856,693 & \$43,522,446 respectively.

Prepared by: Matthew Schenk, Director of Finance

REVIEWED BY:

City Attorney _____

Assistant City Manager WB

Deputy City Manager ER

Attachments:

1. Resolution Approving the Operating Budget for Fiscal Years 2023-2024 & 2024-2025

The Operating (citywide budget containing all funds) and CIP Budget can be viewed in its entirety at <https://www.cityofperris.org/government/city-council/council-meetings>

Consent:

Public Hearing:

Business Item: X

Presentation:

Other:

ATTACHMENT 1

**RESOLUTION APPROVING THE
OPERATING BUDGET FOR FISCAL YEAR
2023-24 & 2024-25**

RESOLUTION NUMBER _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PERRIS ADOPTING AN OPERATING BUDGET FOR THE FISCAL YEARS COMMENCING JULY 1, 2023 AND ENDING JUNE 30, 2025, AND APPROPRIATING FUNDS FOR PURPOSES THEREIN SET FORTH

WHEREAS, the City Manager has heretofore presented to this Council the “Proposed Budget” for the Fiscal Years July 1, 2023 through June 30, 2025; and

WHEREAS, the City Council has reviewed and recommended budget and directed certain changes which have been incorporated therein; and

WHEREAS, incorporated within the recommended budget is the proposed expenditure limitation on revenues derived from “proceeds of taxes as established by Article XIIB of the State Constitution, which was adopted by Resolution Number XX; and

NOW, THEREFORE, BE IT RESOLVED be it resolved, determined, and ordered by the City Council of the City of Perris that:

SECTION 1. There are appropriated for obligation and expenditure by the City Manager the amounts shown for the various accounts separately set forth in the Fiscal Year 2023-2024 & 2024-2025 Annual Operations Budget;

SECTION 2. All obligations and expenditures shall be incurred and made in the manner provided by the provisions of State Law and City Ordinances and Resolutions;

SECTION 3. The City Manager is authorized to proceed with the implementation of the work program as incorporated in the approved and adopted budget and has the authority to transfer any sum of appropriated funds between accounts, departments, programs, and funds.

ADOPTED, SIGNED AND APPROVED this 13th day of June, 2021.

Michael M. Vargas, Mayor

ATTEST:

Nancy Salazar, City Clerk

STATE OF CALIFORNIA)
COUNTY OF RIVERSIDE) §
CITY OF PERRIS)

I, Nancy Salazar, City Clerk of the City of Perris, California, hereby certify that the foregoing Resolution Number ____ was duly and regularly adopted by the City Council of the City of Perris at a regular meeting held the 8th day of June, 2021, by the following called vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Nancy Salazar, City Clerk



CITY OF PERRIS

CITY COUNCIL

AGENDA SUBMITTAL

MEETING DATE: June 13, 2023

SUBJECT: Aquatic Park Land Analysis prepared by Kosmont Companies.

REQUESTED ACTION: That the City Council receive, file, and discuss the Aquatic Park Land Analysis.

CONTACT: Wendell Bugtai, Assistant City Manager

BACKGROUND/DISCUSSION:

At the request of City Council, Kosmont Companies was contracted to conduct a land analysis to identify potential 10 to 15-acre sites for future development of an aquatics center within city limits. Kosmont Companies is a real estate and economic development services firm that offers a full range of real estate market, land-use development, fiscal impact and financial advisory services, strategies, and implementation tools for both local government and private sectors clients for over 35 years.

On April 19, 2023, Kosmont Companies presented to the Parks and Recreation Committee with seven potential city owned and private locations which included; 1) Drop Zone Water Park, 2) Morgan Park Site, 3) Harvest Landing, 4) Perris Boulevard and Hospital Drive, 5) Citrus Avenue and Evans Road, 6) Southeast Corner of Ramona Expressway and Redlands Boulevard, and 7) Southwest Corner of Placentia Avenue and Redlands Avenue. The Parks and Recreation Committee provided their feedback and directed staff to move forward with four potential locations from the total sites presented, which include; 1) Drop Zone Water Park, 2) Perris Boulevard and Hospital Drive, 3) Citrus Avenue and Evans Road, and 4) Southwest Corner of Placentia Avenue and Redlands Avenue. Kosmont Companies will be presenting details of this land analysis for City Council consideration at the June 13, 2023 meeting. Staff recommends that the City Council receive, file, and discuss the Aquatic Park Land Analysis.

BUDGET (or FISCAL) IMPACT:

There is no budget impact.

Prepared by: Martin E. Martinez, Management Analyst

REVIEWED BY:

City Attorney _____

Assistant City Manager WJ

Deputy City Manager ER

Attachments: 1. City Sites Map
2. Aquatic Park Land Analysis

Consent:

Public Hearing:

Business Item: X

Presentation:

Other:

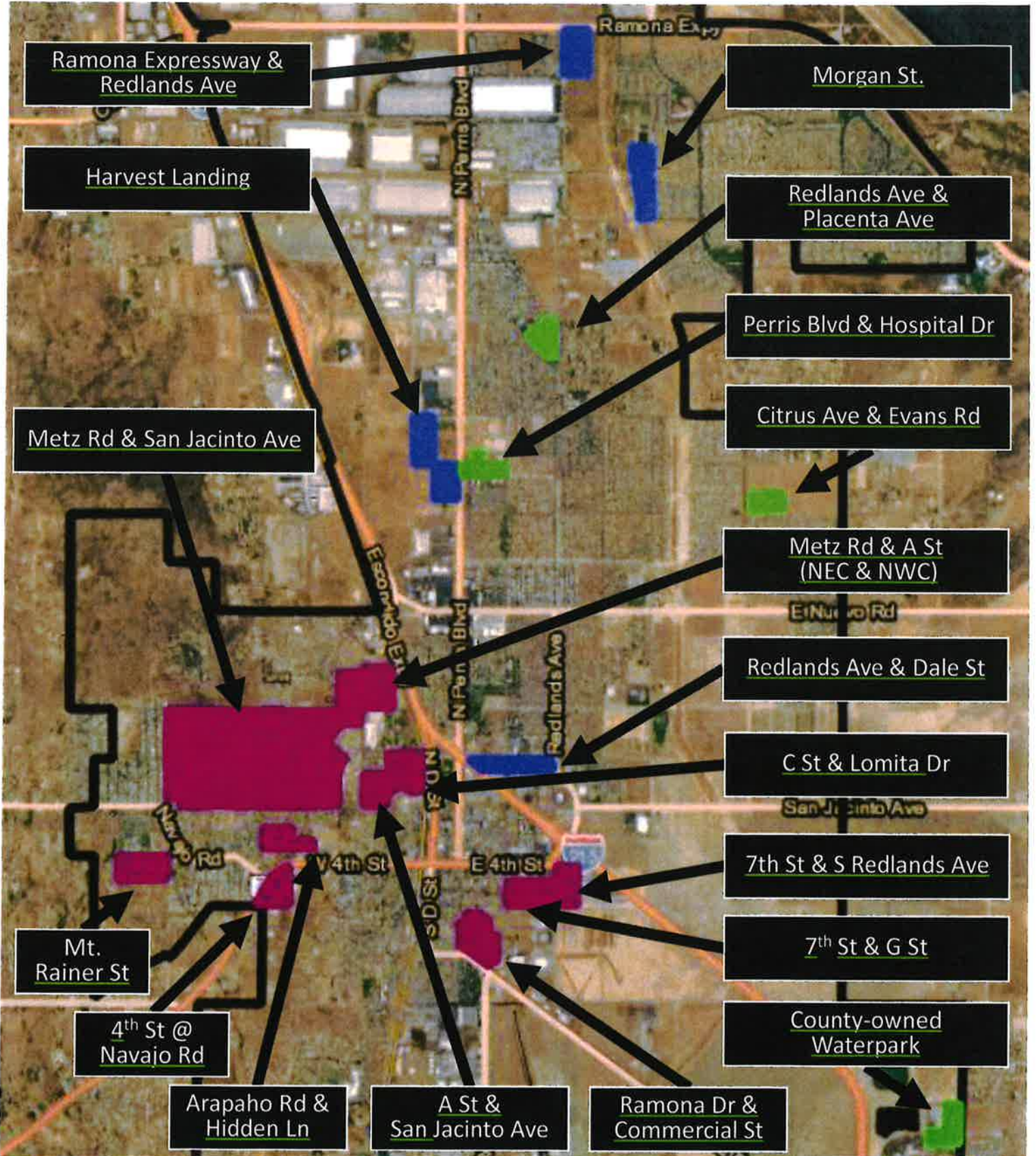


CITY OF PERRIS
COMMUNITY SERVICES

ATTACHMENT 1: CITY SITES MAP

PERRIS AQUATIC PARK LAND ANALYSIS

MAP OF ANALYZED SITES



- Parcels Selected by Parks Committee
- Parcels Reviewed by Parks Committee
- Other Parcels in Analysis





CITY OF PERRIS
COMMUNITY SERVICES

ATTACHMENT 2: AQUATIC PARK LAND ANALYSIS

CITY OF PERRIS

AQUATIC PARK LAND ANALYSIS

April / May 2023



El Segundo, CA
TEL: 424-297-1070 | URL: www.kosmont.com

PERRIS LAND ANALYSIS

DISCLAIMER

The analyses, projections, assumptions, rates of return, and any examples presented herein are for illustrative purposes and are not a guarantee of actual and/or future results. Project pro forma and tax analyses are projections only. Actual results may differ from those expressed in this analysis, as results are difficult to predict as a function of market conditions, natural disasters, pandemics, significant economic impacts, legislation and administrative actions.

PERRIS LAND ANALYSIS

BACKGROUND

- Kosmont Companies (“Kosmont”) has been retained to assist the City of Perris (“City”) to provide advisory services for a Land Analysis (“Analysis”) to support potential development of a new aquatic center. The City desires to develop an Aquatic Center on a 10-15 acre site in a suitable location in the City, and is seeking assistance in identifying and analyzing sites that may be available for future acquisition.
- Kosmont Companies is a nationally-recognized real estate and economics advisory firm serving hundreds of public and private sector clients for over 35 years. Kosmont’s experience covers a range of services as follows:
 - Market and Feasibility Analyses
 - Fiscal Impact and Economic Benefit Studies
 - Economic Development Strategies and Implementation
 - Business/Retailer and Developer Recruitment
 - Identification of Funding Sources and Financing Strategies
 - Public-Private Transaction Structuring and Negotiation



PERRIS LAND ANALYSIS

OVERVIEW

■ Potential Aquatic Center Sites

- The four priority sites for consideration were based on previous analysis and recommendations from the Parks and Recreation Committee
- The Appendix includes other sites that were also analyzed / considered during Kosmont's process

■ Potential Strategies to Consider

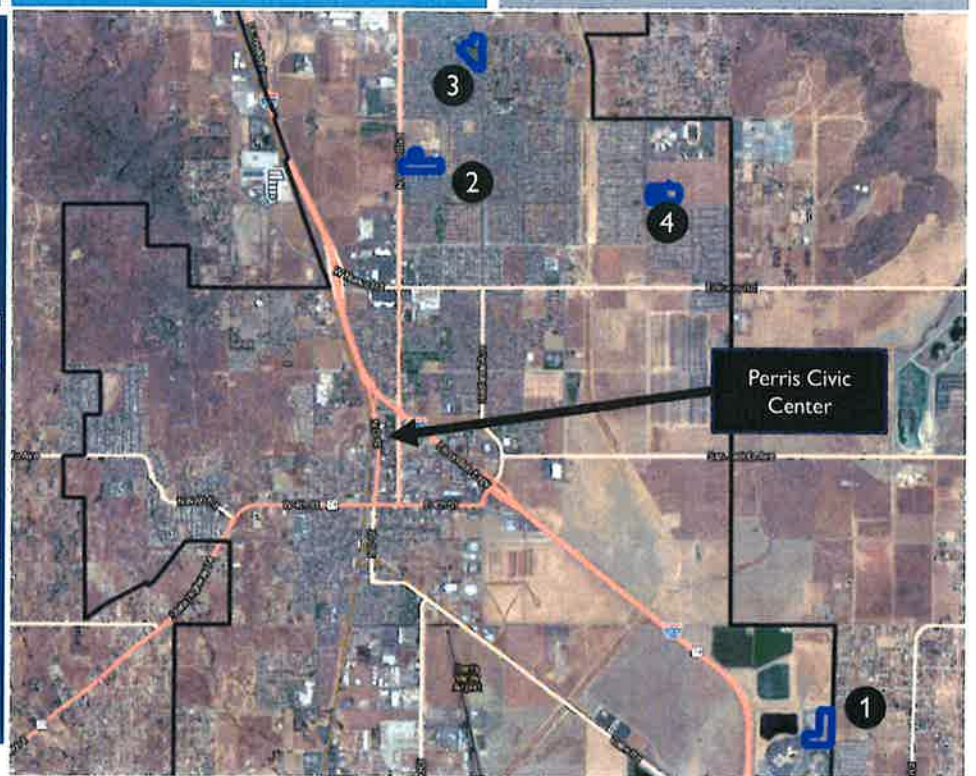
- City-led development of aquatic center on City-owned / acquired property
- City / Riverside County partnership on County-owned waterpark site
- Public-private partnership with private developer to use a portion of site for aquatic center
- RFP/FRQ/FRI for the public to offer sites / propose ideas for aquatic park site

PERRIS LAND ANALYSIS

AQUATIC CENTER POTENTIAL SITES

Site	Acres
1 County-owned Waterpark	14.2
2 Perris Blvd & Hospital Drive	11.6
3 Redlands Ave & Placentia Ave	10.9
4 Citrus Ave & Evans Road	10.5

Note: Sites are listed in order by acreage, not preference / priority



PERRIS LAND ANALYSIS

SWOT ANALYSIS PRIORITY / TARGET SITES

	Strengths	Weaknesses	Comments
1	County-owned Waterpark Publicly-owned site, already used for some aquatic uses; proximity to I-215	Located at southern edge of City, distance from residential areas and City center; adjacent baseball fields; proximity to Menifee may require coordination regarding traffic	Need to lease land from County or Pursue partnership with County to develop aquatic center using vacant site
2	Perris Blvd & Hospital Drive Site City-owned site; good access to Perris Blvd and I-215, located near residential neighborhoods and community-serving commercial centers	Storm drain needed on south side of site – would need to be funded	Central location No apparent obstacles
3	Redlands Ave & Placentia Ave City-owned site; I-215 access via Placentia Ave, located near residential neighborhoods	Currently used as Paragon Park	Central location adjacent to County Fire Station Perris Skatepark
4	Citrus Ave & Evans Road Site City owns majority of site; located near residential neighborhoods and Orange Vista High School	Privately-owned 3-acre corner site would need to be acquired	Will likely cost \$1 million to acquire private site



PERRIS LAND ANALYSIS

1. COUNTY-OWNED WATER PARK

APN	327-190-029
Address	SEC Vista Rd and Trumble Rd
Acres	14.2 AC
Ownership	County of Riverside
Zoning	Industrial – Business Park
Current Use	Drop Zone Water Park
Nearby Uses	Big League Dreams Perris, Eastern Muni. Water District
Notes	Southeast corner of City – distance from city center / residential areas; accessible to I-215 / US-74; proximity to Menifee may require some coordination



PERRIS LAND ANALYSIS

2. PERRIS BLVD & HOSPITAL DRIVE

APN	320-090-001, 320-050-016
Address	
Acres	11.6 AC
Ownership	City of Perris
Zoning	CC - Community Commercial
Current Use	Vacant land
Nearby Uses	Kindred Hospital, Perris Head Start, medical office, residential, local commercial
Notes	Good access to Perris Blvd, located near upcoming Harvest landing development; planned storm drain line on south side of Site would need to be funded; General Plan amendment would be needed



PERRIS LAND ANALYSIS

3. SWC PLACENTIA AVE & REDLANDS AVE

APN	300-260-003, -002 (partial), -004 (partial)
Address	
Acres	10.9 AC
Ownership	City of Perris
Zoning	Commercial Neighborhood, Open Space
Current Use	Vacant, Paragon Park
Nearby Uses	Fire Station, residential neighborhoods
Notes	



PERRIS LAND ANALYSIS

4. NEC CITRUS AND EVANS ROAD

APN	320-470-034, 320-360-003
Address	
Acres	10.5 AC
Ownership	City of Perris (7.5 AC) Private Ownership (3.0 AC)
Zoning	Residential (R-6, R-10)
Current Use	Vacant site; single-family home
Nearby Uses	Residential neighborhoods; Orange Vista High School
Notes	Aquatic center would be a higher-intensity use than previously envisioned park



PERRIS LAND ANALYSIS

SALES / LAND VALUES

Kosmont identified 20 property sale comps in Perris since 1/1/2021 in CoStar

- Values for residential and commercial properties generally range from \$200k – 550k / AC
- Values for industrial properties generally range from \$1.2m – 3.0m / AC
- Values are lower for rural / ranch land that may have limited development feasibility and infrastructure challenges

PERRIS LAND ANALYSIS

COSTAR: ACTIVE LAND SALE LISTINGS 10+ ACRES, PERRIS AREA

Address	Sale Status	Land Area (AC)	Listed Price	Price Per AC Land	Days On Market	CoStar Description	Secondary Type	CoStar Zoning	Notes
Nuevo Rd	Active	31.02	\$3,500,000	\$112,830	406	GREAT MIXED USE SUBDIVISION OPPORTUNITY	Residential	MU	Unincorporated parcels
75 Paseo Adelanto	Active	12.14			324		Industrial	GI	
23970 State Highway 74	Active	11.64	1,499,000	128,780	48		Commercial	R-R	Unincorporated parcels
467 E 7th St	Under Contract	11.44	6,000,000	524,475	1641	High Density Residential Development Site	Commercial	DTSP, UV	
22275 Lukens Ln	Active	36.71	549,000	14,955	252		Residential	RR 1/2	Unincorporated parcels
8 Placentia Blvd	Active	25.58	12,800,000	500,390	60	Placentia Blvd and 215 Freeway	Industrial	BP	
Diana St	Active	20.14	295,000	14,647	1448	Firesale - Diana St, Perris, CA	Residential	RR	
Highway 74	Active	15.15	8,027,250	529,851	897	4 Sale or Lease 15 Ac. on Hwy 74 in Perris	Commercial	CC	
6 Parcels Arapahoe Rd	Active	12.94	499,000	38,562	355		Residential	R-1	
NE Corner of Nuevo Rd & Evans Rd	Active	10.40	4,800,000	461,538	1437	Double Corner on Nuevo Rd btw Evans & El Nido	Commercial	CC	



Source: CoStar

PERRIS LAND ANALYSIS

COSTAR: LAND SALE COMPS (COMMERCIAL / RESIDENTIAL) 10+ ACRES, INCORPORATED PERRIS, SINCE 1/1/21

Zoning	Property Address	Proposed Use	Land Area AC	Sale Price	Price Per AC Land	Sale Date	Sale Status	Transaction Notes
Community Commercial	Placentia Ave	Commercial, Fast Food, Hold for Development, Retail	10.45	\$5,480,000	\$524,402	1/11/2023	Sold	Buyer plans to build a supermarket, but the timeline for the project is not known.
Community Commercial	Barnett Rd	Commercial, Department Store, Retail	16.45	\$9,000,000	\$547,112	12/30/2022	Sold	This is the sale of 16.45 acres of commercially zone land in Perris CA. The Ethanac road I-215 interchange is nearby so it is a highly sought after location. Perris CA is a fast growing between Los Angeles and Palm Springs. It is near the March Air Reserve base in Riverside County CA.
PVCC - Commercial	Ramona Expy	Hold for Development	17.64	\$4,600,000	\$260,771	11/4/2022	Sold	On November 4, 2022 the 17.64 AC of land at Ramona Expy sold for an undisclosed price. The property is zoned C1 for commercial use. The property was on the market for about seven months with an initial asking price of \$5,378,789. The details above were verified by sources close to the transaction.
Harvest Landing SP	N Perris Blvd & Orange Ave (Part of Multi-Property Sale)		169.61	\$17,563,024	\$103,549	7/26/2022	Sold	On July 26, 2022, this 170 acres property at Indian Ave and W Orange Ave in Perris, Ca, sold for \$18,000,000 or \$105,882.35 per acre. Howard Industrial Partners acquired the property from Jenna Development. After the sale, plans for a 140,000 square foot Harvest Landing retail center were proposed on a portion of the undeveloped property that would start construction 12/2023. The above details were verified by sources deemed reliable.
Residential R-6	970 E Nuevo Rd		41.04	\$10,000,000	\$243,665	12/13/2021	Sold	Sale was for 297 platted SFR lots that sold for \$10,000,000, or about \$33,670 per lot. The total land area of 41.04 acres was estimated based on a typical lot size of 6,500 SF (65' X100'). The seller's motivation to sell included market timing and profit. The seller utilized a 1031 Exchange on this deal. Listing broker reported demand was high for the lots. The buyer is a home builder.
Downtown Specific Plan - Residential	S Ramona Dr		23.32	\$2,900,000	\$124,357	12/3/2021	Sold	The parties involved were not at liberty to disclose any of the vital data or were unable to be contacted. All information is consistent with recorded documents and county assessor records. Inevitably, CoStar was unable to determine the motivation for the transaction, if there were any real estate brokers involved, the marketing & escrow timeframes as well as any sale conditions at the time of the sale.
MFR-14 Multifamily Residential	0 Barrett Ave	Apartment Units	16.1	\$8,200,000	\$509,317	12/1/2021	Sold	This is the sale of 16.1 acres of commercial land located in Perris, California. The property was purchased by a developer for \$8.2 million. Information has not been confirmed but is consistent with public record documents.
Residential R-10	1375 Deprad St		15.14	\$200,000	\$13,210	5/14/2021	Sold	
Community Commercial	Ethanac Rd & I-215 Fwy		50.02	\$13,215,000	\$264,194		Escrow	
Downtown Specific Plan - Urban Village	467 E 7th St	Apartment Units - Condo, MultiFamily	11.44	\$6,000,000	\$524,476		Under Contract	



Source: CoStar

PERRIS LAND ANALYSIS

COSTAR: LAND SALE COMPS (INDUSTRIAL) 10+ ACRES, INCORPORATED PERRIS, SINCE 1/1/21

Zoning	Property Address	Proposed Use	Land Area AC	Sale Price	Price Per AC Land	Sale Date	Sale Status	Transaction Notes
PVCC - Light Industrial	3315 Webster Ave (Part of Portfolio)	Industrial	18.46	\$21,971,425	\$1,190,218	10/3/2022	Sold	This report has been verified by information available to the public. On October 3, 2022 Prologis completed its all-stock acquisition of Duke Realty Corporation valued at approximately \$23 billion. The portfolio consists of approximately 142 million square feet.
PVCC - General Industrial	Patterson Ave (Part of Portfolio)	Commercial, Hold for Development	0.86	\$9,128,919	\$40,645,022	10/3/2022	Sold	This report has been verified by information available to the public. On October 3, 2022 Prologis completed its all-stock acquisition of Duke Realty Corporation valued at approximately \$23 billion. The portfolio consists of approximately 142 million square feet.
PVCC - Light Industrial	3931 Brennan Ave (Part of Portfolio)	Commercial, Industrial	18.46	\$8,659,748	\$469,109	10/3/2022	Sold	This report has been verified by information available to the public. On October 3, 2022 Prologis completed its all-stock acquisition of Duke Realty Corporation valued at approximately \$23 billion. The portfolio consists of approximately 142 million square feet.
PVCC - Light Industrial	3931 Brennan Ave (Part of Multi-Property Sale)	Commercial, Industrial	21.78	\$79,378,000	\$3,644,536	7/25/2022	Sold	On 7/25/2022, Starcrest of California, a manufacturer, sold the property for \$96,837,500, approximately \$3,227,916 per acre. The subject properties are a 4.97-acre site at 3802 Brennan Ave and a 21.78-acre site at 3931 Brennan Ave. Industrial REIT, Duke Realty Corporation, purchased the property as an investment. The information provided for this sale comparable report was obtained via public record. The buyer and seller could not be reached for verification.
PVCC - Light Industrial	4517 Wade Ave	Distribution, Industrial	10.69	\$8,887,500	\$831,384	7/14/2022	Sold	The property sold for \$8,887,500 or about \$19 PSF. The purchase was not financed. The property consists of 11 parcels totaling 10.69 acres located along Patterson Avenue south of West Nance Street and adjacent to Interstate 215. The area is zoned GI for general industrial. The buyer is a commercial developer that rolls up to Mitsubishi Estate Co., Ltd., based out of Tokyo.
Light Industrial	363 E Ellis Ave	Hold for Development, Industrial	35.54	\$51,000,000	\$1,435,003	5/12/2022	Sold	On 5/12/2022, Central Transport, sold 35.54 acres in Perris, CA, to The Carlyle Group and Newcastle Partners, Inc. for \$51 million. Attempts to reach the buyer and seller have been unsuccessful. The information published here is taken from public record.
PVCC - Light Industrial	3532 Morgan St		15.95	\$4,200,000	\$263,323	12/30/2021	Sold	Information has not been confirmed but is consistent with public record documents.
PVCC - Light Industrial	195 E Morgan St		29.75	\$48,500,000	\$1,630,252	12/11/2021	Sold	On 12/11/2021, a total of 98,000 square feet of Industrial space at 195 E Morgan Street in Perris, CA sold for \$48,500,000 or \$494.90/sf. The property sits on 29.75 acres in an RA5 zone of Riverside County. The building features an 18-foot clear height throughout as well as 6 drive ins and a fenced lot. All information in the comparable has been provided by public record.
Light Industrial	2400 Goetz Rd		18.11	\$2,000,000	\$110,436	9/29/2021	Sold	This is the sale of 18.11 acres of industrial land. The land was zoned LI, light industrial uses, and was delivered level and well maintained. It was reported that the buyer plans on developing on the land but exact plans were not released.
PVCC - General Industrial	Patterson Ave	Commercial, Hold for Development	22.96	\$19,910,500	\$867,182	1/13/2021	Sold	On January 13, 2021 the 25 lots totaling 22.96 acres of commercial land was sold for a recorded price of \$19,910,000. The actual price was reportedly higher although neither party would confirm true figure. The buyer was Duke Realty Corporation which has plans for a future development project. The REIT did not want to disclose the plans at the time of sale. The seller was the Rega Group.



Source: CoStar

PERRIS LAND ANALYSIS

SUMMARY OF POTENTIAL STRATEGIES / NEXT STEPS

- City-led development of aquatic center on City-owned property / acquired property
 - Site acquisition (if needed) and General Plan / Zoning changes (if needed)
 - Evaluate financing / project delivery options (traditional, design – build, P3 total project delivery)
- City / County partnership on County-owned waterpark site
 - Initiate discussions with County and City of Menifee
 - Evaluate financing / project delivery options (traditional, design – build, P3 total project delivery)
- Public-private partnership with private developer to use a portion of larger site for aquatic center
 - Initiate discussions with developer
 - Evaluate density / zoning changes to facilitate
 - Evaluate financing / project delivery options (traditional, design – build, P3 total project delivery, private)
 - Negotiate Specific Plan amendments / Development Agreement
- RFP/FRQ/FRI for the public to offer sites / propose ideas for aquatic park site

PERRIS LAND ANALYSIS

APPENDIX

PERRIS LAND ANALYSIS

PREVIOUSLY CONSIDERED SITES: SWOT ANALYSIS

		Strengths	Weaknesses	Comments
A	Morgan Street Site	City-owned site; site previously considered for park expansion; located near fields, Morgan Park, and residential neighborhoods	Site is located within 100-yr flood area. MWD ROW bifurcates site	Opportunity for City owned/developed aquatic center on site(s) (e.g., aquatic center on north site, parking on southern site)
B	Harvest Landing Site	Privately-owned site, developer has expressed some interest in an aquatic park element as an amenity on the Site; good access to Perris Blvd. I-215; located near upcoming residential neighborhoods and commercial centers	Harvest Landing is a longer-term development, with Specific Plan changes currently being considered; Airport commission approval may require coordination	Opportunity for public-private partnership with developer seeking Specific Plan changes, could trade additional density / zoning for community amenity. Industrial zoning could add several million in land value to Harvest- allowing City to acquire 14-17 acres for minimal cost.
C	Ramona Expressway & Redlands Ave	Good access to Ramona Expressway	Privately-owned site would need to be acquired; site located in 100-yr flood area; waterway located to the east Located at north edge of City near industrial areas;	18.8-acre site provides opportunity for additional uses; acquisition cost is likely to exceed \$5 million



PERRIS LAND ANALYSIS

A. MORGAN STREET

APN	303-160-006, -010
Address	Morgan St
Acres	8.6 AC (N) + 10 AC (S)
Ownership	City of Perris
Zoning	May Ranch Specific Plan
Current Use	Vacant land
Nearby Uses	Residential neighborhoods, fields, Morgan Park
Notes	Some area is within Regulatory floodway / 1% annual flood hazard area; northern site envisioned for park expansion; site bifurcated by MWD right-of-way – paved road would likely be acceptable



PERRIS LAND ANALYSIS

B. HARVEST LANDING

APN	Multiple
Address	SW Perris Blvd & Orange Ave
Acres	17.1 AC (N) + 14.2 AC (S)
Ownership	HIP So-cal Properties LLC
Zoning	Harvest Landing Specific Plan
Current Use	Vacant Land
Nearby Uses	Community Commercial, Residential
Notes	Good access to Perris Blvd / I-215; Longer-term project as changes are being proposed for Harvest Landing Specific Plan area Airport commission approval will require coordination



PERRIS LAND ANALYSIS

C. SEC RAMONA EXPRESSWAY & REDLANDS AVE

APN	303-140-026, -027
Address	SEC Ramona Expressway & Redlands Ave
Acres	18.8 AC
Ownership	Lin Prop Inv
Zoning	Perris Valley Community Center – Business Professional Office
Current Use	Vacant land
Nearby Uses	Residential neighborhoods, industrial
Notes	Good access to Ramona Expressway; site located in 1% annual flood area; waterway located to the east



PERRIS LAND ANALYSIS

INITIAL SITE REVIEW LOCATION AND OWNERSHIP TIER CRITERIA

■ Location Tiers

- Tier 1: ½ mile radius from Civic Center
- Tier 2: Near other civic properties (parks, etc)
- Tier 3: Accessible / integrated with residential areas
- Tier 4: Rural area in need of infrastructure

■ Ownership Tiers

- Tier 1a: City-owned property
- Tier 1b: Public-owned property (other agency)
- Tier 2a: Very large site owned / controlled by a master developer
- Tier 2b: Target site size, single private owner
- Tier 3: Target size but with multiple owners (3 or fewer)

PERRIS LAND ANALYSIS

INITIAL SITE REVIEW - PROPERTY SUMMARY MATRIX

		Location Tier			
		Tier 1: Near Civic Center	Tier 2: Near Other Civic Props	Tier 3: Accessible to Residential	Tier 4: Rural
Ownership Tier	Tier 1: Public Prop	County-owned Water Park Morgan St			
	Tier 2: Single Owner	N. C St & Lomita Dr NWC A St & San Jacinto Ave Redlands Ave & Dale St	NEC Metz Rd & A St NWC Metz Rd & A St NEC 7 th St & S Redlands Ave	4 th ST at Navajo Rd NWC S Ramona Dr & Commercial St. Arapaho Rd & Hidden Ln	Mt. Rainer St Metz Rd & San Jacinto Ave
	Tier 3: Multiple Owners	NEC 7 th St & G St			

PERRIS LAND ANALYSIS

NWC A ST & SAN JACINTO AVE

APN	311-100-024, -026
Address	NWC A St & San Jacinto Ave
Acres	12.5 AC
Ownership	Citadel Community Dev Corp
Zoning	Residential (R-6)
Current Use	Vacant Land - Residential
Nearby Uses	Residential, Civic Center
Location Tier	1: ½ mile radius from Civic Center
Ownership Tier	2b: Target site size, single Private Owner
Notes	Designated as a Housing Site



PERRIS LAND ANALYSIS

NEC METZ ROAD & A STREET

APN	311-040-013, -015, -017, -021, -024, -026
Address	NEC Metz Rd and A St
Acres	20.2 AC
Ownership	Annenberg Limited Partnership
Zoning	Residential (R-6)
Current Use	Vacant Land: Metz & A LLC – Entitled for 360 Apartment Units, status dormant
Nearby Uses	Metz Park, Residential neighborhoods, I-215
Location Tier	2: Near other civic properties
Ownership Tier	2b: Target site size, single Private Owner
Notes	Housing project is active, seeking modification



PERRIS LAND ANALYSIS

NWC METZ ROAD & A STREET

APN	311-030-012, -013
Address	NW Metz Rd and A St
Acres	13.6 AC
Ownership	Magnolia
Zoning	Residential (R-6)
Current Use	Vacant Land: Pacific Communities – Lanata; In Process for 91 units MF residential
Nearby Uses	Metz Park, Residential neighborhoods, I-215
Location Tier	2: Near other civic properties
Ownership Tier	2b: Target site size, single Private Owner
Notes	Active housing project site



PERRIS LAND ANALYSIS

NEC 7TH STREET & G STREET

APN	
Address	NEC 7th St and G St
Acres	19 AC
Ownership	Riverside County (4.32 AC) Dream Inv Group (3.0 AC) Mueller Family (11.45 AC)
Zoning	Downtown Specific Plan – Urban Village
Current Use	Vacant land, County fire yard
Nearby Uses	Residential, Commercial
Location Tier	2: Near other civic properties
Ownership Tier	3: Target size but with Multiple Owners
Notes	Mueller portion of site (eastern parcels) listed as For Sale / Under Contract on CoStar, listed at \$524k / AC; Developer looking to do multifamily residential on site



PERRIS LAND ANALYSIS

NEC 7TH STREET AND S REDLANDS AVENUE

APN	310-100-030, -036, -038, -039, -046, -051
Address	707 E 4 th St
Acres	15.3 AC
Ownership	George Harada
Zoning	Community Commercial
Current Use	Car dealership (4.2 AC), vacant land
Nearby Uses	Commercial
Location Tier	2: Near other civic properties
Ownership Tier	2b: Target site size, single private owner
Notes	Housing opportunity site



PERRIS LAND ANALYSIS

4TH STREET AT NAVAJO ROAD

APN	313-153-004, -005, -006, -007, -015 313-160-002, -007; 326-234-005
Address	4 th St, opposite Navajo Road
Acres	14.7 AC
Ownership	Perris Commercial Center Inc
Zoning	Community Commercial
Current Use	Vacant land – Proposed Perris Marketplace
Nearby Uses	Commercial, residential
Location Tier	Tier 3: Accessible / integrated with residential areas
Ownership Tier	2b: Target site size, single private owner
Notes	Currently listed for sale for \$8.03m (~\$529k per acre); sloping topography; housing opportunity site



PERRIS LAND ANALYSIS

NWC S. RAMONA DRIVE & COMMERCIAL STREET

APN	
Address	Perris Blvd / Commercial St / Ramona Dr
Acres	25 AC
Ownership	Eiffel Tower Development LLC
Zoning	Downtown Specific Plan - Village Walk District
Current Use	Vacant (appears recorded map – 129 SF units, entitled but dormant)
Nearby Uses	Residential, commercial
Location Tier	3: Accessible / integrated with residential areas
Ownership Tier	2b: Target site size, single private owner
Notes	Property was sold in 12/2021 for \$2.9m, or ~124k per AC, housing site



PERRIS LAND ANALYSIS

METZ ROAD & SAN JACINTO AVE SITES

- ~277 AC (total)
- Zoned Residential (R-6, R-10, and R-20)
- Vacant land with proposed residential development
- Location Tier 4: Rural area in need of infrastructure
- Ownership Tier 2a: Very large site(s) owned / controlled by a master developer

A	University of California (39.5 AC)
B	Robert Francis (22.49 AC)
C	Cindy Dang (15 AC)
D	Redwood Equity (74.19 AC)
E	Landing Pelican (23.5 AC)
F	UCI Prop Dev Inc (51.2 AC)
G	Garcia B&L Family Trust (10.2 AC)
H	Lawrence Robillard (9.7 AC)
I	Zhang & Wang Real Estate (9.7 AC)
J	Jose Rubalcava (11.3 AC)
K	Bernard Zangeneh (10 AC)



PERRIS LAND ANALYSIS

ARAPAHO ROAD & HIDDEN LANE

APN	313-030-004, -005, -006, -007, -008; 313-041-007
Address	Arapaho Rd and Hidden Ln
Acres	13 AC
Ownership	Law Offices of Mehrban & Assoc Inc
Zoning	Residential, R-10
Current Use	Vacant Land
Nearby Uses	Residential, commercial
Location Tier	3: Accessible / integrated with residential areas
Ownership Tier	2b: Target site size, single private owner
Notes	Listed as for sale on CoStar for \$39k / AC; rolling topography



PERRIS LAND ANALYSIS

MT RAINER STREET

APN	326-150-009
Address	Mt. Rainer St
Acres	20.1 AC
Ownership	Nabil Salem
Zoning	Residential, R-10
Current Use	Vacant land
Nearby Uses	Enchanted Hills Elem. School, residential
Location Tier	4: Rural area in need of infrastructure
Ownership Tier	2b: Target site size, single private owner
Notes	Listed as For Sale on CoStar for \$15k / AC



PERRIS LAND ANALYSIS

N. C STREET & LOMITA DRIVE

APN	311-100-008, -009, -011, -012, -013, -019
Address	N C St & Lomita Dr
Acres	18.6 AC
Ownership	Bill / Wendy Herigstad County of Riverside (0.75 AC)
Zoning	Downtown Specific Plan – Semi Rural
Current Use	Residential, vacant land
Nearby Uses	Single-family residential, Civic Center
Location Tier	1: ½ mile radius from Civic Center
Ownership Tier	2b: Target site size, single Private Owner
Notes	Topography may be challenging, historic considerations



PERRIS LAND ANALYSIS

REDLANDS AVE & DALE ST

APN	311-190-002, -004, -012, -013, -014, -026, -034 – -042, -044, -045
Address	Redlands Ave & Dale St
Acres	14.8 AC
Ownership	Seal Beach Business Center Inc.
Zoning	MFR-14
Current Use	Vacant Sites
Nearby Uses	Palms Elementary School, single- and multi-family residential, Skydive Baseball Park
Location Tier	1: ½ mile radius from Civic Center
Ownership Tier	2b: Target site size, single Private Owner
Notes	Narrow site; housing site



CITY OF PERRIS

AQUATIC PARK LAND ANALYSIS

April / May 2023



El Segundo, CA
TEL: 424-297-1070 | URL: www.kosmont.com



CITY OF PERRIS

CITY COUNCIL

AGENDA SUBMITTAL

12.C.

MEETING DATE: June 13, 2023

SUBJECT: Discussion and Direction on a Regulatory Ordinance Authorizing Establishment and Regulation of Cardrooms within the City of Perris

REQUESTED ACTION: Direct staff to not proceed with the Regulatory Ordinance Authorizing Establishment and Regulation of Cardrooms due to the approval of Assembly Bill 341 Gaming: Local Moratorium

CONTACT: Wendell Bugtai, Assistant City Manager

BACKGROUND/DISCUSSION:

At the January 31, 2023, City Council meeting, staff was directed to bring back a cardroom ordinance for review by the City Council to place on the November 2023 ballot. The City Attorney's Office completed a draft Regulatory Ordinance and staff completed a framework for the City Council workshop.

On March 14, 2023, the City Council approved the draft ordinance and directed staff to submit the Regulatory Ordinance Authorizing Establishment and Regulation of Cardrooms to the Bureau of Gambling Control for approval. During the workshop it was noted that Assembly Bill 341 Ramos (AB 341) was going through the state legislature bill process, which staff was closely monitoring alongside city lobbyists Michelle Rubalcava and Geoff Neill from Nielsen Merksamer. AB 341 would retroactively prohibit the creation of new cardrooms, extend the moratorium until January 1, 2043 (20-years), and allow an existing cardroom with twenty (20) tables or less to expand.

Governor Newsom signed AB 341 into law May 22, 2023, without any modifications. Therefore, this bill would prohibit a city or jurisdiction from authorizing legal gambling within its boundaries until January 1, 2043.

Staff respectfully recommends the City Council to direct staff to not proceed with the cardroom ordinance due to AB 341 being approved by the Legislature and signed by Governor Newsom.

BUDGET (or FISCAL) IMPACT: There is no Budget Impact for this item.

Prepared by: Antonio Martinez, Legislative Analyst

REVIEWED BY:

City Attorney _____

Assistant City Manager MB

Deputy City Manager ER

Attachments: 1. AB 341 (Ramos) Bill Text
2. May 22, 2023, Governor Newsom Press Release

Consent:

Public Hearing:

Business Item: X

Presentation:

Other:

ATTACHMENT 1

AB 341 (Ramos) Bill Text

Assembly Bill No. 341

CHAPTER 8

An act to add Section 19961.07 to, and to add and repeal Sections 19962 and 19963 of, the Business and Professions Code, relating to gambling.

[Approved by Governor May 22, 2023. Filed with Secretary of State May 22, 2023.]

LEGISLATIVE COUNSEL'S DIGEST

AB 341, Ramos. Gambling: local moratorium.

Existing law, the Gambling Control Act, establishes the California Gambling Control Commission, which is responsible for licensing and regulating various gambling activities and establishments. Existing law requires the Department of Justice to investigate any violations of, and to enforce, the act. Under the act, a city, county, or city and county may authorize controlled gambling consistent with state law. Existing law, however, prohibits an ordinance that would result in an expansion of gambling in the city, county, or city and county from being valid unless the amendment is approved by a majority of the voters. Existing law requires an amendment to a city or county ordinance relating to a gambling establishment or the act to be submitted to the department for review and comment before the ordinance is adopted by the city or county.

Prior law, until January 1, 2023, prohibited the commission from issuing a gambling license for a gambling establishment that was not licensed to operate on December 31, 1999, except as specified.

This bill would reenact that prohibition until January 1, 2043, and would prohibit the commission from issuing a gambling license for a gambling establishment that was not licensed to operate on December 31, 2022, and that is pending before the commission as of January 1, 2024. The bill would also invalidate a gambling license for a gambling establishment that was not licensed to operate on December 31, 2022, and that was issued between December 31, 2022, and January 1, 2024.

Prior law, until January 1, 2023, prohibited the governing body or board of electors of a city, county, or city and county that had not authorized legal gambling within its boundaries prior to January 1, 1996, from authorizing legal gambling, and prohibited an ordinance in effect on January 1, 1996, that authorized legal gambling within a city, county, or city and county from being amended to expand gambling in that jurisdiction beyond that permitted on January 1, 1996.

This bill would reenact those prohibitions until January 1, 2043. The bill, notwithstanding those provisions, would authorize a city, county, or city and county to amend its ordinance to increase the number of gambling tables that may be operated in a gambling establishment that operates fewer than

20 tables, by up to 2 additional tables the first year, and up to 2 additional tables every 4 years thereafter, as provided. The bill would require an ordinance that was approved by a majority of the voters in a city, county, or city and county in an election that occurred after November 1, 2020, that authorized an increase in the number of gambling tables at a gambling establishment, and that became operative on January 1, 2023, as the result of the repealed provisions above, to remain operative on and after January 1, 2024. The bill would invalidate an amendment or adoption of an ordinance that occurred on or after January 1, 2023, by a city, county, or city and county resulting in an expansion of gambling that was not authorized or permitted under the act as of December 31, 2022, or that is not authorized or permitted under these provisions.

This bill would state that its provisions are severable.

The people of the State of California do enact as follows:

SECTION 1. Section 19961.07 is added to the Business and Professions Code, to read:

19961.07. (a) Notwithstanding Sections 19961 and 19962, and except as provided in subdivision (b), a city, county, or city and county may amend an ordinance to increase the number of gambling tables that may be operated in a gambling establishment as follows:

(1) The ordinance shall apply only to a gambling establishment that operates fewer than 20 gambling tables.

(2) The ordinance shall allow a gambling establishment to increase the number of gambling tables operated at the gambling establishment by up to 2 additional tables within the first year after the ordinance takes effect, and up to 2 additional tables every four years thereafter, not to exceed 10 additional tables above the number of tables operated at the gambling establishment on January 1, 2023. A gambling establishment shall have all permitted gambling tables in operation and remain current in payment on all taxes and other applicable fees before an increase in gambling tables is allowed pursuant to this subdivision.

(b) (1) The authority provided in subdivision (a) shall be in addition to any authorization under any other law in effect on December 31, 2022, for a city, county, or city and county to increase the number of gambling tables that may be operated in a gambling establishment in the city, county, or city and county.

(2) Subdivision (a) does not apply to a city, county, or city and county that increased the number of gambling tables that may be operated in a gambling establishment, as described in paragraph (2) of subdivision (b) of Section 19962.

(c) A city, county, or city and county's jurisdictional limit may expand to accommodate the increase of gambling tables pursuant to this section.

SEC. 2. Section 19962 is added to the Business and Professions Code, to read:

19962. (a) The governing body or the electors of a city, county, or city and county that has not authorized legal gambling within its boundaries prior to January 1, 1996, shall not authorize legal gambling.

(b) (1) An ordinance in effect on January 1, 1996, that authorizes legal gambling within a city, county, or city and county shall not be amended to expand gambling in that jurisdiction beyond that permitted on January 1, 1996.

(2) Notwithstanding paragraph (1), an ordinance that was approved by a majority of the voters in a city, county, or city and county in an election that occurred after November 1, 2020, that authorizes an increase in the number of gambling tables at a gambling establishment, and that became operative on January 1, 2023, as the result of the repeal of former Section 19962, as amended by Chapter 1 of Section 744 of the Statutes of 2018, shall continue to be valid on and after January 1, 2024.

(3) Any amendment to an ordinance or adoption of an ordinance on or after January 1, 2023, by a city, county, or city and county resulting in an expansion of gambling that was not authorized or permitted under this chapter as of December 31, 2022, or that is not authorized or permitted under this section or Section 19961.07 shall be invalid and preempted.

(c) This section shall remain in effect only until January 1, 2043, and as of that date is repealed.

SEC. 3. Section 19963 is added to the Business and Professions Code, to read:

19963. (a) In addition to any other limitation on the expansion of gambling imposed by Section 19962 or any provision in this chapter, the commission shall not issue a gambling license for a gambling establishment that was not licensed to operate on December 31, 1999, unless an application to operate that establishment was on file with the department prior to September 1, 2000.

(b) An application for a gambling license for a gambling establishment that was not licensed to operate on December 31, 2022, that is pending before the commission as of January 1, 2024, shall not be approved by the commission.

(c) A gambling license for a gambling establishment that was not licensed to operate on December 31, 2022, and that was issued between December 31, 2022, and January 1, 2024, shall be invalid.

(d) This section shall remain in effect only until January 1, 2043, and as of that date is repealed.

SEC. 4. The provisions of this bill are severable. If any provision of this bill or its application is held invalid, that invalidity shall not affect other provisions or applications that can be given effect without the invalid provision or application.

ATTACHMENT 2

May 22, 2023, Governor Newsom Press Release



GOVERNOR GAVIN NEWSOM

FOR IMMEDIATE RELEASE:

Monday, May 22, 2023

Governor's Press Office: (916) 445-4571

Governor Newsom Signs Legislation

SACRAMENTO – Governor Gavin Newsom today announced today that he has signed the following bills:

- AB 341 by Assemblymember James C. Ramos (D-San Bernardino) - Gambling: local moratorium.
- AB 498 by Assemblymember Cecilia Aguiar-Curry (D-Winters) - Tribal gaming: compact ratification.

For full text of the bill, visit: <http://leginfo.legislature.ca.gov>.

###

Governor Gavin Newsom
1021 O Street, Suite 9000
Sacramento, CA 95814

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CITY OF PERRIS


CITY COUNCIL

AGENDA SUBMITTAL

MEETING DATE: June 13, 2023

SUBJECT: Strategic Planning Workshop Update

REQUESTED ACTION: Receive and file City's strategic planning workshop update.

CONTACT: Saida Amozgar, Director of Administrative Services 

BACKGROUND/DISCUSSION:

Strategic planning is an industry best practice to enhance sustainability and maximize organizational effectiveness. The planning process entails building civic alignment through a collaborative leadership workshop, focusing on the creation of a plan that aligns the agency's vision, mission, and core values. The process results in a plan document, implementing measurable goals along with assigned responsibilities and actions with respective completion deadlines. The City of Perris ("City") recognizes the importance of strategic planning and enhancing City services to best meet the needs and interests of the community, local businesses, and all municipal stakeholders. The last strategic planning process was conducted by the City in 2019.

In March 2023, the City retained professional services from Aguiar Professional Training LLC, a consultant with extensive knowledge and expertise on organizational effectiveness for local governments. Aguiar Professional Training facilitated a strategic planning workshop for the City on April 14, 2023.

As a matter of receive and file, staff will provide an oral update to the City Council on the City's recent strategic planning workshop. Attached to this report is the Strategic Plan document.

BUDGET (or FISCAL) IMPACT: There is no impact to the budget for this item.

Prepared by: Saida Amozgar, Director of Administrative Services

REVIEWED BY:

City Attorney _____

Assistant City Manager 

Deputy City Manager 

Attachment:

Strategic Plan 2023-2025

Consent:
Public Hearing:
Business Item: X
Presentation:
Other:

Attachment

Strategic Plan 2023 - 2025



3 - YEAR
STRATEGIC
PLAN

JUNE 2023 -
JUNE 2026



ACKNOWLEDGEMENTS



**MICHAEL M.
VARGAS**
MAYOR



**MARISELA
NAVA**
MAYOR PRO TEM



**RITA
ROGERS**
COUNCILMEMBER



**DAVID STARR
RABB**
COUNCILMEMBER



**MALCOLM
CORONA**
COUNCILMEMBER



**NANCY
SALAZAR**
CITY CLERK

EXECUTIVE STAFF

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WENDELL BUGTAI, ASSISTANT CITY MANAGER
ERNIE REYNA, DEPUTY CITY MANAGER

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KENNETH PHUNG, DIRECTOR OF DEVELOPMENT SERVICES
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MATTHEW SCHENK, DIRECTOR OF FINANCE
ARTURO CERVANTES, CHIEF INFORMATION OFFICER
MICHELE OGAWA, DIRECTOR OF ECONOMIC DEVELOPMENT AND HOUSING
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JOHN POURKAZEMI, INTERIM CITY ENGINEER
DAVE MARTINEZ, BUILDING OFFICIAL
CAPTAIN MATTHEW SIMMS, POLICE CHIEF
LIEUTENANT JOHN LENTON, DEPUTY POLICE CHIEF
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LISET HERNANDEZ, PUBLIC WORKS MANAGER
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MICHELLE CLAY, HUMAN RESOURCES AND RISK MANAGER
PATRICIA BRENES, PLANNING MANAGER
STEPHEN AJOBIWE, FINANCE MANAGER

FACILITATOR

Aguiar Professional Training LLC

WHAT IS STRATEGIC PLANNING?

Strategic Planning is the opportunity for policy makers to define which policies, programs, projects, and issues are the City's highest priorities during the coming year, and what priorities the staff should be focusing on over and above normal operations of the City. It is one of the most important activities in which City leaders engage each year.

The purpose of the Strategic Plan is to provide the City with a guiding document, setting priorities for the next five years. It considers the city's needs, while balancing available resources and utilizing best practices to deliver services.

STRATEGIC PLANNING PROCESS

On April 14, 2023, a Strategic Planning Workshop with the Mayor, Mayor Pro Tem, City Council, and Executive and Management staff was held to discuss priority areas for the city. Prior to formulating goals and objectives, the strategic planning team takes time to assess the city's current strengths, weaknesses, opportunities, and threats.

It is during this time that the city officials can evaluate the internal and external factors that will influence the city's strategic plan. The evaluation is critical in the planning of long-term goals during a fluid and ever-changing environment. This evaluation then allows the City to formulate specific, measurable, attainable, realistic, and timely objectives toward the completion of its priority goals.



CITY OF PERRIS



Mission Statement

“To provide optimal quality of life and public services to the community, with integrity, diversity and inclusivity, sustainability, and fiscal responsibility.”

VISION STATEMENT

Perris is a vibrant, progressive, safe, innovative, and culturally rich city.

VALUES

- Integrity
- Inclusivity
- Service - Driven
- Sustainability / Stewardship
- Fiscal Responsibility

THREE - YEAR GOALS

1. Enhance Public Safety
2. Improve Infrastructure
3. Maintain Fiscal Solvency
4. Enhance Community Development and Outreach
5. Provide Quality Customer Service

GOAL 1: PUBLIC SAFETY - Ensure that residents, businesses, staff, and visitors feel safe and receive services as quickly as possible.

	What	When	Who
1.	Add a squad engine and crew staffing to Downtown Fire Station #101.	June 2024	Fire Department
2.	Begin the planning process on the feasibility of a South Perris Fire Station.	June 2024	Fire Department
3.	Commence the development process for a South Perris Fire Station.	June 2026	Sheriff's Department
4.	Review and implement the expansion of ShotSpotter throughout the city.	June 2025	Sheriff's Department
5.	Implement increased truck route enforcement.	December 2023	Sheriff's Department

GOAL 2: INFRASTRUCTURE – Improve and enhance network infrastructure and physical infrastructure throughout the city

	What	When	Who
1.	Conduct the feasibility and implementation of broadband Wi-Fi expansion throughout the city.	December 2024	Information Technology
2.	Implement a plan to enhance the maintenance of street and installation of street lights.	December 2025	Public Works/ Engineering

GOAL 3: FISCAL SOLVENCY - Ensure that all funds are being used in the best interest of the residents, businesses, and visitors.

	What	When	Who
1.	Adopt a two-year balanced budget and maintain the city's reserve policy.	June 2023	Finance
2.	Review and adopt an annual CIP budget.	Annual	City Engineer / Finance
3.	Implement an industrial business license tax to fund the repair of roads.	December 2023	Deputy City Manager City Attorney
4.	Explore and apply for grant funding opportunities.	Ongoing	Department Heads
5.	Complete the consolidation of the city's water and sewer systems.	December 2024	City Manager, Deputy City Manager, City Attorney
6.	Complete the expenditure of the American Rescue Plan Act (ARPA) Funds.	December 2026	Finance and all Department Heads

GOAL 4: COMMUNITY DEVELOPMENT AND OUTREACH – Optimize the development process, provide additional community facilities, and improve communication capabilities to residents.

	What	When	Who
1.	Implement a streamlined planning process by reviewing and amending the city's codes, policies, and procedures	December 2025	Development Services
2.	Conduct and present to the City Council a land analysis report to identify future potential sites for an aquatic center and potential funding sources.	December 2023	Community Services
3.	Enhance and implement notification and outreach sources to residents, including QR Codes	June 2024	Information Technology and all Department Heads

GOAL 5: QUALITY CUSTOMER SERVICE - Provide excellent care and service for the residents and visitors of Perris and the business community by meeting their needs in a timely manner.

	What	When	Who
1.	Explore opportunities to create housing opportunities for unhoused individuals	Ongoing	Economic Development and Housing
2.	Provide customer service training to all employees, including specialized training for individual department needs	Annually	Administrative Services

