



# 3 - YEAR STRATEGIC PLAN

JUNE 2023 -  
JUNE 2026





# ACKNOWLEDGEMENTS



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## **FACILITATOR**

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## **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.

|    | <b>What</b>   | <b>When</b>   | <b>Who</b>           |
|----|---|---------------|----------------------|
| 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     | Fire 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

|    | <b>What</b>  | <b>When</b>   | <b>Who</b>                |
|----|--|---------------|---------------------------|
| 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.

|    | <b>What</b>   | <b>When</b>   | <b>Who</b>                                       |
|----|---|---------------|--|
| 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<br>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.

|    | <b>What</b>  | <b>When</b>   | <b>Who</b>                                      |
|----|--|---------------|---|
| 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.

|    | <b>What</b>  | <b>When</b> | <b>Who</b>                       |
|----|--|-------------|----------------------------------|
| 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          |

